

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

17 July 2007

Joint Report of the Chief Leisure Officer & the Customer Services Manager

Part 1- Public

Matters for Information

1 SUMMER EVENT PROGRAMME

Summary

This joint report highlights the three high profile events taking place this summer, and updates Members on progress.

1.1 Background

1.1.1 Members will be aware from the last meeting of this Board that the Council is closely involved in three high profile events this summer as follows:

- Tour de France – Sunday 8 July
- Festival of Music & Fireworks – Friday/Saturday/Sunday 13/14/15 July
- Blue Planet – Monday 27 August

1.2 Tour de France (TdF)

1.2.1 At the time of writing this report, the TdF is only one week away, and final arrangements are being made. 20,000 leaflets and over 500 posters marketing the events associated with the race have been distributed throughout the Borough, and banners have been displayed in Tonbridge High Street welcoming the TdF. A number of articles promoting the event have appeared in the local media. A further 10,000 leaflets will be distributed by members of Tonbridge Lions Club on the day of the race in Tonbridge, and it is hoped the event will prove to be a popular day for all the family.

1.3 Festival of Music and Fireworks

1.3.1 At the time of writing this report all arrangements for the three day Festival are in hand, and ticket sales have been very good. Both the Friday and Saturday night performances are sold out (1,500 tickets sold each night) and 1,150 tickets have been sold for the Sunday night.

1.4 Blue Planet

- 1.4.1 Arrangements for Blue Planet Live! are well in hand. All the infrastructure and venue requirements have been secured. A community choir is being brought together to perform at the concert.
- 1.4.2 Over recent weeks the main focus of activity has been marketing. There is a diverse marketing programme in place including, distribution of 100,000 leaflets and 1,000 posters, banners, press releases, direct mail initiative to select target markets, e mail promotions, competitions, radio and television coverage, presentation to groups and school presentations. There is even a Blue Planet themed bus being operated by NuVenture. George Fenton and Caddy Lee-Preston have both attended press calls. I will advise members of the ticket sales at the meeting.
- 1.4.3 A number of community projects are in place. Pupils at Holmesdale Technology and St James Infants School are preparing material in various forms (painting, video, music and poetry) which will be converted into DVD and shown at the concert. Members from the Tonbridge Camcorder and Video Club are also preparing material for the event.

1.5 Legal Implications

- 1.5.1 The Council has powers to undertake these activities by virtue of Section 145 of the Local Government Act 1972. The contractual arrangements for each event have been drawn up in agreement with the Council's Chief Solicitor.

1.6 Financial and Value for Money Considerations

- 1.6.1 The financial arrangements for each of the events have been reported to previous meetings of this Advisory Board.

1.7 Risk Assessment

- 1.7.1 Risk assessments and a Safety Management Plan have been drawn up for each event in liaison with the Council's Health & Safety Officer and the event organisers / promoters.

Background papers:

Nil

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