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**Nottingham
City Council**

Nottingham City Council Communities and Environment Scrutiny Committee

Date: Wednesday, 3 April 2024

Time: 2.00 pm

Place: Ground Floor Committee Room - Loxley House, Station Street, Nottingham,
NG2 3NG

Councillors are requested to attend the above meeting to transact the following business

Director for Legal and Governance

Governance Officer: Kate Morris

Direct Dial: 0115 876 42114

- | | | |
|----------|---|---------|
| 1 | Apologies | |
| 2 | Declarations of Interests | |
| 3 | Minutes | 3 - 8 |
| | To confirm the minutes of the meeting held on 6 March 2024 | |
| 4 | CN28 | 9 - 10 |
| | Report of the Statutory Scrutiny Officer | |
| 5 | Recommendation Tracker | 11 - 62 |
| | To note the responses received to the Committee's recommendations | |

If you need any advice on declaring an interest in any item on the agenda, please contact the Governance Officer shown above, if possible before the day of the meeting

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Nottingham City Council

Communities and Environment Scrutiny Committee

Minutes of the meeting held in the Ground Floor Committee Room - Loxley House, Station Street, Nottingham, NG2 3NG on 6 March 2024 from 2.07 pm to 4.03 pm

Membership

Present

Councillor Imran Jalil (Chair)
Councillor Liaqat Ali
Councillor Sam Lux
Councillor Kevin Clarke (Substitute for
Councillor Andrew Rule)

Absent

Councillor Faith Gakanje-Ajala
Councillor Neghat Khan
Councillor AJ Matsiko
Councillor Nayab Patel
Councillor Andrew Rule

Colleagues, partners and others in attendance:

Amy Goulden - Head of Community Safety
Mary Lester - Director of Resident Services
Adrian Mann - Scrutiny and Audit Support Officer
Pete Mitchell - Head of Environmental Health and Public Protection
Councillor Sajid Mohammed - Portfolio Holder for Neighbourhoods, Safety and Inclusion
Kate Morris - Scrutiny and Audit Support Officer

31 Apologies

Councillor Faith Gakanje-Ajala – on leave
Councillor Neghat Khan – unwell
Councillor AJ Matsiko – work commitments
Councillor Nayab Patel – work commitments
Councillor Andrew Rule – work commitments

32 Change in Committee Membership

The Committee noted the appointment of Councillor Sam Lux as a member of the Committee.

33 Declarations of Interests

In the interests of transparency in relation to item 6 (Safety and Environmental Regulation), Councillor Kevin Clarke declared that he is a director of two Nottingham-based companies (NG11 Cars Limited and Clifton Cobs Limited).

34 Minutes

The Committee confirmed the minutes of the meetings held on 24 January 2024 and as a correct record and they were signed by the Chair. The minutes for 7 February 2024 were updated to include apologies from Councillor Liaqat Ali.

35 Community Safety Partnership

Councillor Sajid Mohammed, Portfolio Holder for Neighbourhoods, Safety and Inclusion, and Amy Goulden, Head of Community Safety, presented a report on the performance in the delivery of the Nottingham Community Safety Partnership (CSP) Plan 2023-26. The following points were raised:

- a) The CSP (previously the Crime and Drugs Partnership) is a multi-agency group responsible for tackling crime, anti-social behaviour, substance misuse and reoffending. It is made of up five statutory 'Responsible Authorities' and a number of other public sector partners who participate on a voluntary basis. It also functions as the Domestic Abuse Local Partnership Board, Substance Use Board and Serious Violence Board. As such, the CSP carried out activity under a wide range of legislation.
- b) A Partnership Strategy for 2023-26 is in place to set out how the CSP will meet its responsibilities, with the current three-year priorities being addressing slavery and exploitation, domestic abuse and sexual violence, radicalisation and violent extremism, substance use, anti-social behaviour and serious violence. There is also an additional focus on tackling hate crime on a Nottinghamshire-wide basis, with the CSP working with partners across Local Authority boundaries. The CSP is delivering a number of interventions and initiatives such as the Consent Coalition and Safe Space Pledge, support services for vulnerable people, drug and alcohol treatment services, Purple Flag, 20 Days of Action, awareness weeks and communications campaigns.
- c) A Strategic Assessment exercise is underway to seek to understand the current service needs and required provision, how partnership work can be used to improve services, and how service impact can be measured effectively. A series of key performance indicators are in place so that the outcomes being delivered can be seen and assessed easily. In the context of developing effective prevention and early intervention, it is vital that the CSP fully understands the service requirements, while helping people to report issues as soon as possible and be confident that their needs will be met after doing so.
- d) A great deal of the funding used by the CSP to support its initiatives and interventions is granted by central Government on a fixed-term basis, so this can make it difficult to plan activity in the long-term. Currently, £5.7 million of funding will end in March 2025, so work is underway to seek to mitigate against any potential future financial shortfalls. Fully supporting all potential priorities is extremely challenging, as there is a shrinking level of resourcing for a growing level of need.

The Committee raised the following points in discussion:

- e) The Committee asked how the CSP would meet its national performance requirements in the context of upcoming funding challenges, and how financial resilience would be built to maintain support for prevention and non-statutory services while addressing priorities in the long-term. It was reported that statutory services will always be funded as the first priority, and the CSP is making good progress in delivering against the national requirements. Much of the CSP's

funding comes via the Office of the Nottinghamshire Police and Crime Commissioner (OPCC), from the Home Office, on a two-year cycle, but additional grants are often made available periodically to help support specific initiatives.

- f) The CSP does look five years ahead in developing its Strategic Plan for where future need might be greatest – but it is important that all priorities set are funded and deliverable within the two-year funding cycles. This can result in a great deal of uncertainty regarding future delivery – particularly when very specialist services can only be commissioned on a two-year basis. Reducing resources has had an impact on early intervention initiatives, including those delivered through Youth Services – though targeted prevention support is still carried out with young people, and research is currently being done into the circumstances behind youth offending. More people entering the Criminal Justice System can have a disproportionate impact on certain minority groups, so early intervention is vital. As a result, continual work is carried out to update the priorities of the Strategic Plan on the basis of the emerging data.
- g) The Committee queried how a reduction in the number of the Council’s Community Protection Officers (CPOs) would impact on how the CSP delivers its initiatives, and what work would be carried out with partners to mitigate against the loss of CPOs. It was explained that CPOs often act as an early warning system within neighbourhood policing. Engagement is underway with the Police on how neighbourhood policing can be restructured to be most effectively, as CPO resources will now largely be focused on delivering the Council’s statutory regulatory duties – in addition to targeting anti-social behaviour. Wider conversations are also being held with the Police, the OPCC and Nottingham’s universities on building resources for a city-wide partnership to ensure that Nottingham is a safe place to live. Ultimately, going forward, CPO resources will be deployed in a focused way to target the areas of greatest need.
- h) The Committee asked how community groups can be engaged with effectively to ensure safety in their neighbourhoods (in particular, with the Nottingham universities in relation to the areas where there are high concentrations of students), and how feedback from communities informs the development of the CSP’s priorities. It was set out that the Council’s Resident Development Officers did a great deal of work to support safer and more cohesive communities. There will still be resourcing for this type of work to be carried out – particularly in the context of addressing anti-social behaviour and drug use in student areas. The ambition is to establish a multi-disciplinary CPO team that can deliver the Council’s statutory responsibilities, but is also able to have a specialist focus on some specific areas of need within communities.

The Chair thanked the Portfolio Holder and officers for attending the meeting to present the report and answer the Committee’s questions.

