

# Report on the events that took place on council land in 2018.

CLlr David Leytham, Cabinet Member for Operational Services, Leisure & Waste.

Date: 26 March 2019  
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Key Decision? **NO**  
Local Ward Members N/A.



**Leisure, Parks & Waste Management (Overview and Scrutiny) Committee**

## 1. Executive Summary

- 1.1 The purpose of this report is to provide to the committee details of the events and festivals programme delivered in 2018 on the council's parks and open spaces.
- 1.2 A wide range of events and festivals took place across the Districts parks in 2018, attracting thousands of extra visitors to the area. Highlights included Lichfield Proms in Beacon Park, 4 Drive-in-Movies, Lichfield Bower, FUSE Festival, Cars in the Park and Oktoberfest.
- 1.3 Events and festivals contribute to help make Lichfield a vibrant place to visit and are budgeted to generate a modest net income for the LOPS service area, the intention is to grow this income by adding more commercial events to the calendar.
- 1.4 Whilst Lichfield District Council delivers a small number of events, the majority of events that take place on council open space are delivered and funded by external organisations.

## 2. Recommendations

- 2.1 It is recommended that Members consider and note the contents of the report.

## 3. Background

- 3.1 A key theme of Lichfield District Council's Strategic Plan 2016-2020 is that we will help 'create a vibrant and prosperous economy' by encouraging increased visitors to our district.
- 3.2 Events and festivals are recognised as a key part of this because an engaging events programme helps to build on our heritage, tourism and cultural offer and encourages more footfall, both to the events and afterwards as events help to showcase the district for future visits.
- 3.3 Annually, parks are hired out on a year-long programme of events and festivals, which encourage local residents, as well as visitors, to appreciate the very best the district can offer. In the district, a total of 45 key events took place between February 2018 and December 2018, covering a total of 131 event days, 15 of these key events took place in Beacon Park (Appendix B – Lichfield Events Positioning Statement, which is the initial feedback document relating to an Economic Impact Assessment (EIA) of events and festivals in the district that has been commissioned by the councils tourism team).
- 3.4 For key events that took place in 2018 - please see Appendix A - Summary of 2018 Events and Festivals supported by LOPS.
- 3.5 The vast majority of the district's events are delivered by external organisations and our partners including voluntary organisations.

- 3.6 A small number of events are directly staged by the council. These include Lichfield Proms in the Park and a range of smaller Lichfield Historic Parks events, which are delivered in line with the LOPS Service, and align with the council's new Physical Activity and Sports Strategy (PASS). In 2018 there was a desire to increase the number of events that the council ran and to run these on a commercial level.
- 3.7 4 drive-in-movies were introduced to the events calendar for 2018 with a challenge to provide a commercial return on these events. Advice received from Urban Entertainment (the screen providers), was to run popular classic movies and as a result 4 films selected for showing were: the Italian Job, Dirty Dancing, Pretty Woman and Top Gun. The movies proved difficult to market and sell, so part way through the event year 1 film was changed to a more modern film. The Top Gun showing was changed to The Greatest Showman.
- 3.8 The Greatest Showman sold out and generated a surplus of £2018, the 3 other films did not perform so well and made a collective loss of £10,217. The total cost of running the drive in movies equated to £8198. The major learning point highlighted was to ensure that the film product met the demands of the potential purchaser.
- 3.9 In addition to running its own events, officers from LOPS attends the Safety Advisory Group (SAG) process, a cross section of LDC service areas support this group along with representatives from the Police, Staffordshire County Council and the Fire service. SAG meets with event organisers to ensure a collaborative approach is taken with the major events and all major events that take place on council land are required to attend SAG as part of their event planning process.
- 3.10 An Events and Festivals collaboration group meet regularly, which is made up of key partners and event's organisers across the district, as well as LDC officers and members. The aim of this group is to ensure a joined up working approach is taken when it comes to events and festivals providing a platform to keep all informed of activity as well as idea sharing and best practice.
- 3.11 In 2018, however, the council experienced its first non-payment of hire charges from a commercial event hirer when Café International went into liquidation during their Christmas Winter Wonderland themed event.
- 3.12 This was disappointing given that Café International were known to LDC officers for over 12 months, they had already run 2 events in Beacon Park over long summer weekends, both successful and well received by visitors; the directors were registered at companies house and had Drayton Manor as a corporate sponsor, running events in the summer at Drayton Manor Park.
- 3.13 In order to run an event Café International would have requested permission from the Council to hire land for a privately managed event. To do this they were required to fulfil a number of requirements including:
- Have their own premises, entertainment and alcohol license to operate in Beacon Park. This is subject to an independent scrutiny processes.
  - The event management team including directors and key officers (License holders, management team and security) attended Safety Advisory Group to discuss the event plan with Fire services, the Police, licensing, highways, food safety etc.
  - The Parks Event booking form was completed for Beacon Park along with the provision of risk assessments, event management plan and public liability insurance.
  - Cafe International were working on site with known and reputable organisations that the Council has worked with over a number of years.
- 3.14 The district council hasn't received a payment for the hire of land for the winter wonderland event, although there is a still a claim with the liquidators for this (valued at £21,000). As a result of this incident there will be assessment of the event hire process and necessary changes made to better protect the Council.



Relevant web links