



# B O S T O N

## B O R O U G H C O U N C I L

REPORT TO:	BOSTON TOWN AREA COMMITTEE (BTAC)
DATE:	24 <sup>th</sup> OCTOBER 2018
SUBJECT:	BTAC SUB GROUP UPDATE REPORT ON EVENTS
REPORT AUTHOR:	HEAD OF PLACE AND SPACE
EXEMPT REPORT:	No

### **SUMMARY:**

The BTAC precept incorporates a number of services for the residents of Boston including the delivery of an increased events programme, throughout the financial year.

This report is a summary of the events held throughout the spring and summer seasons and an insight into the upcoming events in the calendar for the remainder of the 2018/19 financial year.

### **RECOMMENDATIONS**

That this committee:

- i) Considers and notes the update of the events held throughout the summer and upcoming events within the 2018/19 programme.

### **REASONS FOR RECOMMENDATIONS**

This report is a summary of the events held throughout the spring and summer seasons and an insight into the upcoming events in the calendar for the remainder of the 2018/19 financial year.

### **ALTERNATIVES CONSIDERED**

None.

## **REPORT:**

### **1.0 Introduction**

- 1.1 The BTAC precept incorporates a number of services for the residents of Boston including the delivery of an increased events programme throughout the financial year.

### **2.0 Event Delivery**

- 2.1 The 2018/19 financial year has seen an increasing calendar of events against the 2017/18 financial year. This increase has events now running regularly from March to December. Appendix A incorporates the full listing of events.
- 2.2 A total of 30 events have been delivered by the Events team during 2018/19. The Events Team exists of 1.5 Full Time Equivalents (FTE's) and this includes the additional Events Assistant post agreed by BTAC at its 30 August meeting.
- 2.3 The addition funding to support the development of existing and new events has resulted in the Events Team delivering 11 new events and the expansion of 3 events in this year's calendar for 2018 and the Team with the support of the Events Sub Group is working towards further new events in the future.
- 2.4 The outdoor cinema event on Friday 14<sup>th</sup> September saw a sell out of its 500 tickets and this summer has been packed with events to appeal to families.
- 2.5 Two new events for October, themed for Halloween have being added to this month's programme and events in the lead up to Christmas have been expanded, starting with the Christmas Market and illuminate Parade on the 29<sup>th</sup> November.

### **3.0 Sub Group Activity**

- 3.1 In addition to the events listed above, a BTAC Events Sub Group was formed early 2018 to assist in the development and delivery of additional events. The Group consists of BTAC Members and members of the general public interested in supporting the development of new events in the annual programme.
- 3.2 The Sub Group has successfully delivered two events this year over the summer with an additional third event being planned for December.

- 3.3 The first Viking camp in Central Park event was co-orientated and arranged by a Volunteer on the Sub Group and whilst a small event, it was a popular one and was very well received by the public. This event is already in planning stages for a similar event in 2019, but on a larger scale.
- 3.4 A BTAC Member on the Sub Group organised a sausage competition at Boston's own Sausage and Beer Festival with local butchers.
- 3.5 Another Sub Group Volunteer organised a Teddy Bears Picnic for people to enjoy in Central Park to bring the community together. Featuring games, craft competitions, interactive Story Telling and swing boats, this event brought families out from across Boston for the day.
- 3.6 A third Sub Group Volunteer is currently working hard to see a return of a Santa Fun Run in Boston. This will commence in Central Park and finish in the Market Place to tie in with the return of the Festive Market.
- 3.7 The group have worked well together and so far have added some notable events to the annual calendar.

#### **4.0 Prosperity of the town**

- 4.1 The Events programme has led to wider benefits to the wider Town Centre with businesses seeing an increase in their footfall whilst events are being held, and businesses are starting to support the development of the events programme through sponsorship and advertising. The benefits to the whole town are now starting to show
- 4.2 The Events Team and the Sub Group are also getting increasing levels of very positive feedback:
- 'I am actually looking for things to do in Boston as there is so much on', was a comment from one customer at the Active Boston event.
  - 'Enjoyed all the events I attended, anything that brings the community together has to be good for the town. Would have attended them all if I had been here', was a comment from another member of the public in a recent survey.
- 4.3 At the recent Outdoor Cinema event, tickets were sold to people living in Nottingham, Cambridge, Derby, Hackney and many more places outside of the town. With people are now starting to come to visit Boston from further afield to see what we have on offer, it is anticipated that the demand for hotel accommodation and other retail/catering opportunities will start to rise as well.

## 5.0 Conclusion

- 5.1 The Events Team and Sub Group are continuing to develop and deliver events and make improvements for the 2019/20 programme. Some great constructive feedback has been received from the general public on improvements, changes they would make and things they would like to see.
- 5.2 The Events Team and Sub Group will continue to develop relationships with businesses to create further sponsorship opportunities to support the costs of running events where possible.

### **FINANCIAL IMPLICATIONS**

This is an update report with no financial implications.

### **LEGAL & EQUALITY IMPLICATIONS**

The Council is required to conform to the requirements of the EU Procurement Directive and its own Contract Procurement and Procedure Rules Part 4 (H) of the Constitution.

### **ANY OTHER IMPLICATIONS**

None.

### **CONSULTATION**

- Volunteers within the BTAC Events Sub Group
- Members of the public at events attending events

### **APPENDICES**

Appendix A – Calendar of events

### **BACKGROUND PAPERS**

No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

### **CHRONOLOGICAL HISTORY OF THIS REPORT**

None.