

## **PEOPLE & COMMUNITIES COMMITTEE**

**WEDNESDAY 6<sup>th</sup> October 2021**

### **CHRISTMAS LIGHT SWITCH ON EVENT AND OTHER EVENTS 2021/2022**

#### **1. PURPOSE OF THE REPORT**

- 1.1 To agree arrangements for the Christmas Lights Switch On Event 2021 and consider Town Council Events for January-March 2022.

#### **2. BACKGROUND**

- 2.1 The Town Council in conjunction with Matt Lane and the Round Table arranges the Christmas Light Switch On Event. In 2020 the event was virtual, but Covid restrictions in 2021 do not limit numbers that can now attend outside events.
- 2.2 2021/2022 budget has £1000 allocated for all events including the Christmas light Switch On.
- 2.3 Monmouthshire County Council has secured funding in the Shop Local for the Countdown To Christmas Campaign which can commission street entertainment across the 5 towns in the lead up to Christmas. There is no cost to the Town Council for this and the street entertainers could enhance the Christmas Light Switch On Event.
- 2.4 Monmouthshire County Council has also secured £15000 county-wide for town council led events based in Town Centres and has requested proposals from Town Councils on campaigns/events for the remainder of the financial year. This funding could potentially be used to enhance the Christmas Light Switch On Event. Alternatively, this funding could be used towards events during Jan-March 2022 which is traditionally a quiet time in Town Centres. MCC have given a deadline of 31<sup>st</sup> October 2021 for submissions.

#### **3. PROPOSAL**

- 3.1 Monmouthshire County Council Markets Team propose holding a full day event on Sunday 21<sup>st</sup> November 2021, 12pm-8pm, to include street food on Upper Brewery Yard, a full Christmas Craft Market in the Market Hall, and children's fairground rides on Brewery Yard.
- 3.2 MCC Markets Team has suggested that the Christmas Light Switch On coincide with this event. Matt Lane has been contacted regarding the organisation of the PA and Stage area to facilitate the Switch On of the lights outside the Town Hall and has agreed in principle. Further discussions with Matt Lane will be required, and volunteers from this committee are requested to form a Christmas Light Switch On group.
- 3.3 SparkX will be arranging the installation of the Christmas Lights throughout the town centre on 16th/17th/18th November 2021 and are available to organise the technical aspects of a coordinated switch on throughout the town at 5pm on Sunday 21<sup>st</sup> November 2021.

3.4 Holding the Switch On Event outside the Town Hall will require a road closure from 12pm – 8pm from The Angel Hotel Cross Street through to Baker Street junction on Frogmore Street.

3.5 At present there are no proposals for Town Council organised events for the rest of 2021/2022. Should Councillors wish to take advantage of the money MCC has as set out in paragraph 2.4, then suggestions are sought on what these events should be given the focus is on bringing people in to the town centre.

#### **4 RECOMMENDATIONS**

4.1 To agree the date of 21<sup>st</sup> November 2021 for the Christmas Light Switch On Event.

4.2 To agree volunteers for the Christmas Light Switch On Event working group and agree date for first meeting due to the tight time scale set out in paragraph 2.4.

4.3 To suggest future events to be held in the town centre January-March 2022.