

Events directly organised by LDC

Event	Organiser	Dates	Strategic purpose for LDC events
Victorian May Day	Lichfield District Council	2 May	Supports Parks and Opens Spaces Service Plan.
Beacon Park Fun Day	Lichfield District Council	10 August	Supports Parks and Opens Spaces Service Plan.
Lichfield Proms in Beacon Park	Lichfield District Council	3 September	Supports Parks and Opens Spaces Service Plan.

Events supported by LDC - Support can include funding, street trading and/or promotional support

Event	Organiser	Dates	Strategic purpose for LDC events
Lichfield Greenhill Bower	Lichfield Greenhill Bower Committee	30 May	Independent event. Identified as a special event in line with Street Trading Policy approved by Regulatory & Licensing Committee, due to economic impact on city in line with Street Trading Policy. Street Trading Policy set for review in early 2017. The Bower also receives the benefit of the use of the Bird Street Car Park in line with an historic agreement.
Lichfield Festival - Florette Festival Market	The Lichfield Festival	2 July	Independent event. Identified as a special event in line with Street Trading Policy approved by Regulatory & Licensing Committee, due to economic impact on city in line with Street Trading Policy. Street Trading Policy set for review in early 2017. Lichfield Festival also receives a share of Locality Commissioning funding – see 3.7.
Fuse Festival	Lichfield Arts	8 – 10 July	Independent event. Lichfield Arts also receives a share of Locality Commissioning funding – see 3.7
Lichfield Food Festival	Lichfield BID (including Lichfield District Council in a tourism/marketing capacity)	27 & 28 August	Independent event. Identified as a special event in line with Street Trading Policy approved by Regulatory & Licensing Committee, due to economic impact on city in line with Street Trading Policy. Street Trading Policy set for review in early 2017.
Lichfield Georgian Festival – part of the Heritage Weekend Celebrations	City attractions (including Lichfield District Council in a tourism/marketing capacity)	16 – 18 September	Supported Parks and Opens Spaces Service Plan. Identified in Tourism Service Plan as key event and supports Lichfield City Centre Development Strategy.
Lichfield Christmas Festival and Festival Weekends (including Santa Run)	City and district attractions (From 2017 – the Lichfield BID is set to take on board the organisation of this event)	12 November – 26 December	Independent event. Identified as a special event in line with Street Trading Policy approved by Regulatory & Licensing Committee, due to economic impact on city in line with Street Trading Policy. Street Trading Policy set for review in early 2017. Identified in Tourism Service Plan as key event and supports Lichfield City Centre Development Strategy.

Events that take place on LDC land - Supported by officer time, as per booking requirements. Bookings are income generating.

Event	Key organiser	Dates	Strategic purpose for LDC events
St Giles Fun Run	St Giles Hospice	20 March	Independent park booking.
Lichfield Half Marathon	KP Events	1 May	Independent park booking.
Virgin Active's World's Smallest Fun Run	KP Events	2 May	Independent park booking (no fee).
Tom Jones in Beacon Park	Tiny Cow	12 June	Independent park booking.
Cars in the Park	Cars in the Park Committee	2 & 3 July	Independent park booking.
Burntwood Wakes	Burntwood Town Council	Various dates	Independent booking.
Lichfield Georgian Festival – part of the Heritage Weekend Celebrations	City attractions	23 & 24 September	Provide marketing support as per 2015 – an event on the scale of 2016 is not planned again
Lichfield Christmas Festival Weekends	City and district attractions	December	Main marketing function is set to move to the BID in 2017. LDC will provide secondary marketing support