Resolved:

- 1) To request that a briefing note on the results of the current research into first time young offending is forward to the Committee following the publication of the final report during Autumn 2024.**

- 2) To request that a report is presented to a future meeting of the Committee on the Council's planned Community Protection Officer provision going forward, and on the potential restructure of neighbourhood policing in partnership with other stakeholders.**

36 Safety and Environmental Regulation

Councillor Sajid Mohammed, Portfolio Holder for Neighbourhoods, Safety and Inclusion, and Pete Mitchell, Head of Environmental Health and Public Protection, presented a report on the performance of the Council's Safety and Environmental Regulation Services. The following points were raised:

- a) The Council has a wide range of regulatory responsibilities for environmental health and public safety. In terms of ensuring food safety, the Council has a statutory duty to inspect all food premises in the city in terms of the type of food that is handled, the number and vulnerability of customers, the types of processes carried out before the food is sold or served, and the hygiene standards. This then results in a formal Food Hygiene Rating being issued. Where necessary, written warnings for improvement can be issued, food can be seized for testing, hygienic improvement notices can be made and, in some cases, premises can be closed. Environmental Health Officers also provide advice and support to food outlets on ensuring that their business is safe and hygienic, outside of the regular inspection processes.
- b) There are nearly 3,000 food premises in Nottingham and each is given a rating to indicate the potential level of risk, with A being the highest and E the lowest. The highest-risk premises are often those that process food industrially or serve food to substantial numbers of customers, and these are inspected regularly and carefully. Problems of access caused by the Coronavirus pandemic led to the accumulation of a significant inspections backlog but, supported by Community Protection Officers (CPOs), the Environmental Health team has been able to carry out the inspections for 96% of all Category A-D premises. However, only 14% of the Category E premises have been inspected.
- c) The Council also has a statutory responsibility for inspecting workplaces in the context of health and safety, and carrying out detailed investigations of any workplace accidents that resulted in either death or serious injury. On average, there can be around 2 to 3 workplace-related deaths per year, and around 30 cases of serious injury. The results of investigations into deaths are fed into the Coroner's inquest processes, and the Council can take a business to court if a death or serious injury arose due to corporate negligence.
- d) Health and Safety inspections are also carried out for business premises that carry out certain activities that require a formal licence, such as skin piercings, tanning salons, tattoo parlours, pet shops and animal breeders. The aim of this regulatory activity is to support business to operate safely and to protect the public.
- e) The Council works to support smaller-scale events, including community events, to ensure that the proper safety controls are in place, including processes such as the effective safeguarding of lost children. Council officers are part of the Safety

Advisory Group for large-scale events, alongside other organisations such as the Police and the Fire and Rescue Service, to ensure that these can take place safely.

The Committee raised the following points in discussion:

- f) The Committee asked why the inspection rates for Category E food premises were so low and what risks this posed to the Council meeting its statutory obligations. It was reported that Category E premises are relatively numerous and there can be a very rapid turnover in their ownership and operation. The new owner must seek a registration of their own and a fresh inspection is required – making it difficult to catch up on the post-pandemic backlog. As Category E represents the lowest risk, the priority has been to ensure that the higher-risk inspections of Category A-D premises are fully completed.
- g) The Committee queried how long it would take for the inspection backlog created by the Coronavirus pandemic to be cleared, how this would be affected by the proposed reduction in CPOs as part of the Council's 2024/25 budget, and whether the right resources were in place to enable both inspection and enforcement activity to be carried out effectively. It was explained that the current inspection rates were drawing closer to their pre-Coronavirus levels – though, even before the pandemic, there were resourcing challenges both in the city and for Local Authorities nationally. CPOs have carried out a number of initial inspections in support of the Environmental Health Officers and helped to keep track of the turnover in food premises at the neighbourhood level. As such, any necessary reduction in support from CPOs will be difficult to mitigate against. However, it is vital to public health that food outlets are safe, so work will be done to ensure that all Category A-C premises are inspected to schedule.
- h) The Committee asked how many 'near miss' workplace incidents were reported, which did not result in serious injury or death – but might have done so. It was set out that, generally, only accidents that result in injury are reported – but that employers are required to keep a record of 'near miss' incidents. Regular inspections of high-risk workplaces are carried out to ensure that the right health and safety management processes, and appropriate recording practices, are in place.

The Chair thanked the Portfolio Holder and officers for attending the meeting to present the report and answer the Committee's questions.

Resolved:

- 1) To recommend that consideration is given to how communications with the public can be used to highlight the importance of the positive work carried out by the Council's Safety and Environmental Regulation Services.**

37 Heat Network Options Scrutiny Review

The Chair presented a report on the proposed scope for the establishment of a 'spotlight' review group to consider the options available regarding the future of the

District Heating Network, as part of the Council's decision-making process. The following points were raised:

- a) Unfortunately, due to the complexity of the position in relation to the District Heating Network, it has become necessary to delay the carrying out of the spotlight review to allow more time for the potential future options to be fully developed for presentation to the review group. Work is underway with officers and the relevant Portfolio Holder to establish when it will be most effective for the review to take place, ahead of any final decision being taken by the Executive Board.

Resolved:

- 1) To establish a Spotlight Review Group to consider the options open to the Council regarding the future of the District Heating Network, pending the establishment of an appropriate timetable for the review.**

38 Work Programme

The Chair presented the Committee's current Work Programme. The following points were raised:

- a) It is intended to review the Council's performance against its pledge to become carbon neutral by 2028 at the Committee's next meeting on 3 April 2024. The planned item on the potential options for the District Heating Network has been delayed and will be rescheduled as appropriate.
- b) The Committee's April meeting represents its last for the current municipal year, so the planning process for the Committee's potential business for the 2024/25 municipal year is now underway.

The Committee noted the Work Programme.

**Communities and Environment Scrutiny Committee
3 April 2024**

CN28

Report of the Statutory Scrutiny Officer

1 Purpose

- 1.1 To consider the information presented at the meeting from the Best Value Review of Carbon Neutral 28. To look at any recommendations arising from the review and consider how best to progress the CN28 ambitions in the coming years.

2 Action required

- 2.1 The Committee is asked to:
- use the information provided to inform questioning and scrutiny of the activity around the Carbon Neutral 28 work and on the progress against targets
 - make recommendations where appropriate
 - identify any potential areas for further scrutiny activity for inclusion on the work programme

3 Background information

- 3.1 In 2019, Nottingham City Council declared a climate and ecological emergency and, along with its partners, set an ambition to be the first carbon neutral city in the UK by 2028. This goal is known as Carbon Neutral Nottingham 2028, or CN28
- 3.2 Since its launch the CN28 agenda has achieved a number of key steps towards this ambitious target including:
- Nottingham has the second highest number of Electric Vehicle (EV) charge points per head of population for any UK core city and is above the national average
 - 30% of public buses operating in the city are biogas or electric. £15m of funding was secured for 78 new electric buses and charging infrastructure for Nottingham City Transport being introduced later in 2023
 - The energy efficiency of nearly 1,000 homes in Nottingham was improved by the City Council's Greener Housing works
 - Over 36,500 new trees have been planted in the last three years
 - Both Nottingham Universities were considered in the top three most sustainable universities in the world
 - Nottingham City Hospital began work on replacing its coal fired boilers saving 800 tonnes CO₂e per year

3.3 A review of CN28 has been conducted with a view to focus effort on areas that will deliver carbon emissions reduction at pace and scale in 2024 and beyond. The Best Value thematic review on CN28 and climate change, focussed in particular on economy, efficiency, effectiveness. The review began in November 2023 and concluded in February 2024 and identified a number of recommendations around the following themes:

- Strategy
- Governance
- Value for Money and Appraisal
- Finance
- Commercial
- Management and culture

4 List of attached information

4.1 None

5 Background papers, other than published works or those disclosing exempt or confidential information

5.1 None

6 Published documents referred to in compiling this report

6.1 None

7 Wards affected

7.1 All

8 Contact information

8.1 Kate Morris – Scrutiny and Audit Support Officer
Kate.morris@nottinghamcity.gov.uk

Communities and Environment Scrutiny Committee Action & Recommendation Tracker

Date of meeting	A/R	Action/Recommendation	Progress/Notes	Status
4 October 2023	R	<p>Municipal Resources and Waste Strategy 2023-2050 Implementation</p> <p>To make the following recommendations to the Portfolio Holder:</p> <ul style="list-style-type: none"> i. To explore further the potential for temporary/pop-up recycling points in communities ii. To explore how the green champions and other community networks could contribute to increasing recycling rates and reducing contamination iii. To review the balance between bulky waste collection and fly tipping clearance times; iv. To approach companies regarding their social and corporate responsibility requirements to establish whether they might be able to support waste issues and explore the potential, for a Nottingham waste charter with businesses; v. To make best use of Ward Councillors in consultations and community engagement. 	Response received.	Response attached as an appendix to the recommendation tracker at the 7 February 2024 meeting
8 November 2023	R	<p>Best Value Reviews</p> <p>Make the following recommendations to the Portfolio Holders:</p>	Response received	Response attached as an appendix to the recommendation tracker at the 7 February 2024 meeting

