



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:	2 OCTOBER 2019
SUBJECT:	BTAC REPORT: REVIEW OF 2019/20 EVENTS AND LOOKING FORWARD TO 2020/21 EVENTS PROGRAMME
REPORT AUTHOR:	HEAD OF PLACE AND SPACE
EXEMPT REPORT:	No

SUMMARY:

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

This report provides an update on the 2019/20 programme for the Committee to note and options for a planned events programme for the 2020/21 financial year. The report includes budgeted financial breakdowns covering both financial years, to support the Committee in its deliberations.

RECOMMENDATIONS

That this committee:

- i) Notes the outcomes of the 2019/20 events programme.
- ii) Considers a one year planned programme of events for 2020/21 to provide evidence to inform future years.
- iii) Considers the planned programme of events as detailed in the report for the 2020/21 financial year with an increased budget of **£27,000** to support the delivery, if option one is preferred, or an increase in budget by **£12,000**, if option two is preferred or no increase in the budget if option three is preferred.
- iv) Recommends to Cabinet if recommendations (ii) and/or (iii), being over £10k is determined.

REASONS FOR RECOMMENDATIONS

To ensure the necessary timescales needed for the planning and development of an events programme for 2020/21 within the Borough, approval of a programme, is sought at this early stage.

ALTERNATIVES CONSIDERED

- To limit the events programme to existing budgets.
- To stop delivering events.

REPORT:

1.0 Introduction

- 1.1 The BTAC budget incorporates a number of services for the residents of Boston including event delivery.

2.0 Event Delivery 2019/20 Financial Year

- 2.1 BTAC last received a report on events at its 20 March 2019 meeting where Members agreed the events programme for the 2019/20 financial year. The summer events season has again resulted in a second successful calendar of programmed events, following the additional funding allocated by BTAC in 2017.
- 2.2 The Events Team consists of 1.5 Full Time Equivalents (FTE's), and in the delivery of the current events programme is working at full capacity. To deliver additional events safely going forward would require additional resources.
- 2.3 BTAC policy set in 2017/18 determined that the events programme for the 2019/20 financial year be focused on BTAC residents and the corresponding programme to date has generally comprised of a mix of community-based events that provide families with opportunities that may not otherwise be easily affordable.
- 2.4 The Events Programme as presented to the March 2019 BTAC meeting is appended, for reference (Appendix A).
- 2.5 Boston Big Local (BBL) continues to be a key supporter of events for Boston residents and its funding has enabled additional community based events during the 2019/20 financial year. BBL finalised a two-year plan in April 2019 agreeing to fund 1940s event, Get Cycling Roadshow, Active Boston, Beach Days and some additional beach focus sessions for the 2019 and 2020 calendar years. This total value of this funding over the two years is £42k.
- 2.6 The Christmas Market & Lights Switch event each November has also received external funding through the Controlling Migration fund for the 2018/19 and 2019/20 financial years. This funding is not available for the 2020/21 financial year.

2.7 During the 2019/20 financial year to date, the Events Team and the Safety Advisory Group have also provided advice and support to a number of events within Boston that are run by external providers. This support has enabled additional events within the calendar for residents to enjoy and income associated with hire to the BTAC budget. This approach provides a more varied programme for BTAC residents to enjoy and draws more visitors to the town. These events included:

- The Boston Bike Night
- Central Park Fun Fair
- A Classic Car show
- The Emerge Festival

3. Options for 2020/21 Financial Year

3.1 Members of BTAC at its 20 March 2019 suggested that going forward; the Committee should now try to take steps to hold major events in Boston that attract people from further afield. It was also reported that the current capacity within the Events Team was sufficient to deliver the 2019/20 programme; however, any ambition to expand the events programme further was likely to require additional resource or a reduction elsewhere in the programme. Outlined below are three options for delivering an events programme during the 2020/21 financial year as a single year pilot to test the way forward in developing more larger scale events, within a manageable programme. One event, the Christmas Market & Lights Switch on event has been developed and recently fully funded through the Controlling Migration Fund programme, which comes to an end this financial year. This event will add cost to the programme going forward and if the current BTAC budget was to be maintained the programme would have to be reduced for the 2020/21 financial year.

3.2 Option One incorporates some larger scale events in addition to the existing community based events. This option aims to keep all the free community events, which people have enjoyed this year but adds/combines some of the existing larger scale events, some of which would have or could have a charge on entry. A major cost for the 2020/21 budget is the return of the Christmas Market & Lights Switch on event (not including the provision of lights) within the budget, which has recently been funded through Controlling Migration Funding. Option one, would cost BTAC an additional **£27,000** for the 2020/21 financial year and a detailed breakdown of this programme is appended (Appendix B).

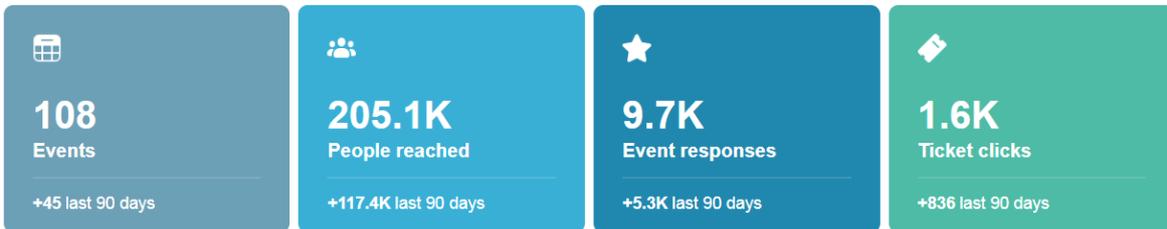
3.3 Option Two focuses on larger scale events within the BTAC funded events programme with a more limited programme of smaller scale community focussed events delivered principally through the BBL funding stream. This option could be delivered with an additional **£12,000** for the 2020/21 financial year.

