



<b>REPORT TO:</b>	ENVIRONMENT AND PERFORMANCE COMMITTEE
<b>DATE:</b>	19 <sup>th</sup> December 2023
<b>SUBJECT:</b>	Review of 2023 Events and 2024 programme
<b>PURPOSE:</b>	To advise Members of the delivery of the 2023 events and to discuss the 2024 programme.
<b>KEY DECISION:</b>	Non-key decision
<b>PORTFOLIO HOLDER:</b>	Councillor D. Broughton, Deputy Leader of Boston Borough Council
<b>REPORT OF:</b>	Phil Perry, Assistant Director Leisure & Culture
<b>REPORT AUTHOR:</b>	Rachel Rowett, Interim Cultural Services Manager
<b>WARD(S) AFFECTED:</b>	All
<b>EXEMPT REPORT?</b>	No

#### **SUMMARY**

This report contains a summary of 2023 events and the BTAC approved programme of events for 2024

#### **RECOMMENDATIONS**

That the report is noted and feedback given on the events programme.

#### **REASONS FOR RECOMMENDATIONS**

The varied events programme provides opportunities for residents and visitors to celebrate Boston's history and heritage and participate in cultural activities which enhance health and wellbeing and increase a sense of community.

#### **OTHER OPTIONS CONSIDERED**

Do nothing.

## **1. BACKGROUND**

- 1.1** The Boston Events Team delivers the events programme for the Borough of Boston through the Council itself for its largest event which is the May Fair, and through the Boston Town Area Committee (BTAC) for events such as the Classic Car Show and Vintage Festival, and the Christmas Market and Illuminate events. Events are also delivered through the Sports Development team such as the Beach events, Skate Jam and through cultural interventions in the Market Place, Central Park and Boston Guildhall, and in partnership with others such as Transported, St Botolph's and Fydell House.
- 1.2** The team also support external providers and community groups to develop events and engage with the Safety Advisory Group (SAG).
- 1.3** BTAC has previously run successful annual events programmes and this report outlines what has been delivered in 2023 together with plans for 2024/2025
- 1.4** Road closures are essential to keep audiences and participants safe during events, however they are increasingly unpopular with shop owners and the general public. There are events such as the May Fair and Christmas where road closures are essential due to the size and scope of the events, but wherever possible the design of all other events should seek to remove or reduce the need for road closures. Council run events should consider being re-engineered to utilise spaces where safety can be maintained without closing off roads.

## **2. REPORT – EVENTS PROGRAMME**

- 2.1** 2023 has been a busy year with events returning to pre-covid levels and a wide range of events of differing sizes have been delivered.

### **Cultural Interventions**

- 2.2** Small family-centred events have proven popular throughout the year. The team have utilised different spaces such as Guildhall Museum, Central Park and Market Place and worked with partners such as Fydell House to engage families in themed activities and trails. For example, the Fairy Door Hunt, Easter Bunny Hunt and Pirate Treasure Hunt encouraged families to explore the different venues.
- 2.3** The team also worked to add atmosphere and drive footfall to the Markets through engaging walkabout entertainers such as jugglers and stilt walkers.
- 2.4** A summer programme of small events centred around the Beach in the Park, targeting different demographics to encourage the whole community to join together and participate in activities in the centre of town. This included Teddy bear's picnic, Skate Jam, Golden Oldies sing along.
- 2.5** A new Halloween event took place across Boston Guildhall, Fydell House and Blackfriars with a specially written, site specific, interactive tour with professional actors bringing the stories to life.

### **Large Scale Events**

- 2.6** The annual Boston May Fair was again well attended and ran smoothly. This year it was extended for an extra day to utilise the extra Bank Holiday of the Coronation.
- 2.7** Boston Classic Car show and Vintage Festival took place over two days with music, dance and entertainment from the 1940's, 50's, 60's and 70's. This was again very well received and could be developed further in future years.

- 2.8** This year the Illuminate Parade and Christmas Market has been extended to include a light switch on and four-day Christmas Market with entertainment and activities in the Market Place from 23<sup>rd</sup> – 26<sup>th</sup> November. Organisation of this event has been a collaboration with the Community Leadership team, Markets team and Place team as well as working with partners such as Transported, St Botolph's Church and Pescod Square.
- 2.9** A special event to commemorate the 250<sup>th</sup> Anniversary of the Boston Tea Party will be taking place on 16<sup>th</sup> December. The event will include a re-enactment by Redcoats and Revolutionaries, a talk on the Founding of Boston USA, a tea tasting session, as well as tours and trails, working in partnership with Transported, Fydell House and St Botolph's.