		<p>a) To examine how specific funding available can be used to enable community centres to be ran by the community.</p> <p>b) To explore how the Social Value Framework is used and considered in progressing the Best Value Reviews and how it might shape their recommendations.</p> <p>c) To explore how businesses in Nottingham can be further engaged through Corporate Social Responsibility in relation to investment in the city and local events, etc.</p> <p>d) To ensure that SWAT and PEST analysis is completed on all proposals to be considered arising from the Best Value Reviews.</p> <p>e) Receive a further report on the proposals, consultation and methodology resulting from the Best Value Reviews.</p>		
6 December 2023	R	<p>Events</p> <p>1) To recommend that the Portfolio Holder for Leisure and Culture gives consideration to:</p> <p>a) how the participation of volunteers could be increased in supporting public events and how a more joined up approach with other services across the Council could maximise this; and</p> <p>b) how engagement with existing business networks in the city could be maximised to secure sponsorship for public events, and how all City Councillors could be involved in support this.</p>	Response Received	Response attached as an appendix to the recommendation tracker at the 3 April 2024 meeting
	R	<p>2) To recommend that a handbook of upcoming events and their funding needs is produced for all City Councillors to help them start initial</p>		

	R	engagement with potential sponsors within their communities. 3) To recommend that it ensured that all clean-up activity following a public event covers the appropriate wider area impacted.		
	R	4) To recommend that more information is collected on the level of car travel to public events, to better assess their overall traffic impact on the city.		
	A	5) To request further information on the formal decision-making process that will be followed to decide whether the next Goose Fair should be a five-day or a ten-day event.		
24 January 2024	A	Service impacts of Budget Proposals 1) to consider the findings of the 'best value' review of the Council's current carbon neutral activity; 2) to review the Council's current Bereavement service offer; and 3) to consider the development of the future model for the deployment of Community Protection Officers.	To be considered at the 3 April 2024 meeting Detailed information to be included in the report on the Green Strategy (provisionally scheduled for September 2024) Details to be included in the Report due to come to the March 2024 Committee	
7 February 2024	A	Service impacts of Budget Proposals Links to Equality Impact Assessments be circulated to Committee members		
	R	The Castle 1) To consider how pricing and special offers could offer additional benefits to residents of Nottingham City		

		2) To consider how to engage local businesses and how they can offer support through Social Corporate Responsibility		
6 March 2024	A	<p>Community Safety Partnership</p> <p>1) To request that a briefing note on the results of the report on first time young offenders is circulated to committee members when the report is released in Autumn.</p> <p>2) To consider time tabling an item on the provision of CPO resource, the impact on communities and statutory duties with a focus on community safety for the work programme for 24/25</p> <p>3) To consider time tabling an item updating the committee on community policing following an upcoming restructure.</p>		
	R	<p>Safety and Environmental Regulation</p> <p>To recommend to the Portfolio Holder to consider how communications with the public highlight the positive work of the Regulation Services</p>		

Response to Communities and Environment Scrutiny Committee Recommendations

Committee Date	Recommendation	Response
6 December 2023	<p>1) To recommend that the Portfolio Holder for Leisure and Culture gives consideration to:</p> <p>a) how the participation of volunteers could be increased in supporting public events and how a more joined up approach with other services across the Council could maximise this; and</p> <p>b) how engagement with existing business networks in the city could be maximised to secure sponsorship for public events, and how all City Councillors could be involved in support this.</p>	<p>a) Nottingham Events already use volunteers at several public events. This includes the recent Light Night event where 16 event volunteers helped distribute event guides and provide wayfinding advice. Goose Fair has also made use of Clean Champions in the past, to help ensure that green space areas that surround the fair are kept litter free during the event. As we highlighted at the Scrutiny Committee there are several volunteer programmes that the City Council either directly manages or supports in some way. There is a need for better promotion of volunteering opportunities and coordination between programmes in the city. Whilst Events would be a partner, it is outside of the role and remit of both Nottingham Events and the Portfolio Holder to take the lead on such an initiative.</p> <p>b) A sponsorship and commercial partnerships opportunities prospectus has recently been prepared. From week commencing 4th March this will be circulated to major businesses in and around Nottingham. Councillors are also welcome to share this with their business contacts, however to avoid cross posting, should firstly check with the Head of Events as to which contacts have already received the opportunity.</p>
	2) To recommend that a handbook of upcoming events and their funding needs is	Please see response to 1b above

	produced for all City Councillors to help them start initial engagement with potential sponsors within their communities.	
	3) To recommend that it ensured that all clean-up activity following a public event covers the appropriate wider area impacted.	Event related cleansing is either provided by the City Council's Waste & Street Cleansing service (for Council commissioned events and some commercial and community events) or by a commercial contractor. In all cases the specification for post event cleansing includes an appropriate wider area and not just the event venue.
	4) To recommend that more information is collected on the level of car travel to public events, to better assess their overall traffic impact on the city.	For all Council commissioned event, and event evaluation document is produced post event. Where audience feedback is recorded, we always ask travel related questions. The latest example of an evaluation document is Goose Fair 2023 (attached). Light Night 2024 will follow by early March. Copies of event evaluation documents can be shared post event with Scrutiny Committee members if required.
	5) To request further information on the formal decision-making process that will be followed to decide whether the next Goose Fair should be a five-day or a ten-day event.	Following a request from the Showmen's Guild to stage a 10-day Goose Fair once again in 2024, Nottingham Events are currently seeking responses from statutory and regulatory agencies, ward councillors, local residents, transport operators and service providers. In addition, we will also factor in the number of complaints received to the Council. A summary of responses and any proposed mitigation measures that would seek to address concerns raised will then be presented to the Communities Environment and Resident Services Departmental Leadership team scheduled for 20 th March. Using delegated authority, a decision will then be made by the Corporate Director, Communities, Environment & Resident Services. The

		Director may choose to discuss further with the Council's Corporate Leadership Team, the Portfolio Holder for Leisure & Culture and Leadership prior to making a final decision.
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NOTTINGHAM EVENTS

SPONSORSHIP OPPORTUNITIES 2024/25



OVERVIEW

Nottingham City Council's annual commissioned events programme includes Riverside Festival, Light Night and Bonfire Night. Produced by the Nottingham Events team, they contribute to the vibrancy and culture of Nottingham, its neighbourhoods, and diverse communities, benefitting local residents and the visitor economy.

By sponsoring our events, your business could benefit from:

- Building brand awareness
- Reaching Nottinghamshire audiences
- Highlighting your corporate social responsibility
- Increasing lead generation

REACH
150K
AT RIVERSIDE
FESTIVAL

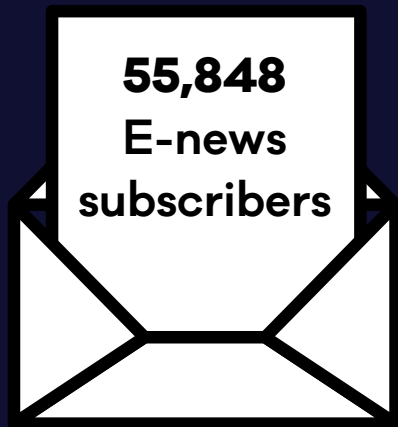
REACH
50K
AT LIGHT
NIGHT

REACH
40K
AT BONFIRE
NIGHT

WHAT'S ON NOTTINGHAM

The events are promoted via What's On Nottingham, the city's official events guide. Through these channels we can drive awareness and engagement for your brand, with the opportunity to reach more than 150K engaged consumers each month.

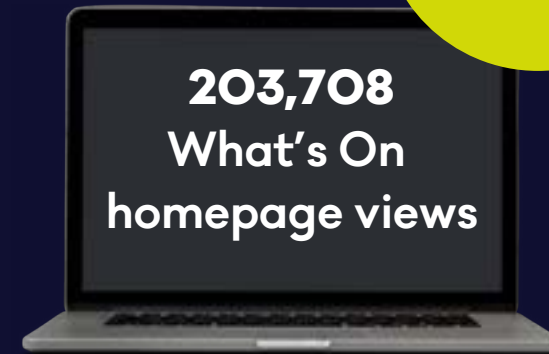
[Click here to visit the website](#)



Dec 2023



Dec 2023



Jan - Dec 2023

Your brand will have exposure via our website listings, content-led email strategy, targeted data sets, social media reach, and city advertising opportunities, giving your business a huge promotional opportunity in the city and region.

EVENT BRANDING & CITY ADVERTISING

Your brand can be included in a selection of city advertising platforms, including 6 sheets (bus shelters, car parks and city information panels), railing and lamppost banners, and Old Market Square flag masts. On site at events, our totem panels and A boards will offer high-visibility opportunities to see your brand.



