**Events Strategy 2021**

Created 22 March 2021

Draft 1

Appendix 2

1. **Overview**

Due to the Covid-19 situation, all physical events for 2020 were cancelled to ensure the safety of the public and colleagues. The government road map sets out how England will come out of lockdown in a timely and data driven way. Those milestones have been set out steps with earliest possible dates that we can anticipate a reduction and change in restrictions.   
  
Mansfield District Council wants to deliver a series of events in 2021, making the community, the environment and social cohesion at the core of everything we do, with the addition of staying safe, health and wellbeing and positive mental health.

Our event plans for 2021/22 will be dependent on the lifting of national restrictions and of course careful consideration will be made due to local restrictions and the requirement to contain any variant outbreaks in our district.

In order to achieve this strategy, we will need a one-council approach to ensure it is delivered- input and cooperation from other departments is essential to ensure the plan is brought to life and the community as involved as possible.

A reminder of our corporate core messages:

Our corporate priorities; Aspiration, Growth, Wellbeing and Place

**Council’s vision:**

“Grow an ambitious, vibrant and confident place”

**Corporate objectives:**

* To support the delivery of council priorities; Aspiration, Growth, Wellbeing and Place through strong narrative and two way communications
* Effectively communicate corporate ambitions
* To build relationships, trust and confidence with customers and protect the council’s reputation.

1. **Event Aims and Objectives**

* Carryout events safely and in a Covid-secure manner
* To celebrate diversity and creativity in Mansfield
* Promote a culture of good wellbeing in our community
* Celebrate confidence in Mansfield as place to live and work
* Control gatherings as per the government road map

**Key dates implications for events:   
Note dates are at the earliest and subject to government review**

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| **12 April** | Rule of 6 or two households outdoors No household mixing indoors Outdoor attractions open  Libraries and community centres open Outdoor hospitality  Children’s activities, indoor groups up to 15 parents Minimise travel |
| **17 May** | Indoor entertainment and attractions  30 person limit outdoors Outdoor entertainment including performances Indoor events up to 1,000 or 50% capacity Outdoor other events 4,000 or 50% capacity Outdoor seated events 10,000 or 25% capacity |
| **21 June** | No legal limits on social contact Larger events permitted |

