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| Briefing Paper  To  Overview & Scrutiny Committee (Place)  On 12 April 2022 |
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| **EVENTS UPDATE** | |

**1. SUMMARY**

* 1. This briefing paper gives Overview & Scrutiny Committee (Place) an update on the events and activities co-ordinated and delivered by Mansfield District Council (MDC) and partners.

**2. BACKGROUND**

2.1 MDC will deliver a series of events in 2022 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. We will deliver these events with our vision always at the forefront, to “Grow an ambitious, vibrant and confident place” whilst incorporating our principles, especially ‘working for the benefit of partners, local people, communities and businesses and facilitating the long term sustainability of the local economy.’

2.2 In January 2022 the Events and Marketing team reviewed the corporate event plans in light of the Government’s Living with Covid Strategy. A revised proposal for live events to return to Mansfield district was presented to the council’s corporate leadership team, and, ratified by the Executive (Cabinet) on 28 February 2022.

2.3 Since reviewing the plans for delivering events, Mansfield District Council has also made changes to its Event Planning process to allow for more community based events and activities to be delivered using a streamlined and easy to follow risk analysis.

2.4 From the period of January 2022 to March 2023 the council will spend £178,000 on events; £115,000 of this will be allocated from the council’s budget, a further £13,056 from the Government’s Covid response “Welcome Back” funding and £50,000 from the Towns Fund Destination Mansfield project.

2.5 The aims of council-led events are to celebrate diversity, promote a cleaner, greener and healthier culture and celebrate confidence in Mansfield as a place to live, work and visit. Our events will enhance the visitor experience and we will we deliver a programme of themed events linked to our corporate priorities to engage people from our area to enjoy the place they live. Destination events will encourage people from outside of Mansfield to visit the area and support the visitor economy.

**3 MDC events 2022**

From January to end of March a series of visitor enhancement activities has been brought to Mansfield town centre using walkabout entertainers and early

Diamond Jubilee celebrations including family fun days in the market place.   
  
In May, three themed events will take place including the district’s first Cleaner Greener Mansfield festival incorporating a vegan Market, nature activities and a focus on recycling, clean living and wellbeing.   
  
Love your Local Market will throw a spotlight on Mansfield Market traders along with the Mansfield Flower Show touring globe and planting demonstrations at the end of the month.

In June we will host the Palace Theatre in the Park with an outdoor performance of Hamlet.   
  
Brass bands return to the parks of Mansfield from May to August and they will be part of the Queen’s Jubilee Proms in the Park style celebration at Berry Hill Park on 3 June.   
  
The Mansfield Summer Festival is making a welcome return to our event programme in August with a dedicated one day event at Carr Lane in Warsop on 17 August and a two day trial event in Titchfield Park with an extended day time and evening programme on 4 and 5 August.   
  
Nottinghamshire Day will be recognised with a dedicated Robin Hood themed day at Mansfield Museum on 25 August.

In September Mansfield will support the hosting of the Tour of Britain when it returns for the third time to our district. Mansfield will be an integral partner once more to hosting the stage 5 in Nottinghamshire.   
  
To finish the year off, we are pleased to offer a Big Switch On in Mansfield to bring Christmas to Mansfield in this hugely popular format.

**4. Partner events**MDC will work with partner organisations to host a range of events in Mansfield for the benefit of the community and the economy. This year they include supporting the Mansfield Business Improvement District (BID) in the delivery of seasonal activities for families such as an Easter trail, Armed Forces Day in June a Jurassic themed event in the summer.   
  
We anticipate a bigger then ever accessible festival with One Conversation and a celebration of arts with First Art in the autumn months. The events and communications team will also continue to support community based projects such as the HAF project and engagement activities with our colleagues in Cultural Services.

**5. Event schedule**An event schedule is appended to the report for information. Please note this will continue to change as more activities are added by organisations and partners.

**6. Event booking process**A review of the event booking process has been carried out by the Corporate Events Officer in consultation with Environmental Health and Town Centre Management to provide a simplified framework for events taking place in our community.   
  
The aim is to encourage more groups and individuals to provide a safe environment for events to take place in public spaces and make use of the district assets to improve the quality of life for people living in Mansfield.

The review has brought about changes to provide a simplified online booking process for all events and activities and a revised event guidance.   
  
Smaller low risk events (without high risk structures, activities or alcohol) can be delivered with evidence of a robust risk assessment and supporting documentation such as insurance and food hygiene, a full Event Safety Management Plan is required for larger events of over 500 people.   
  
All events must be booked online through a new form and placed in the event calendar.

Find out more at [www.mansfield.gov.uk/eventplanning](http://www.mansfield.gov.uk/eventplanning).

**7. COMMENTS OF HEAD OF PEOPLE AND TRANSFORMATION**

7.1 This year’s event programme really provides the people and visitors of Mansfield to a variety of great events and activities.

7.2 The event booking process has been really well considered, and ensures that appropriate levels of safety and risk management information is provided based upon the size and complexity of the event. The creation of a new on-line form with supporting guidance will help event organises to easily apply for the holding of events throughout the district.

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