RIVERSIDE FESTIVAL



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Riverside Festival has taken place at Victoria Embankment for the last 40 years, with live music, fireworks, river activities, a mile-long funfair, street food, and market stalls. The 2024 dates are proposed to be Friday 2 - Sunday 4 August.

STAGE NAMING RIGHTS

The Main Stage is programmed to ensure exciting and innovative global beats, and world music performances that are not usually seen in Nottingham. In recent years festival audiences have enjoyed Cajun, Afrobeat, Berber, Congolese, and Bhangra music. This year the stage will feature DJs on the Friday evening, and jazz and choral groups on the Sunday.



The Bandstand Stage hosts bands and singer-songwriters from the local area and beyond, giving them the chance to play to thousands and offering significant new audience exposure. With professional quality stage production, it's an ambition to have every successful up-and-coming Nottingham artist play the festival.

Main Stage

Celebrate Nottingham's diversity through different musical genres on the festival's Main Stage.

Sponsorship guide price: £10,000

Bandstand Stage

Associate your brand with emerging new musical talent.

Sponsorship guide price: £7,500

For each stage we can offer brand exposure with the following opportunities:

- Stage branding
- Totem panels with stage line-ups
- Promotional activity via What's On Nottingham
- City advertising
- Downloadable stage line-ups (approx. 5,000 downloads)





Little Big Top

Circus arts practitioners deliver two full days of free kids activities at the heart of the festival, featuring circus skills workshops and family shows.

Sponsorship guide price: £4,000

We can offer brand exposure with the following opportunities:

- Stage branding
- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising

FIREWORKS HEADLINE SPONSOR

The ten-minute firework display takes place on Friday and Saturday evening at 10.30pm. Approx. 15,000 people line the banks of the River Trent to watch the largest free display in the city.

Sponsorship guide price: £10,000

We can offer brand exposure with the following opportunities:

- Firework naming rights for both nights
- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising
- High profile illuminated branding at the firework compound (on the South bank)



THE GREAT TRENT DUCK RACE

The annual charity Duck Race has taken place at the Riverside Festival since 1998. Each year it raises over £10,000 for good causes. All revenue will go to a charity of your choice.

Sponsorship guide price: £2,000

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising



BONFIRE NIGHT

The city's free bonfire night event is held at the Forest Recreation Ground. It consists of a huge bonfire, firework display, fairground rides, and food stalls.

This year's event is proposed for Saturday 2 November 2024.



BONFIRE NIGHT HEADLINE SPONSOR

A solus opportunity to sponsor the full event including the firework display.

Sponsorship guide price: £15,000

We can offer brand exposure with the following opportunities:

- Firework naming rights
- Totem panels and branding at each entrance
- Promotional activity via What's On Nottingham
- City advertising
- High profile illuminated branding at the firework compound
- Ceremonial bonfire lighting



Light Night takes place across the city centre and illuminates Nottingham after dark with light-based installations, activities, and performances. The event is organised in partnership with It's in Nottingham and Arts Council England. The next event will be on Friday 7 & Saturday 8 February 2025.



LIGHT NIGHT NAMING RIGHTS

A primary opportunity to sponsor the full event and Old Market Square artist commission, including naming rights. Sponsorship guide price: £25,000

We can offer brand exposure with the following opportunities:

- Event naming rights - Light Night is powered by [YOUR BRAND]
- Totem panels and on-site branding
- Inclusion in the event guide (approx. 10,000 printed) and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising, including Old Market Square flag masts
- GOBO projections on the Council House and other buildings



OLD MARKET SQUARE ARTIST COMMISSION



Sponsor the main Light Night installation at Old Market Square.

Sponsorship guide price: £12,500

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Inclusion in the event guide and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising, including Old Market Square flag masts

SMALL SCALE ARTIST COMMISSIONS



Five opportunities to sponsor the small scale installations at key locations including Nottingham Castle, Sneinton Market and Trinity Square. Sponsorship guide price: £5,000

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Inclusion in the event guide and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising

GET IN TOUCH

Please contact us to find out more or request a meeting:

Patrick Loy - Head of Nottingham Events
patrick.loy@nottinghamcity.gov.uk

Lucy Cook - Marketing &
Communications Lead
lucy.cook@nottinghamcity.gov.uk

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NOTTINGHAM
EVENTS



Nottingham
City Council

Nottingham Goose Fair



Event Evaluation 2023

NOTTINGHAM
EVENTS



Nottingham
City Council

Background

Goose Fair took place at the Forest Recreation Ground from Friday 29 September to Sunday 8 October 2023. Since 2022, the event has been held over ten days.

It's one of the largest travelling funfairs in Europe and has been staged annually in Nottingham since at least 1284.

Based on the Royal Charter this was the 729th fair, or 727th if taking into account the cancelled fairs in 2020 and 2021 due to the pandemic.



Key outputs



512,000
estimated visitors



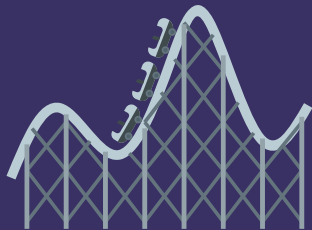
1M+
digital marketing
reach



13
exhibitions (e.g. ghost
trains, fun houses)



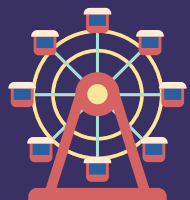
98
games and attractions



66
adult rides



138
stalls and vendors



89
juvenile rides



1,127
money-off ride
vouchers downloaded

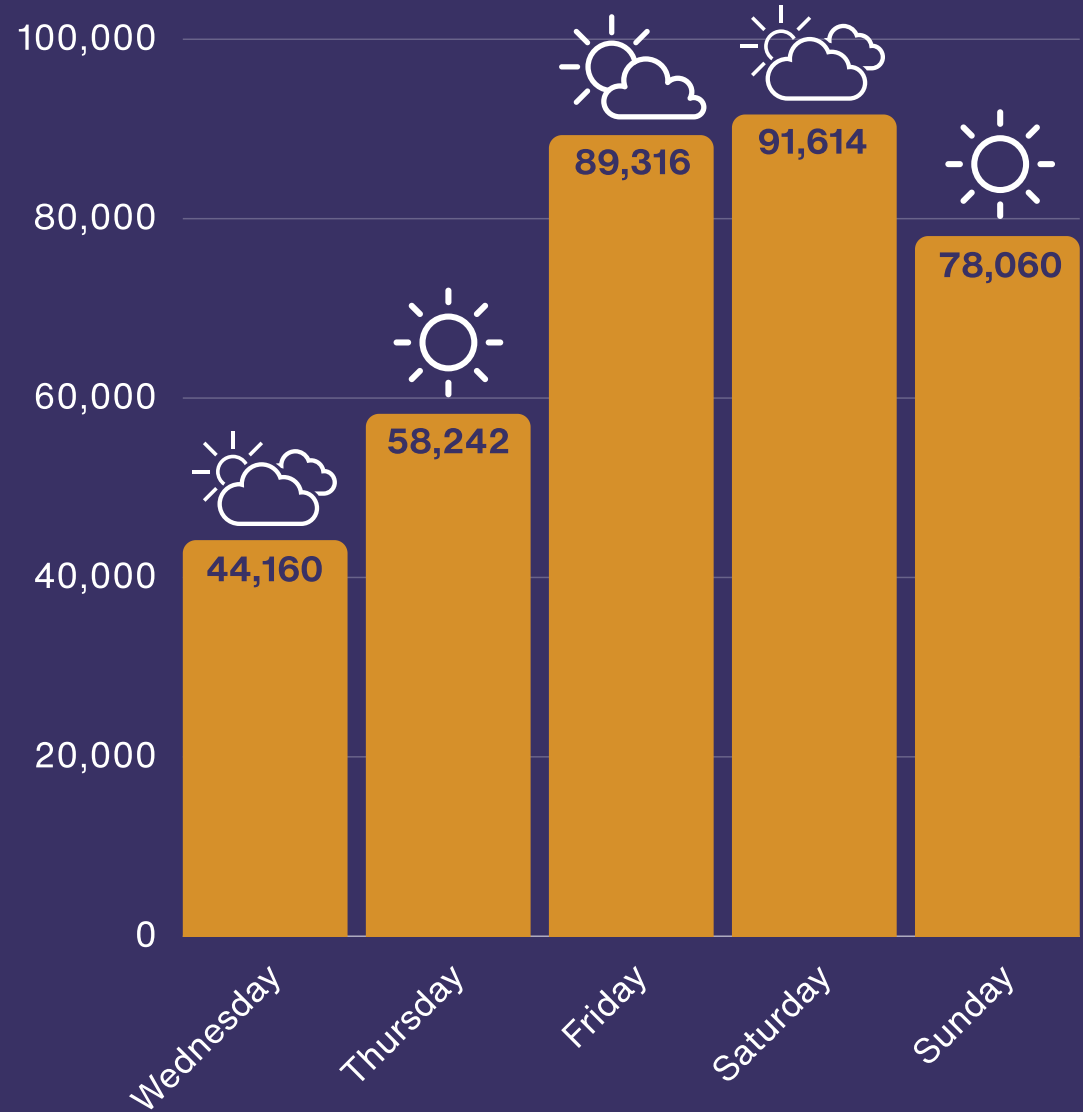
Attendance trends



Gate count - 2018 (5 days)

