



<b>REPORT TO:</b>	BTAC
<b>DATE:</b>	16 November 2023
<b>SUBJECT:</b>	Review of 2024/25 events
<b>PURPOSE:</b>	Funding proposal for BTAC events during the 2024/25 Financial Year.
<b>KEY DECISION:</b>	N.A
<b>PORTFOLIO HOLDER:</b>	Councillor Dale Broughton
<b>REPORT OF:</b>	Assistant Director – Leisure and Culture
<b>REPORT AUTHOR:</b>	Events Manager
<b>WARD(S) AFFECTED:</b>	Boston Town Area Committee Wards
<b>EXEMPT REPORT?</b>	No.

#### **SUMMARY**

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

This report provides an update and recommendations on the 2024/25 programme for the committee and proposals for the annual programme.

The report includes budgeted financial breakdowns to support the committee in its deliberations.

The baseline for the events budget annually is £41,500.

#### **RECOMMENDATIONS**

That the BTAC Committee considers event programming option 1, and 2 within the reports and determines their preferred option for the 2024/25 financial year.

Option 1. £41,500 (All BTAC)

Option 2. £57,750 (BTAC) + £55,250 (external) = £113,000

## **REASONS FOR RECOMMENDATIONS**

To ensure the necessary timescales needed for the planning and development of the 2024/25 events programme within the town with committee approval.

## **OTHER OPTIONS CONSIDERED**

To stop delivering events.

## **1. BACKGROUND**

- 1.1. The BTAC budget incorporates a number of services for the residents of Boston including event delivery.
- 1.2. BTAC has previously run successful annual event programmes and this report outlines the continuation of this programme in the 2024/25 financial year
- 1.3. Road closures are essential to keep audiences and participants safe during events, however, they are universally unpopular with shop owners and the public alike. There are events such as the May Fair and Christmas where it is not possible to alter the delivery of the event to prevent road closures due to the size and scope of the event. Wherever possible the design of the events should seek to remove or reduce the need for road closures and Council-run events should consider being re-engineered to utilise spaces where safety can be maintained without closing off roads. The cost of road closures for a small event is £250 (signs only); a medium event such as Christmas is £1,500; and a large event such as May Fair is c. £2,500. These figures do not include stewards to staff the road closures.

## **2. REPORT**

- 2.1. In 2023 events returned to pre-COVID levels, although changes in personnel have meant that the hoped for expansion of the programme has not happened, what has been delivered has been well received and truly appreciated.
- 2.2. Previous years have seen a large support from BTAC Members to enable the events team to run a series of successful events. It is anticipated that Events will be able to proceed without limitations during the 2024/25 financial year, however this position could change and this report does not outline what steps event organisers may need to consider when planning events.
- 2.3. Members of BTAC in 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. BTAC at two subsequent meetings have also agreed to increase spend on the base line budget.

- 2.4. Option One focuses on a more limited programme of events: Easter Bunny Hunt; 1940's event; Classic Car show; Celebrate Boston Day, incorporating an International Food Festival; Halloween in the Market Place; Christmas Light switch on, Santa Fun Run and Christmas Market.
- 2.5. Option One is proposed to be delivered within the annual baseline budget for events in 2024/25 of **£41,500**.
- 2.6. Option Two incorporates the larger scale events in addition to the existing community based events. This option aims to keep all the free kids fun events, which people have enjoyed previously, it also adds some of the larger events that have shown a large footfall and benefit the Town. This option includes: the Classic Car Show to move to the Central Park along with a Vintage Festival instead of the 1940's event; the Beach in the Park with full programme; a Boston Big Local Legacy and Music Festival in the Central Park; a Ska and Reggae Festival in partnership with Endeavour Radio; Christmas Light switch on, Illuminate Parade and accompanying events including a Santa Fun Run and Christmas Market.
- 2.7. Option Two, would cost BTAC an additional £16,250 for the financial year and a breakdown of this programme is appended (Appendix B), (the annual baseline budget for events is £41,500). This figure is based on the following bids being successful: UKSPF bids for Celebrate Boston £13,750; Beach in the Park £11,500; and National Lottery Awards for All £20,000. Also a figure of £10,000 from Boston Big Local. Total cost would be: Baseline BTAC budget £41,500 + additional BTAC funding of £16,250 + £55,250 of external funding as listed above = **£113,000**.

### **3. EXTERNAL FUNDING AND ORGANISED EVENTS**

- 3.1. Boston Big Local (BBL) has been a key supporter of events for Boston residents and its funding has enabled additional community based events in previous years. This funding ceases at the end of March 2024, however they are contributing to the Boston Big Local Achievements and Legacy music event in July. The Boston Beach event has also been added to the list of events to be considered by BTAC.
- 3.2. Transported are also continuing to develop and work with Boston Borough Council to support events in the Town, this year they will once again deliver the Illuminate Parade as part of the Christmas event, as seen in previous years with huge success. An Arts Council bid has been submitted in relation to this event and was successful as was a request to the NPO.

