

**ECONOMIC REGENERATION &  
LEISURE POLICY ADVISORY  
COMMITTEE**

**7 March 2023**

**2023/24 Events Plan**

<b>Timetable</b>	
<b>Meeting</b>	<b>Date</b>
Economic Regeneration & Leisure Policy Advisory Committee	7 March 2023

<b>Will this be a Key Decision?</b>	No
<b>Urgency</b>	Not Applicable
<b>Final Decision-Maker</b>	Not Applicable – report for noting by the Economic Regeneration & Leisure Policy Advisory Committee
<b>Lead Head of Service</b>	Mark Green, Director of Finance, Resources & Business Improvement
<b>Lead Officer and Report Author</b>	Ann-Marie Langley, Arts & Culture Officer
<b>Classification</b>	Public
<b>Wards affected</b>	All

**Purpose of Report**

This report sets out the 2023/24 Events Plan.

**This report makes the following recommendation to the Economic Regeneration & Leisure Policy Advisory Committee:**

1. That the report be noted.

# 2023/24 Events Plan

## 1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
<b>Impact on Corporate Priorities</b>	The Events Plan will materially improve the Council's ability to achieve 'A Thriving Place' through delivering a variety of high quality arts and cultural events.	Director of Finance, Resources and Business Improvement
<b>Cross Cutting Objectives</b>	<p>The report recommendation supports the achievement of the 'Heritage is Respected' cross-cutting objective by raising awareness of the town's history and heritage through specific events.</p> <p>The report recommendation supports the achievement of the 'Health Inequalities are Addressed and Reduced' cross-cutting objective by helping to reduce social isolation and delivering improvements in physical and mental health for target groups through participation in arts events and activities.</p>	Director of Finance, Resources and Business Improvement
<b>Risk Management</b>	Risks associated with individual events will be addressed as part of Council procedures.	Director of Finance, Resources and Business Improvement
<b>Financial</b>	The Plan can be delivered within existing budgets.	Director of Finance, Resources and Business Improvement
<b>Staffing</b>	No specific implications.	Director of Finance, Resources and Business Improvement
<b>Legal</b>	No specific implications.	Director of Finance, Resources and Business Improvement

<b>Information Governance</b>	No specific implications.	Director of Finance, Resources and Business Improvement
<b>Equalities</b>	No specific implications.	Director of Finance, Resources and Business Improvement
<b>Public Health</b>	Participating in events is generally likely to have a generally positive implication for population health.	Director of Finance, Resources and Business Improvement
<b>Crime and Disorder</b>	No specific implications.	Director of Finance, Resources and Business Improvement
<b>Procurement</b>	No specific implications.	Director of Finance, Resources and Business Improvement
<b>Biodiversity and Climate Change</b>	It has been noted that action should be taken to ensure events are plastic free and minimise single use products, utilise sustainable vendors, consider public transportation options to access events, and encourage recycling and reuse.	Director of Finance, Resources and Business Improvement

## 2. INTRODUCTION AND BACKGROUND

- 2.1 As part of the Council's strategic priority to make Maidstone a thriving place, an annual events programme has been developed, comprising both events run by the Council itself and those where the Council partners with other organisations.
- 2.2 A programme of events has been planned for the 2023-24 financial year, as outlined in the appendices to this report. There are two categories of event, those being fully funded by MBC and those being funded through other sources but where MBC officers are providing support.

Enc.1 lists only events being planned or supported by MBC

Enc.2 lists all known events being planned in the borough, including those being delivered by third parties/commercial

The following paragraphs provide more detail about some of the main events.

### 2.3 Medieval Fayre, 8<sup>th</sup> April, Brenchley Gardens

This will include a variety of re-enactors demonstrating traditional crafts and skills, alongside knight and princess training, puppet shows, medieval music and crime and punishment. A mechanical dragon will roam around the High Street to promote the event on the day.

### 2.4 Arts Carnival, 15<sup>th</sup> July, Lockmeadow – Brenchley Gardens

Emergency Exit Arts have been appointed to deliver the project and are working with a steering group of local artists and creatives/stakeholders to produce and direct the event. The title is '*Wild About Maidstone*' to celebrate our local wildlife and habitats. Local schools and community groups are being invited to take part in the parade and there will be entertainment at the start and end locations. The parade will travel from Lockmeadow via Week Street and finish in Brenchley Gardens.

### 2.5 River Festival, 29<sup>th</sup> July

Following a successful resumption of the annual River Festival in 2022, the event will be community and family focussed, with various zoned areas including a charity area, children's activities and a music stage at Lockmeadow. MBC is supporting the event with a creative community grant, £3,000 contribution from the Lockmeadow marketing budget and the use of the town square, market hall and the undercroft. The carriage museum will be open on the day as it was last year.

### 2.6 Brenchley Concerts, 8 July – 10 September

There will be 9 concerts this year, 3 on Saturday afternoons and the rest on Sundays. All bands for the Sunday performances are now confirmed:

Jon Hamilton Big Band

Invicta Jazz Orchestra

BAE Systems Brass Band

Sevenoaks & Tonbridge Band

Pete's Korner Band, Netherlands

East Peckham Silver Band

### 2.7 Outdoor Theatre, 12 – 20 August

The Hazlitt Theatre will be delivering an outdoor production of 'Treasure Island' with more venues added to the tour this year: Amphitheatre, Cobtree Manor Park, Little Fant Farm, Bearsted Green, Marden\*, Lenham\* and Staplehurst\* (\*exact locations to be confirmed).

2.8 At this relatively early stage, events continue to be developed, so further events are likely to be added to the programme shown in the appendices.

## **3. AVAILABLE OPTIONS**

3.1 That Members note the report.

#### **4. RISK**

- 4.1 Risks associated with individual events will be addressed as part of Council procedures.

#### **5. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION**

- 5.1 The events will be publicised widely via social media, broadcasting and print channels etc.

#### **6. REPORT APPENDICES**

Enc.1 Events being planned or supported by MBC

Enc.2 All known events being planned in the borough, including those being delivered by third parties/commercial

#### **7. BACKGROUND PAPERS**

- 7.1 None.