361,392

overall assumed total



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	5 minute totals	Estimated total (based on 5 minute counts)
Wednesday 3 October	7,360	44,160
Thursday 4 October	9,707	58,242
Friday 5 October	14,886	89,316
Saturday 6 October	15,269	91,614
Sunday 7 October	13,010	78,060
Total	60,232	361,392

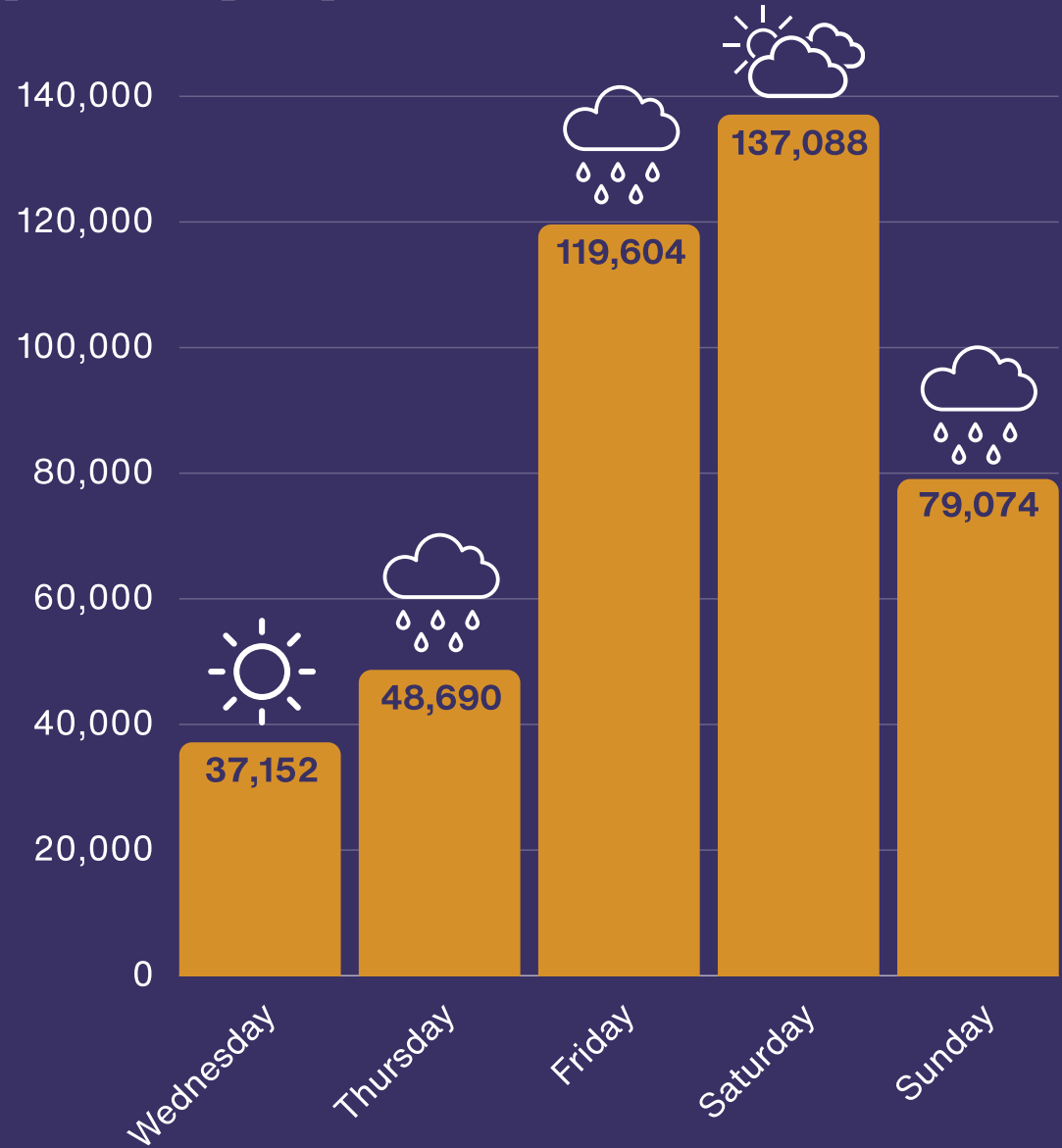
Gate count - 2019 (5 days)

421,608

overall assumed total

+16.7% from 2018

	5 minute totals	Estimated total (based on 5 minute counts)
Wednesday 2 October	6,192	37,152
Thursday 3 October	8,115	48,690
Friday 4 October	19,934	119,604
Saturday 5 October	22,848	137,088
Sunday 6 October	13,179	79,074
Total	70,268	421,608



Gate count - 2022 (10 days)

