

AGENDA ITEM 9

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

4 JUNE 2014

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

MELTON WW1 CENTENARY COMMEMORATIVE EVENT

1.0 PURPOSE OF REPORT

- 1.1 To seek members support in Melton Borough Council's commitment to providing our local community with a range of activities and exhibitions in commemoration of WW1 as part of the UK's National campaign.

2.0 RECOMMENDATIONS

- 2.1 **That members of the Rural, Economic and Environmental Affairs Committee agree to support the delivery of a comprehensive weekend of events, activities and educational workshops to commemorate the 100th anniversary of WW1 and recommends to the Policy, Finance & Administration Committee a supplementary Estimate of £4,000 from the Corporate Priorities Fund.**

3.0 KEY ISSUES / BACKGROUND

- 3.1 2014 marks 100 years since the start of the First World War. There is a national government campaign, specifically within the Departure for Culture, Media and Sport, to deliver a commemoration fitting of this significant milestone in world history.
- 3.2 Local Authorities are urged to ensure we celebrate and commemorate important dates as a nation with the aim to bring people together in strong united communities.
- 3.3 The Town Centre Managers submitted a funding bid to the Heritage Lottery Fund to apply for funding to deliver a WW1 Commemoration Event in Melton Mowbray. The application, however, doesn't go to panel until 18th June 2014

3.4 **Project Summary**

The project is to provide a full weekend of diverse commemorative events in Melton Mowbray town centre from Friday 27th June to Sunday 29th June inclusive.

The event in brief comprises of the following potential elements:

- Friday 27th June (Evening)
Replica aircraft and original WW1 vehicles from the era on display
Edwardian music wagon for period musicians and swing bands.
Dancing in the Market Place. Period foods and drinks
- Saturday 28th June (Day)

Selection of displays and exhibitions in Melton's Market Place and the Carnegie Museum. Local traders and shop keepers encouraged to wear period clothing. Street entertainment ('Biggles', living statues and period puppet theatre). A WW1 packhorse & mule.

- Saturday 28th June (evening)
Period concert in the park (in existing marquee set up for Melton Country Fair). Free event with music & dancing and refreshments.
- Sunday 29th June (Day)
In conjunction with the Melton Country Fair. Home front cooking workshops for children, Allied forces encampment including tentage & living history and Children's drill displays. Re-enactments, displays of memorabilia from 1914 local to the area. Troops, war horses, music and puppet theatre.

3.5 The project's main aims are to:

- To create a commemorative event for our local communities applicable to all ages.
- To provide educational workshops and exhibitions
- To bring partners together to create a comprehensive, diverse range of activities.
- To increase footfall to the town centre
- To increase retail spend to enhance the economy of the town centre
- To piggy back existing events to reduce costs and maximise footfall (Melton County Fair & Midsummer Music Festival)

Next Steps

3.6 To recommend that members provide financial support to the maximum level of £4000.00 to secure key events, workshops and activities over the full weekend.

3.7 To recommend that members support the full weekend commemorative event which will be organised by the Town Centre Managers.

3.8 To work with partners to reduce expenditure wherever possible.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to priorities within the corporate plan:

- Support people and businesses through the economic downturn
- Meet the Economic needs of Borough
- Maximise the potential of Melton Mowbray Town centre

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 Melton Borough Council to provide financial support towards the key activities and workshops to the maximum of £4000.00.

5.2 This £4000.00 to be reimbursed if the Heritage Lottery Fund application is successful.

- 5.3 Financial contribution sought from the Melton BID to support the event (£1000.00)
- 5.4 Melton Promotions sought to fund any promotional print, acknowledging MBC as the main event organiser and sponsor. (£500.00)

6.0 LEGAL IMPLICATIONS/POWERS

6.1 No direct legal implications have been identified.

7.0 COMMUNITY SAFETY

7.1 There are no direct community safety implications arising from this report.

8.0 EQUALITIES

8.1 No equality impact assessment implications at this stage, should the next steps result in further actions then where applicable they will

9.0 RISKS

Very High A				
High B				
Significant C				
Low D		1.		
Very Low E				
Almost Impossible F				
	IV Neg-ligible	III Marg-inal	II Critical	I Catast- rophic
Impact	→			

Risk No.	Description
1.	Adverse weather may reduce footfall at the outdoor events

10.0 **CLIMATE CHANGE**

10.1 There are no climate change implications arising from this report.

11.0 **CONSULTATION**

11.1 Consultation has already been undertaken with a wide range of partners during the Heritage Lottery Fund application. These partners included the Melton Mowbray Town Estate, the Melton Mowbray Food Partnership, Leicestershire Food Links, Melton promotions, Melton BID Company, Historic / Civic Society, U3A, Melton Carnegie Museum, Defence Animal Centre, Leicestershire County Council, British legions, local event organisers, Melton in Bloom and local volunteers;.

12.0 **WARDS AFFECTED**

12.1 Melton Egerton, Melton Dorian, Melton Warwick and Melton Craven are the wards directly affected.

Contact Officer: Lisa Brown/Shelagh Core- Town Centre Managers

Appendices Appendix 1 – Heritage Lottery Fund Letter

Date: 14 May 2014