### **Community and External Events**

- 2.10** The team supported community events such as the Indian Holi Festival, a community event organised by the Lincolnshire Indian Community, Santa Fun Run, and a special Coronation event which took place in the park.
- 2.11** The Autumn Fair took place in Central Park in the October half term. Unfortunately this was impacted by heavy rain which caused damage to the park so the future of this event is under review.
- 2.12** A full list of events can be found in Appendix A.

### **3. RECEPTION**

- 3.1** Throughout the year events have been well received with good attendance and positive feedback. The smaller trails utilising Boston Guildhall, Fydell House and Blackfriars brought increased footfall to these key cultural venues with many participants visiting them for the first time.
- 3.2** There have been challenges caused by weather, with some of the attendance at the Beach activities impacted by rain. In particular the heavy rain brought in by Storm Babet while the October Fair was on site meant considerable damage was caused to the park grass. This fair had taken place before without any problems but the future of that event will be reviewed with alternative locations being explored.

### **4. 2024 PROGRAMME**

- 4.1** At the BTAC meeting on 16<sup>th</sup> November 2023, BTAC approved £57,750 towards an extended events programme. This will include the Classic Car Show and Vintage Festival, a Boston Big Local Legacy and Music Festival, a Ska and Reggae Festival in partnership with Endeavour Radio plus the Christmas light switch on and Christmas Festival. The full programme is subject to some additional external funding being sought. Full details can be found in Appendix B.

### **5. CONCLUSION**

- 5.1** The small family events are very popular and should be continued and expanded working with town centre partners.

- 5.2** Continue to support and build on the community events. The Indian Holi Festival was a new venture but it is hoped it can develop. The Coronation event was a one off but was well received and shows an appetite for this type of event.
- 5.3** The May Fair is annual and a key part of the Boston Calendar, with the 900<sup>th</sup> Anniversary coming up in 2025 the team are already beginning to develop ideas for that milestone.
- 5.4** The Beach events continue to be popular. The Classic Car and Vintage Festival was successful but needs to be programmed carefully to avoid clashing with other similar events in the area. Halloween was successful in it's first year, has potential for expansion in future years.
- 5.5** Overall the events programme across the year has been successfully delivered with a broad range of event types appealing to all different ages and communities as well as drawing in visitors from outside the area.

## **EXPECTED BENEFITS TO THE PARTNERSHIP**

Events experience and expertise shared across the partnership, with the ability to share things that have worked well as well as advice on what could be improved.

## **IMPLICATIONS**

### **SOUTH AND EAST LINCOLNSHIRE COUNCILS PARTNERSHIP**

None

### **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 Event Officer and an Events Assistant. Events will be delivered with the support of the Markets team, Place team, Community Leadership team and PSPS Health & Safety team.

## **WORKFORCE CAPACITY IMPLICATIONS**

None

## **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

## **FINANCIAL**

Events programme funded by BTAC. Possibility to look at other funding sources going forward: UK Shared Prosperity Fund; Arts Council Awards for All; National Portfolio Organisation.

## **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**

None

## **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

## **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

## **CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

None

## **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'.)*

### **MISSIONS**

**This paper contributes to the following Missions outlined in the Government's Levelling Up White paper.**

<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

*(Use this section to explain any acronyms used in the body of the report. If none, insert the word 'none'.)*

## APPENDICES

Appendices are listed below and attached to the back of the report: -

APPENDIX A	2023 Events
APPENDIX B	2024 Events Programme

### 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

A report on this item has not been previously considered by a Council body.

### REPORT APPROVAL

Report author:	Rachel Rowett Interim Cultural Services Manager <a href="mailto:rrowett@sholland.gov.uk">rrowett@sholland.gov.uk</a>
Signed off by:	Phil Perry Assistant Director for Leisure & Culture <a href="mailto:Phil.perry@boston.gov.uk">Phil.perry@boston.gov.uk</a>
Approved for publication:	Councillor D Broughton Deputy Leader, Boston Borough Council <a href="mailto:Dale.broughton@boston.gov.uk">Dale.broughton@boston.gov.uk</a>

### CHECKLIST - DELETE BEFORE SUBMISSION TO DEMOCRATIC SERVICES

S151 Officer consulted on financial implications:	Yes / No / NA
Monitoring Officer consulted on legal and constitutional implications:	Yes / No / NA
Portfolio Holder consulted:	Yes / No / NA
Ward Member consulted:	Yes / No / NA