550,380

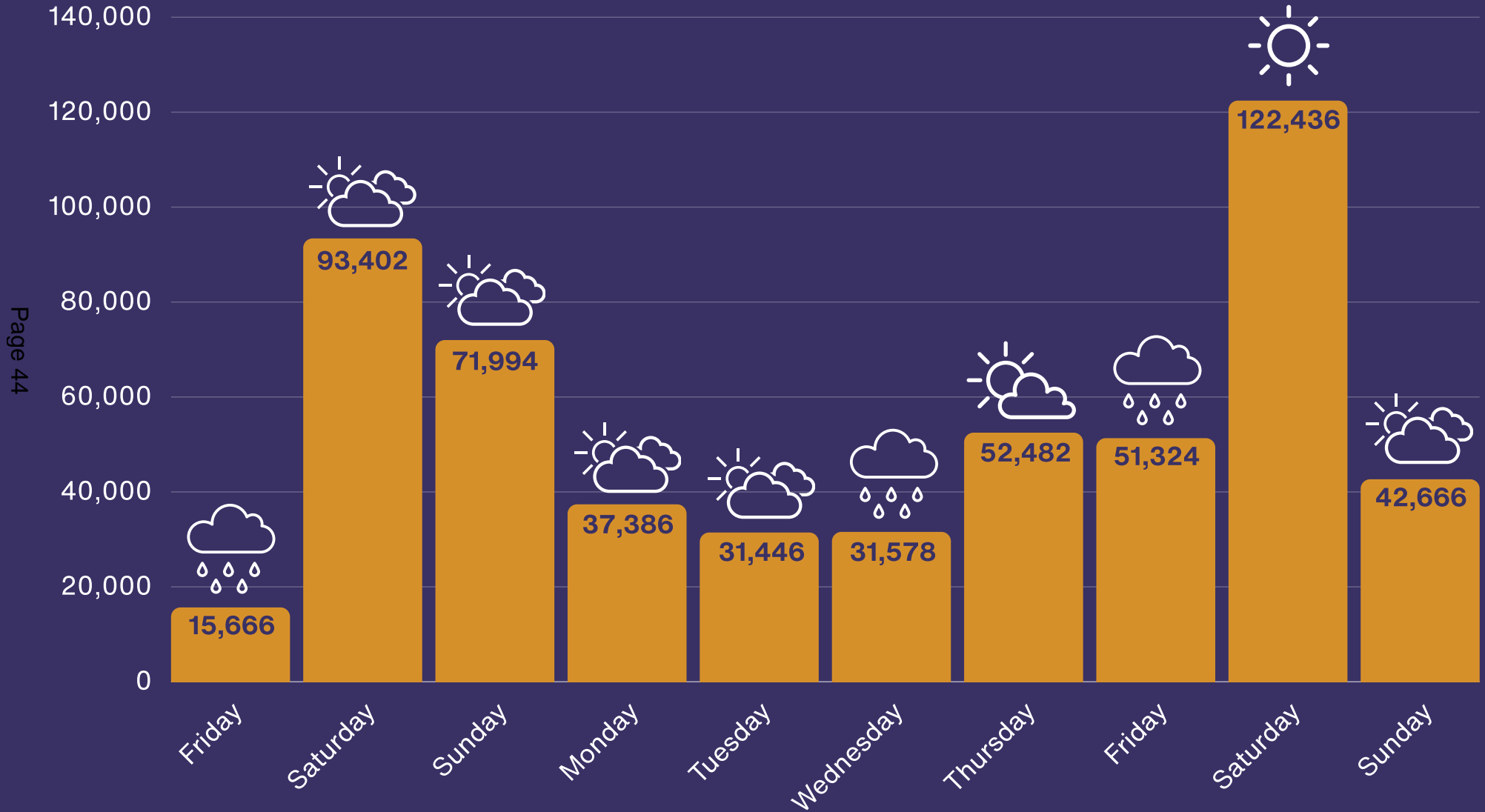
overall assumed total

+30.5% from 2019



	5 minute totals	Estimated total (based on 5 minute counts)
Friday 30 September	2,611	15,666
Saturday 1 October	15,567	93,402
Sunday 2 October	12,193	71,994
Monday 3 October	6,935	37,386
Tuesday 4 October	5,241	31,446
Wednesday 5 October	5,263	31,578
Thursday 6 October	8,747	52,482
Friday 7 October	8,554	51,324
Saturday 8 October	20,406	122,436
Sunday 9 October	6,282	42,666
Total	91,799	550,380

Gate count - 2022 (10 days)



Gate count - 2023 (10 days)

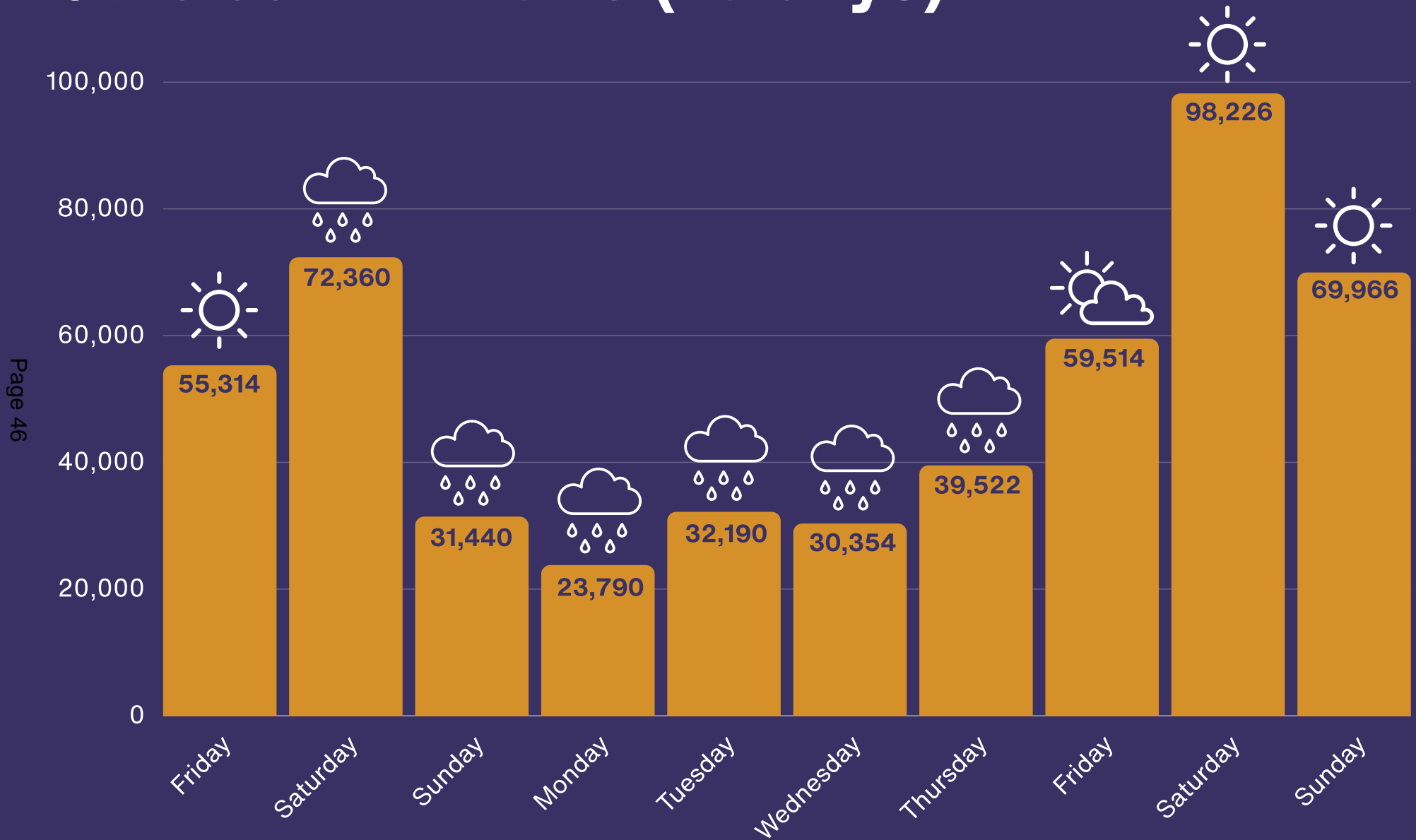
512,676
overall assumed total

-6.9% from 2022
due to six days of
wet weather



	5 minute totals	Estimated total (based on 5 minute counts)
Friday 29 September	9,219	55,314
Saturday 30 September	12,060	72,360
Sunday 1 October	5,240	31,440
Monday 2 October	3,638	23,790
Tuesday 3 October	5,365	32,190
Wednesday 4 October	5,059	30,354
Thursday 5 October	6,587	39,522
Friday 6 October	9,919	59,514
Saturday 7 October	16,371	98,226
Sunday 8 October	10,119	69,966
Total	83,577	512,676

Gate count - 2023 (10 days)



Digital marketing

What's On Nottingham & My Nottingham



Impressions: 289,019
Reach: 281,210
Engagement: 14,648

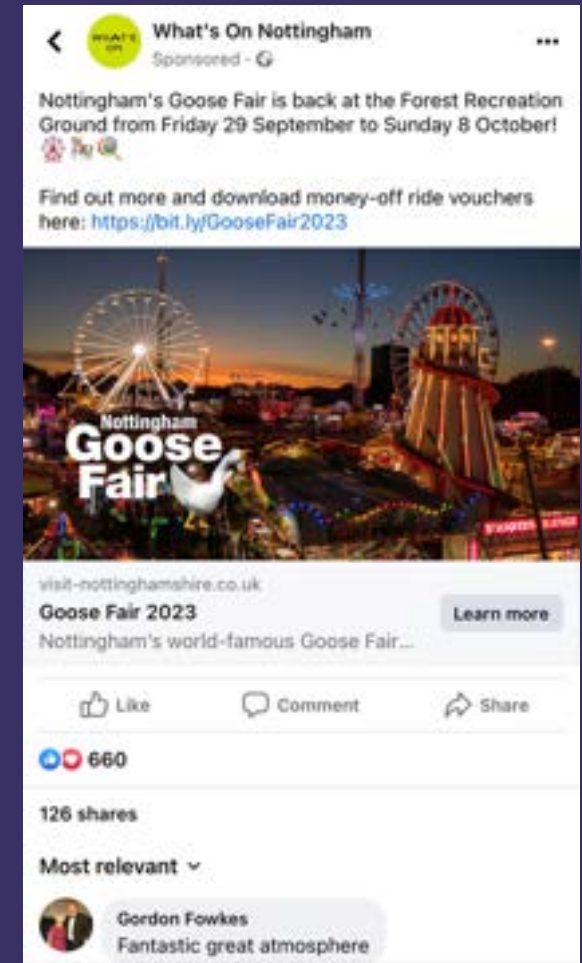
Paid ad: £1200
Reach: 231,619
Engagement: 10,722



Impressions: 115,274
Reach: 147,453
Engagement: 6,093



Impressions: 85,379
Engagement: 1,667



What's On Nottingham website event page views

Total: 97,412

Most views on Friday 29 September: 9,049

E-newsletters

Goose Fair was featured in five What's On Weekly emails:

- **53,418** subscribers
- **155,145** total opens
- Open rate **39%**
- **3,975** total link clicks

It was also included in four bulletins sent to My Nottingham Latest News subscribers:

- **44,714** subscribers
- **109,098** total opens
- Open rate **39%**
- **1,096** total link clicks



In addition, Goose Fair featured on the universal footer for all Council emails sent out from 15 September until the end of the event. In total, 6,141 link clicks were generated during this time.