1. **Events aspirations 2021**

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| **Month** | **Idea** | **Details** | **Date** | **Location** | **Internal/ external** | **Other info** |
| **May** | Bee kind | 3 weeks celebrating our environment, looking at the effects of wildlife and bees on our town.   Involves a trail of the new planters in the town centre with info to follow and competition, potential link to B Club in Four Seasons, link to Keep Britain Tidy- British Spring Clean with free bulky waste collections, encouraging public and businesses to plant wildflowers, video demos online of planting/ crafts etc, free seed bombs (depending on prices), link with recycling too. Also highlight where our wildlife corridors are- i.e. which areas are purposly left to naturalise and why (to encourage bio diversity). | from 28 May | Town Centre/ online | Internal | https://www.keepbritaintidy.org/get-involved/support-our-campaigns/great-british-spring-clean |
| **June** | (Road map dependant) |  |  |  |  |  |
| **July** | Outdoor theatre performance 1 | Comedy of Errors (Oddsocks) | Sunday 4 July | Titchfield Park, Carr Bank, Yeoman Hill, Berry Hill, TC TBC | Internal (Palace Theatre) | Consider parking and facilities. Could all be done socially distanced in some way. All need power, access to toilets and drinking water. Provide own technicians. Audience bring own chairs. Has been done in the past with bars and use of heras fencing to separate the area.  Comedy of Errors by Oddsocks productions would require a guaranteed fee of £1,900 + VAT against a 70% split of box office in favour of the promotor. Midsummer Night's Dream and Alice in Wonderland by Chapterhouse is a 70/30 split on the box office, though a fee would be paid if we decided to make the event free for audiences. Braniac Live fees include a 10% royalty off the top with a guaranteed fee of £3000 to Brainiac Live. The next £1000 earned on the box office after £3,000 will go to MDC followed by a 50/50 share on box-office revenue above £4k  Charged for shows preferred at approximately £14 each for adult tickets. Food and drink vans could be included.  Promoted as a season of outdoor theatre.  PSPO in place on the parks so may not be able to sell alcohol. Would need to speak to Elaine Quince and Police on rules on alcohol. Consider social responsibility of the message we want to be communicating regarding alcohol.  Work out these events based on social distancing- look at capacity to work out how many ppl based on the rule of 6 could fit in an area. Could grid off the area for each family on the park. All to run approximately 4pm. Various shows during the day with fewer capacity at each one. |
| Outdoor theatre performance 2 | Midsummer Nights Dream (Chapterhouse Theatre Co) Comedy with songs. Fun accessible and entertaining. | Saturday 24 July | Titchfield Park, Carr Bank, Yeoman Hill, Berry Hill, TC TBC | Internal (Palace Theatre) |
| **August** | Outdoor theatre performance 3 | Alice in Wonderland (Chapterhouse)   Approximately £7-£10 per ticket. Mad hatters tea part theme. Local businesses with stalls selling tea and cakes. This would work well as part of the bigger Summer Festival. Family festival culminating | Thursday 16 August | Titchfield Park, Carr Bank, Yeoman Hill, Berry Hill, TC TBC | Internal (Palace Theatre) |
| Outdoor theatre performance 4 | Brainiac Live 7-11 year olds | TBC last 2 weeks of Aug | Titchfield Park, Carr Bank, Yeoman Hill, Berry Hill, TC TBC | Internal (Palace Theatre) |
| Mansfield BID beach |  | 1-31 Aug? | Mansfield Town Centre | External (Mansfield BID) | BID want us to go back with some suggestions of what they could do as an alternative. They have £5k to spend. |
| Summer Festival | Family festival with music, walkabout entertainment, stalls, rides, face painting and outdoor theatre show possibly Brainiac Live. | Saturday 21 Aug? TBC | Titchfield Park | Internal |  |
| **September** | Full Shebang | First Art led project supported by MDC with arts and culture activities. | Saturday 4 or 11 September TBC | Mansfield Town Centre | External | Details TBC and date |
| Disability awareness week | One Walk and One Fest | Sept |  | External | Potentially doing a virtual event with a digital march for those with disabilities to take part in. Footage will taken and be edited into a film that will tour around organisations. Filming in local landmarks.  Club nights and comedy nights for One Fest. Mayor to get involved in some of those events ? |
|  |  |  |  |  |  | Mansfield 10k |
| **October** | / |  |  |  |  | Produce market – Harvest Festival  Edinburgh fringe acts? |
| **November** | Remembrance Day parade | Parade with salute at OTH and church service at St Peters. TBC | Sunday 14 Nov | Civic Centre to St Peter's Church | Internal | Depending on RBL wishes. Potential for Parade with promo stalls on the market having the opportunity to sell / promote their charities. Free to have a stall. |
| Christmas in Mansfield | Light installations, community appeals, projection mapping on buildings, walkabout, drones, robotics, gift appeal, shoe box appeal, wishing tree. | from 27 Nov to 24 Dec | Mansfield Town Centre | Internal |  |
| **December** | Christmas in Mansfield continued | BBC Radio Notts Christmas Carols on the Doorstep | Wednesday 15 Dec | Mansfield Town Centre xmas tree or a suitable park | Internal | Singalong live on BBC radio Notts which could involve members of the public, panto cast, local singers etc to sing Christmas songs. Could make into a bigger event with schools involved as well as roasted chestnuts, mulled wine/ hot chocolate stalls and food vans. (Govt guidance permitting). A BBC radio presenter will compere and live broadcast the carol service through BBC radio Notts. 6pm-7pm |

1. **Other councils’ stance on 2021 events  
   Many authorities are awaiting guidance from SAG in April before committing to an event calendar for 2021/22.**

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| **Council** | **Stance** | **Lead Officer** |
| Ashfield District Council |  | Carol Hallam |
| Bassetlaw District Council |  |  |
| Broxtowe Borough Council |  | Alex Khan - Leisure |
| Gedling Borough Council |  | Lance Juby |
| Newark and Sherwood District Council |  | Andy Hardy |
| Nottingham City Council |  | Patrick Loy |
| Rushcliffe Borough Council |  | Nicola Wells, Ginette Taylor |

1. **Key partners**

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| **Business** | **Key contact name** |
| Mansfield Cultural Services | Sian Booth |
| Mansfield Town Centre | Julie Snowdown |
| Mansfield BID | Nikki Rolls |
| Four Seasons Shopping Centre | Rebekah O’Neill |
| First Arts | Karl Greenwood |
| Royal British Legion | Michael Beresford |
| One Walk | Tracy |
| Extended schools network | Corinna Brown |
| Townscape Heritage MDC | Jonathan Lee |
| MDC health and Wellbeing Team | Dominic Ayton |
| Veolia | Victoria Thacker |

**Comments from Cabinet: 29 March 2021  
Ambitious and inclusive   
Very much in line with cultural aspirations  
Can we do one of the theatre events in Warsop  
Consider themed markets and when can we bring those back  
Build in place shaping for future years and look to host bigger events with organisers whilst also doing smaller events for our community as MDC**