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|  | Meeting (No)            | <b>Community &amp; Environment (5)</b> |
|  | Date                    | <b>10 October 2023</b>                 |
|  | Document                | Ref No                                 |
|  | <b>Community Events</b> | <b>CE5/57</b>                          |

At the July meeting, the Director of Hip & Harmony delivered a presentation on potential options for development of cultural events within the town, the overall aim of which was to enhance community pride and engagement, unlock the town's creative potential and stimulate economic growth.

Following the meeting, the Council Manager and Community & Environment Manager met with members of the Hip & Harmony board to discuss their ideas. There was discussion about the vision, purpose and potential outcomes that would be needed to create guiding principles for any agreed programme of cultural events. As an initial working outline (draft only and subject to change and development), the following is suggested:

### **VISION**

To showcase Neston by creating a progressive, inclusive and sustainable programme of cultural events that celebrate all that is best and unique about the town and support its cultural development.

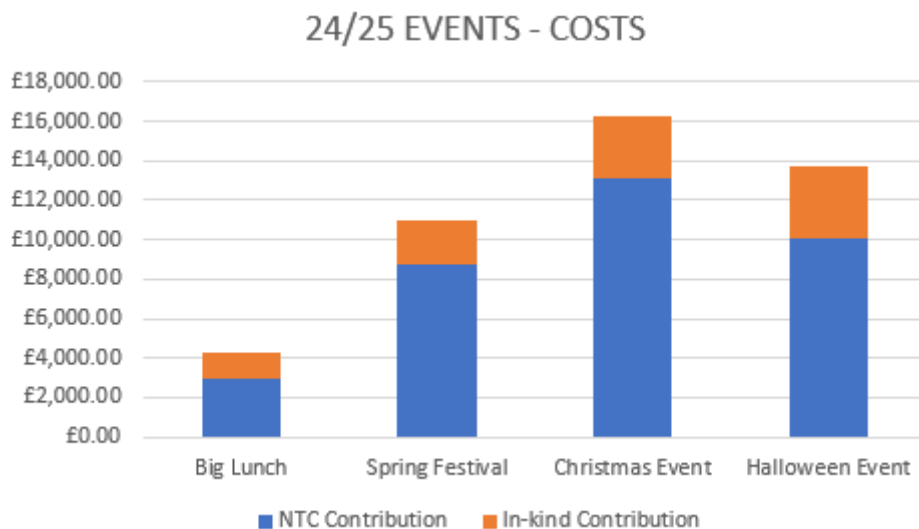
### **PURPOSE**

- To improve quality of life for residents
- To encourage creativity and artistic expression
- To enhance community and collective belonging
- To develop tourism opportunities and provide a point of focus for the visitor economy

### **POTENTIAL OUTCOMES**

|                      |  |
|----------------------|--|
| Community            | Enhanced community identity and cohesion<br>Increased health & wellbeing and social engagement   |
| Cultural development | Cultural innovation and creative expression<br>Showcasing a variety of forms of local art<br>Improved understanding of the town via the interpretation and celebration of local heritage |
| Economy              | Increased visitor numbers making the town more vital and benefitting local businesses  |
| Sustainability       | By integrating environmental responsibility into event design, Neston will be showcased as a positive example of how to host environmentally sustainable events                          |

Hip & Harmony suggest four events for 2024/25 at a total cost of £34,934.26 with an overall in-kind contribution to the value of £10,22.55.



The estimated community audience/participation is as follows:

| Event           | Estimated community audience/participants |
|-----------------|---|
| Big Lunch       | 750 – 850                                 |
| Spring Festival | 750 – 1000                                |
| Christmas Event | 1000                                      |
| Halloween Event | 750 - 1000                                |

Hip and Harmony will measure the impact of events by defining specific aims and objectives for each event:

- data reporting
- assessing community engagement
- measuring participant numbers
- gathering vendor, community and participant feedback
- increase community connections
- evaluate and review costs
- identify areas of improvement

### **For discussion/decision**

The Committee will need to consider both the concept and the financial implications and make any appropriate requests for inclusion in the draft 24/25 budget.

Audrey Duncan  
Community & Environment Manager