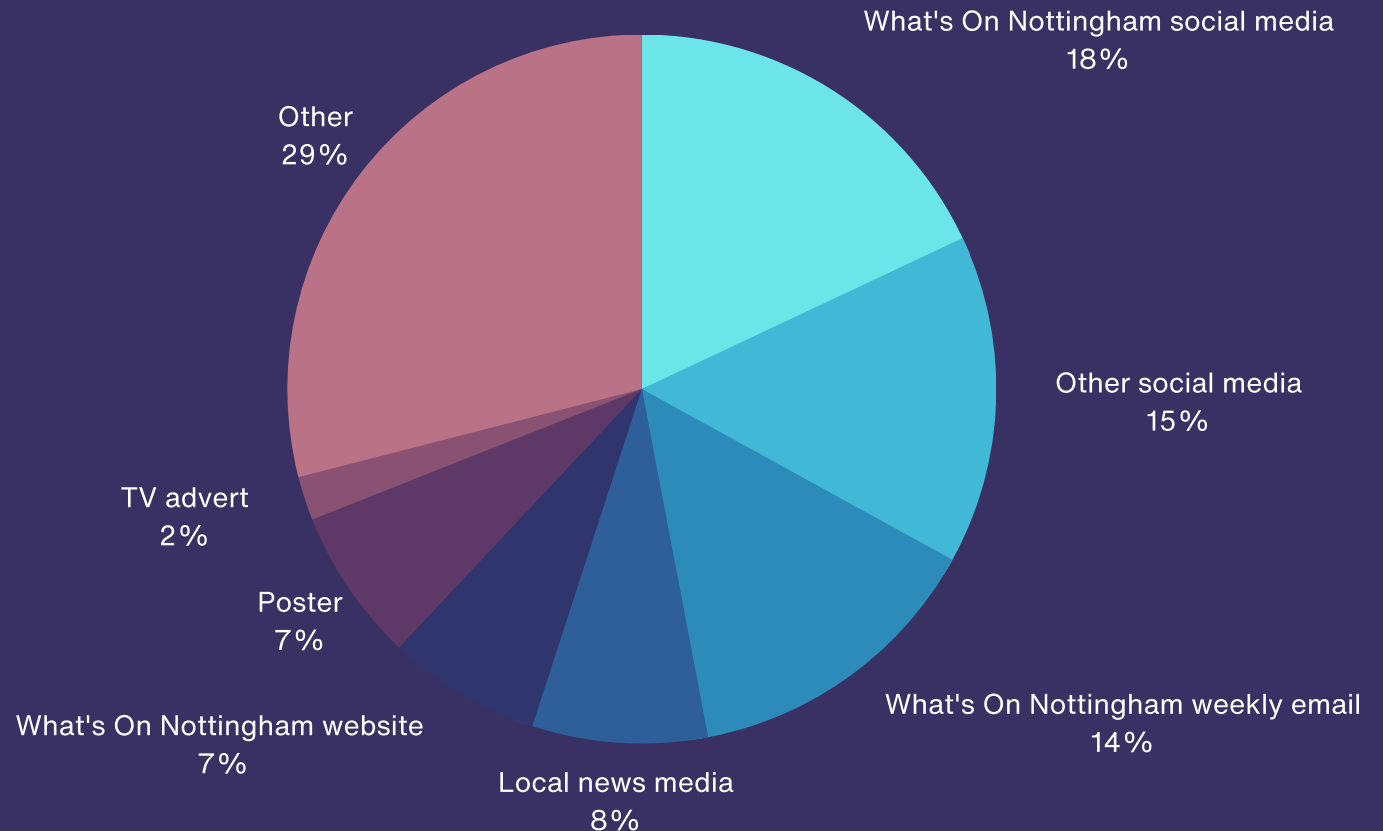
Visitor survey

This year, for the first time, a visitor survey was issued to get views and opinions on the event. **652** people responded to the survey.

How did you find out about this year's Goose Fair?

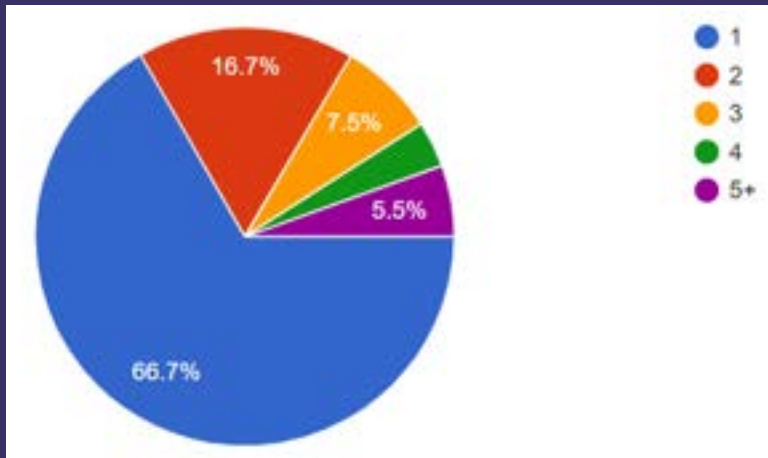
'Other' responses included word of mouth, annual event, driving/walking past, local resident, Google, letter from Events team and tram notice.

39% stated What's On Nottingham channels (email, social media and website)



Visitor survey

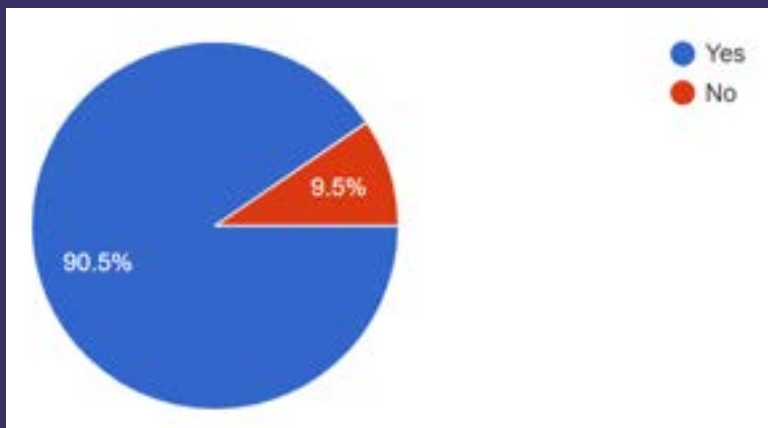
How many times did you visit Goose Fair?



How much did the weather affect your decision to visit Goose Fair?

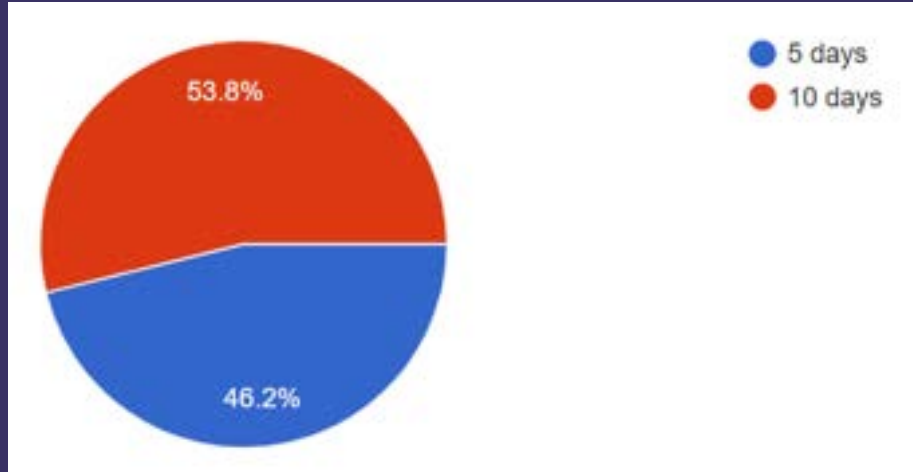


Have you visited a previous Goose Fair?



Visitor survey

In future, do you think that the fair should be 5 or 10 days in duration?