- 3.4 Option Three retains the existing BTAC budget at £41,500 and the programme is reduced to retain current spending as shown in Appendix D, again this option focuses on larger scale events within the BTAC funded event programme, and a limited programme of smaller scale event sfunded entirely through the BBL funding.
- 3.5 Two events identified within all options have already been committed to for 2020; this is due to the need to book artists/performers/groups nearly one year in advance. Should the committee wish to not continue with the these events for 2021, then a further report would be prepared for BTAC at a later meeting in preparation of the 2021/22 programme. These two events are:
- A Teenage Market in partnership with Bishop Grosseteste University.
 - A Through the Ages event.
- 3.6 The events team currently seeks sponsorships through networking events and meetings where it is feasible to do so within existing resources. To continue to support the BTAC programme, a Member Working Group may wish to seek additional sponsorship for events, in order to offset the BTAC expenditure budget. Major sponsors could support the following events:
- Outdoor Cinema, should option one be agreed.
 - Boston Show including 'Through the Ages'
 - Party in the Park

Potential further sponsorship details and options to generate an income are appended for a future BTAC working group to debate and consider (Appendix E).

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.
- 4.2 The positive comments and photographs from the Events held over the last year can be found in Appendix B. Comments from members of the public are periodically reported to Cabinet as part of the Council's quarterly monitoring of performance reporting. The success of day long events where people cannot be contained and where visitors are free to access and leave the event a number of ways at any time, are however harder to evaluate.
- 4.3 Statistical analysis of the Council's social media platforms has continued to show increasing awareness of the BTAC events programme, the data below from our Facebook page, 'Visit Boston UK' events page activity, provides an overview. Whilst our actual following is less than 2,000 you will see we have a large engagement: (last 365 days as of 28th August 2019)



What does this mean?



Events – number of events hosted included Co-hosts; NB in January 2019 we started to add as many local events to the Visit Boston Facebook page to try and make the page more attractive to a wider audience.



People reached – number of people who had info about your events enter their screen (NB this does not mean they have read or engaged)



Event responses – Total number of people who responded with Interested or Going to your events (NB this does mean they are engaging)



Ticket clicks – The total number of click on the link to tickets for your event

4.3 An overview of whole page for the dates below:

	14 th – 20 th Feb	16 th July – 22 nd July	12 th Aug – 18 th Aug
Post Engagements	1,922	2,245	3,849
Page Views	116	199	272
Post Reach	14,985	16,275	16,646

- Post engagements– the number of times that people have engaged with your posts through likes, comments, shares and more.
- Page views – the number of times that the page’s profile has been viewed by people.
- Post reach - the number of people who had information from our posts enter their page, as above; **NB** this does not mean they have read or engaged.

5 Conclusion

5.1 Following the increase in the number and breadth of the programme, Boston is developing into a town more noted for its events; with a wide mix of family oriented and more commercially focused events. It appears that local people are starting to stay within town to find activities and more visitors are also starting to travel from further afield to Boston for events (as previously reported).

5.2 The Events Team will continue to establish new relationships with businesses to create further sponsorship opportunities, where feasible, to support the

costs of running events where feasible. Support from a Member Working Group could also enhance this work towards securing sponsorship.

- 5.3 The current capacity within the Events Team is sufficient to deliver the 2020/21 programme. However, any ambition to further expand the events programme in the future will require additional resource in order to ensure it is delivered safely. This also includes additional requests from external parties wishing to hold events on Borough Council land. The 20/21 programme is considered manageable due to only one new event being combined with an existing Through the Ages event in the calendar (Boston Show).
- 5.4 Request that BTAC continue to support the Events programme and Members consider the options to increase the budget to allow continued delivery of the programme.

FINANCIAL IMPLICATIONS

The 2019/20 Events budget outline is appended (Appendix A).

The proposed 2020/2021 events budget outlined, is currently showing a shortfall of **£27,000** (Appendix B)

The proposed 2020/2021 events budget outlined, is currently showing a shortfall of **£12,000** (Appendix C)

Should additional resources be considered appropriate for the 2020/21 programme, it is proposed that these be funded from existing unallocated reserve.

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.

The Council uses its powers to encourage tourism within the Borough through the Local Government Act 1972, section 144.

There are no equality implications within this report, any equality implications arising from an individual event are identified and managed through individual event planning processes and risk assessment.

ANY OTHER IMPLICATIONS

None

CONSULTATION

- Members of the public at events
- Retailers forum meetings and working with Boston Town Team
- Businesses who are supporting our events
- Portfolio Holder for Events

APPENDICES

Appendix A – Events Budget 2019/20
Appendix B – Option 1 Proposed Events Budget 2020/2021
Appendix C – Option 2 Proposed Events Budget 2020/2021
Appendix D – Option 3 Proposed Events Budget 2020/2021
Appendix E – Sponsorship Support

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.