### **4. SUPPORTING COMMUNITY EVENTS**

- 4.1. Community events take place across the Borough with the support of the Safety Advisory Group. The Events Team also provide advice to external providers on how to run safe events. Potential events for 2024 are: Indian Holi Festival in Central Park and Boston's Strongest (14<sup>th</sup> July in the Market Place).

## **5. CONCLUSION**

- 5.1 Following the increase in the number of events and breadth of the programme prior to Covid-19, Boston is developing into a town more noted for its events, with a wide mix of family oriented and festival style events.
- 5.2 The events programme has led to wider benefits to the wider town centre with an increase in footfall whilst events are held.
- 5.3 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.

### **EXPECTED BENEFITS TO THE PARTNERSHIP**

The Events programme has led to 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 events knowledge and experiences across the partnership will continue to build South and East Lincolnshire being a vibrant place to live in and also attract visitors to the area.

### **IMPLICATIONS**

#### **SOUTH AND EAST LINCOLNSHIRE COUNCIL'S PARTNERSHIP**

None recorded within this report.

#### **CORPORATE PRIORITIES**

This report the following Priorities within the Council's Corporate Strategy 2020 to 2024:

- Priority 1 – People Focussed – Amazing Place to Live & Memorable place to Visit
- Priority 2 – Future Prosperity, Regeneration & Inclusive Growth – Promoting Boston's Potential

### **STAFFING**

The current events team consists of an Events Officer and an Events Assistant. Events will be delivered with the support of the Place Team and the teams within the Partnership.

### **CONSTITUTIONAL AND LEGAL 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.

### **DATA PROTECTION**

None recorded within this report.

### **FINANCIAL**

The two financial options are listed in Appendix A and Appendix B

Option 2 carries a certain amount of financial risk as they rely on external funding.

## **RISK MANAGEMENT**

All events have varying degrees of risks attached to them, but risk assessments are completed for each event to manage these risks and Boston has an active Safety Advisory Group who meet to follow up and provide advice on any event applications in its remit.

## **STAKEHOLDER / CONSULTATION / TIMESCALES**

Portfolio Holder for Town Centre

## **REPUTATION**

For a couple of years prior to COVID in 2020 BTAC has delivered a wide range of events and entertainment for people to enjoy in Boston and provided a reason for people to visit Boston. In 2019, the positive comments BTAC was receiving about people wanting to know what was happening in Boston and wanting attend our events was noted.

## **CONTRACTS**

None recorded within this report.

## **CRIME AND DISORDER**

Events managed by Boston Borough Council are fed through the Boston Safety Advisory Group which is part of the Lincolnshire Event Safety Partnership. The team will continue to work with Lincolnshire Police to highlight any issues which may arise and need attention.

## **EQUALITY AND DIVERSITY/ HUMAN RIGHTS/ SAFEGUARDING**

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

## **HEALTH AND WELL BEING**

None recorded within this report.

## **CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

None recorded within this report.

## **LINKS TO 12 MISSIONS IN THE LEVELLING UP WHITE PAPER**

*(Use this section to highlight any links to the 12 missions contained in the Levelling Up White Paper set out below. Delete any which are not applicable. If none, insert the word 'none'.)*

<b>MISSIONS</b>	
<b>This paper contributes to the following Missions outlined in the Government's Levelling Up White paper.</b>	
<b>Living Standards</b>	By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing.
<b>Research and Development</b>	By 2030, domestic public investment in Research & Development outside the Greater South East will increase by at least 40% and at least one third

	over the Spending Review period, with that additional government funding seeking to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.
<b>Transport Infrastructure</b>	By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.
<b>Digital Connectivity</b>	By 2030, the UK will have nationwide gigabit-capable broadband and 4G coverage, with 5G coverage for the majority of the population.
<b>Education</b>	By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst performing areas will have increased by over a third.
<b>Skills</b>	By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas.
<b>Health</b>	By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by 5 years.
<b>Wellbeing</b>	By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing.
<b>Pride in Place</b>	By 2030, pride in place, such as people’s satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.
<b>Housing</b>	By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government’s ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas.
<b>Crime</b>	By 2030, homicide, serious violence, and neighbourhood crime will have fallen, focused on the worst-affected areas.
<b>Local Leadership</b>	By 2030, every part of England that wants one will have a devolution deal with powers at or approaching the highest level of devolution and a simplified, long-term funding settlement.

## ACRONYMS

BTAC – Boston Town Area Committee

<b>APPENDICES</b>	
Appendix A	Smaller events option.
Appendix B	Larger events option.

## BACKGROUND PAPERS

Background papers used in the production of this report are listed below: -

Document title	Where the document can be viewed
BTAC report – Review of 2023/24 Events and looking forward to 2024/25 events programme 28.09.2023	
BTAC report – Review of 2021/22 Events and looking forward to 2022/23 events programme	
BTAC Report – Review of the 2020/21 Events and looking forward to 2021/22 Events programme	

## CHRONOLOGICAL HISTORY OF THIS REPORT

*None*

## REPORT APPROVAL

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