



REPORT FOR DECISION

Item No:- ME22/057

Committee:-	Markets and Events Committee
Date:-	22 nd March 2023
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Christmas Lights Switch On
Wards Affected:-	William Knibb mostly

1. Purpose of Report

To seek approval for the arrangements for the management of the Christmas Light Switch On.

2. Recommendations

It is recommended that

- a) The quote provided by company B for the provision of stage and management services for the event be accepted.

3. Information

3.1. Quotes have been sought from companies to manage the lights switch on event, including the stage, countdown, entertainment.

3.2. Two companies have provided quotes, as well as a third proposal which has been submitted.

3.3. Company B is the preferred provider as although their quote is higher, they can provide more – their quote includes management the event, this covers liaising with artists before the event and management of the stage and artist liaison on the day, as well as the countdown element, all of which is necessary for the running of the event. They are also experienced in running a range of different Christmas lights switch on events.

3.4. The following costs are listed below:

	Company A	Company B
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Audio – soundsystem, monitors, desk & mics	£715	£1,333
Lighting – rigging, truss, lights, faze, snow, cabling	£1,307	£803.50 Includes countdown plunger
Stage	Not included	£150
Labour – including set up and derig	£765	£844
Stage management & production – including artist liaison, organising backing tracks, creating a schedule/running order, completing stage plans for all acts.	Not included	<u>Included in the quote at no extra cost</u>
Total (NET)	£2,787.50	£3,3130

3.5. The third proposal includes provision of a sound and light system, engineer, compere for £1,000 although this figure does not cover the full range of features needed for the event, such as staging, countdown facility, switch on button, snow machines. As part of this proposal, a number of observations were made on the event including: using the Lighthouse Theatre pantomime cast, increasing the size of stage by 50cm and not using a big screen, not including any market stalls in Market Place – siting them in High Street and Market Street, and artists using playback only – not live.

4. Consultation and Engagement

4.1. Feedback from the budget consultation exercise re Christmas showed that 65% of people who commented were in favour of the town council running the Christmas lights switch on event for 2023. Comments included concerns about the expense of the lights for the town and the cost of a celebrity for the switch-on event.

5. Finance, Legal and Resource Implications

5.1. The total budget for Christmas 2023 stands at £60,000

6. Climate Change Implications

6.1. Events are provided to boost the local economy, increase footfall into the town centre and are primarily aimed at local people and bringing them into town, as opposed to them travelling to other town centres. In that sense, they contribute

to lower emissions from shorter journey lengths. In so far as local people are involved as traders, entertainers and event providers, then this boosts the very local economy and strengthens local community links.

7. Other Policy Implications

The Council's policy is to support the economic vitality of the town centre.

Background Papers

Quotes received