



Hinckley & Bosworth  
Borough Council

*A Borough to be proud of*

## FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

HINCKLEY AREA COMMITTEE – 10 NOVEMBER 2016

WARDS AFFECTED: HINCKLEY CASTLE, HINCKLEY CLARENDON, HINCKLEY DE MONTFORT & HINCKLEY TRINITY

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### HINCKLEY EVENT ENHANCEMENT

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#### Report of Deputy Chief Executive

##### 1. PURPOSE OF REPORT

- 1.1 To request funding via the Hinckley Area Committee to enhance the number of events held in Hinckley Town Centre, leading to increased footfall and economic vitality.

##### 2. RECOMMENDATION

- 2.1 That, the Hinckley Area Committee considers this request for support funding to uplift the Town Centre's 2017 events programme.

##### 3. BACKGROUND TO THE REPORT

- 3.1 The Council working alongside a number of key stakeholders coordinates a package of events in Hinckley's Town Centre. The key purposes of holding these events are:
- To increase footfall, which in turn impacts positively on the economic prosperity of Hinckley.
  - To provide fun and engaging community participation leading to a sense of well being and underpins the spirit of a 'Borough to be Proud of'.
- 3.2 The Council is determined to take advantage of our new and exciting investments in retail and leisure facilities in Hinckley Town Centre to make it the first choice Market Town destination in our area. A wide and targeted programme of events will give pleasure and participation to both residents and visitors.
- 3.3 Although a diverse events programme is well established, there is an opportunity to enhance the number and quality of these events.
- 3.4 The rationale for this uplift is supported by the following:
- Major capital investment into the town i.e. Crescent & Leisure Centre

- Finalists in the Great British High Street competition, led by Department for Communities and local Government
- Strong evidence base that the current events programme increases footfall.

#### 4. EVENTS ENHANCEMENT PROPSAL

- 4.1 To allocate £25,000 per annum from the Special Expenses to enhance the events programme as from 2017.
- 4.2 An Events Design and Coordination meeting which will plan out the 2017 events schedule is due to take place in December 2016. Officers will need to know at this point what is the overall budget allocation, allowing to effectively plan the programme.
- 4.3 Although the details and costings have yet to be confirmed, below is a list of possible new or enhancement events:
- More food & drink orientated events which supports local producers
  - Complementary events on market days
  - Children, young people and family focused
  - Celebrating Independent sector
  - Wonderful Hinckley theme
  - Historic Hinckley
  - A Schools Challenge to be held in Argents Mead
- 4.4 Officers are mindful that via the Special Expenses fund, Hinckley Area Committee already financially supports the following:
- ❖ Hinckley Car Parks
  - ❖ Hinckley Town Centre Christmas Lights
  - ❖ Hinckley West Neighbourhood Watch

#### 5. FINANCIAL IMPLICATIONS (IB)

- 5.1 Currently there is £70,444 in balances. If an assumption is made this level of balance remains constant and this request is approved, current level of balances will be used up in 2.8 years.

Additionally, if an assumption is made that 10 per cent of the budget requirement is kept as a minimum balance, £61,200 should be kept in balances.

- 5.2 Therefore the only way to fund this request in the long term would be to identify savings from the current approved budget or part fund the request to around £9,000. This would mean the minimum level of balance of £61,200 can be maintained.

#### 6. LEGAL IMPLICATIONS (JB)

- 6.1 None

#### 7. CORPORATE PLAN IMPLICATIONS

- 7.1 This request supports three of the Council's key aims:
- Creating a vibrant place to work and live
  - Empowering communities
  - Supporting individuals

## 8. CONSULTATION

- 8.1 Feedback from participants whom attend our events wishing for more. Support from the Business Improvement District Team.

## 9. RISK IMPLICATIONS

- 9.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.
- 9.2 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.
- 9.3 No significant risks are associated with this report, however, a number of minor risks do exist based on missing the opportunity to enhance footfall.

## 10. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

- 10.1 Any new events would be accessible for all and would be promoted borough wide.

## 11. CORPORATE IMPLICATIONS

- 11.1 By submitting this report, the report author has taken the following into account:
- Community Safety implications – safe events
  - Environmental implications – adherence to relevant legislation
  - Human Resources implications – staffing capacity
  - Voluntary Sector – engagement with business sector

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Background papers: None

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