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Comments:

"More days makes it less crowded"

"A longer run is better as the weather is really unpredictable at this time of year"

"The disruption to residents is too great over 10 days"

"A short duration is exciting and a treat"

"10 days is great because it gives more opportunities to visit"

"5 days is bearable but 10 is too long"

"10 days allows families more time to attend and plan"

"Some people I know went every day, even just to walk around"

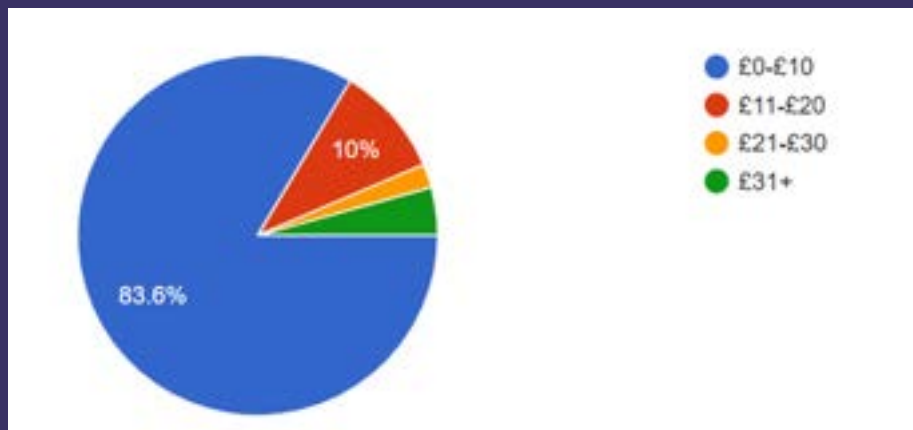
Visitor survey

How did you travel to Goose Fair?



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How much did you spend on transport?



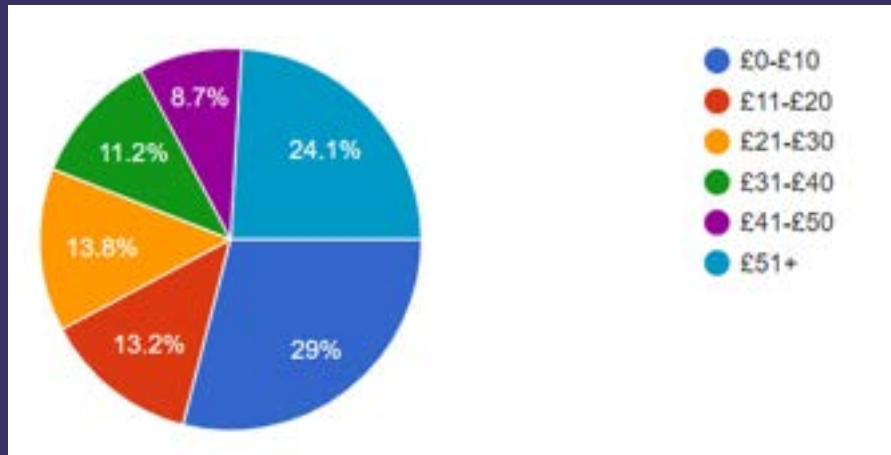
Economic Impact

The average visiting party size was 3.6, so we assume this spend is 'per party'.

Based on the median spend and the percentage of total visitors, it's estimated that **£1.1million** was spent on transport to the fair.

Visitor survey

How much did you spend on rides and attractions?

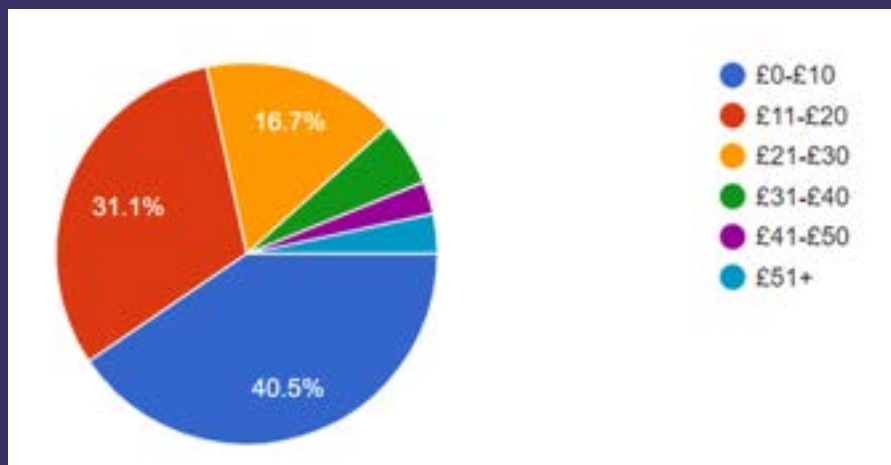


Economic Impact

The average visiting party size was 3.6, so we assume this spend is 'per party'.

Based on the median spend and the percentage of total visitors, it's estimated that **£3.8million** was spent on rides and attractions and **£2.2million** was spent on food and drink.

How much did you spend on food and drink?

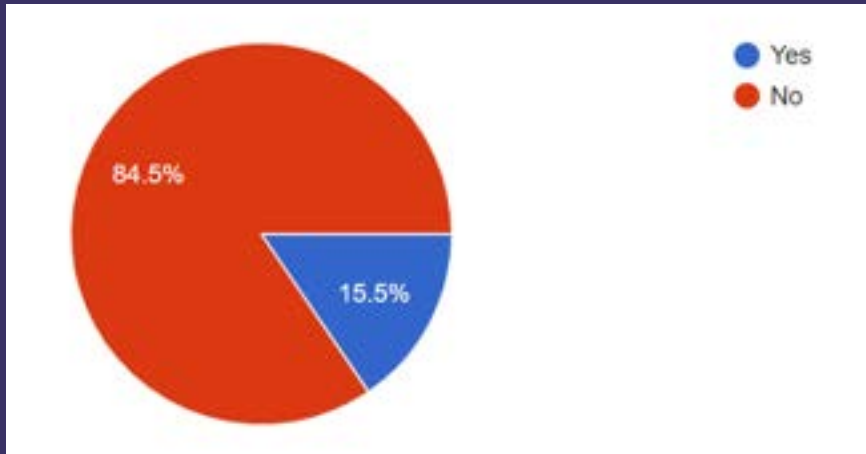


£7.1million

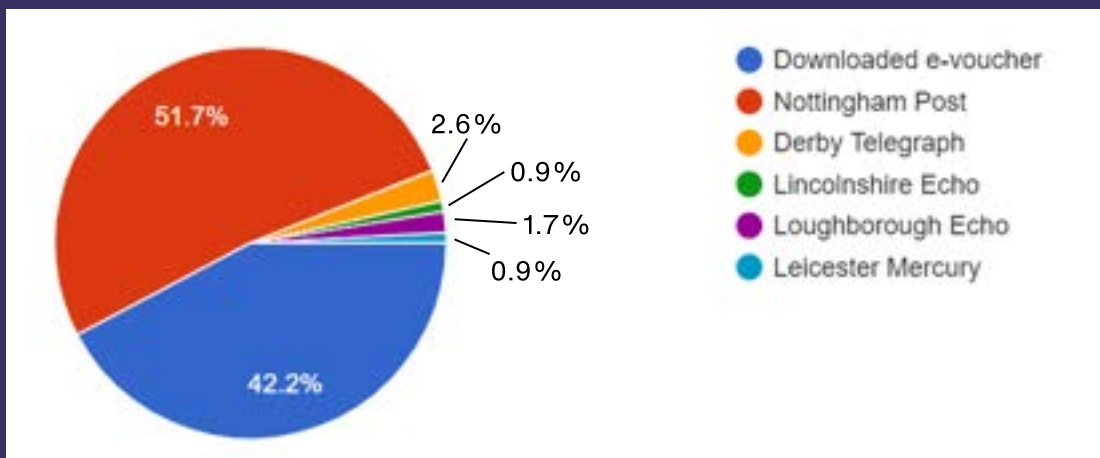
total estimated
consumer spend

Visitor survey

Did you make use of money-off ride vouchers this year?



If yes, where did you get your vouchers from?



Visitor survey

What would you like to see improved in the future?

“More toilets”

“Cheaper prices for rides and food”

“More vegetarian and vegan options”

“My daughter is 10 and she was either too young or too old for a lot of rides”

“Old fashioned side shows and traditional rides”

“Wider walkways between rides and attractions”

“Rollercoasters or other bigger rides”

“Recyclable food containers”

“Parking permits for local residents”

“Restriction on noise later in the evening”

“Open earlier in the week”

“Eco-friendly stalls and prizes - a lot of nylon and plastic at the moment”

“Halal food options”

“The opportunity to use money-off ride vouchers all the time”

“Improved baby changing facilities”

“More areas to sit down to eat”

“A map of the event showing the layout of rides and facilities”

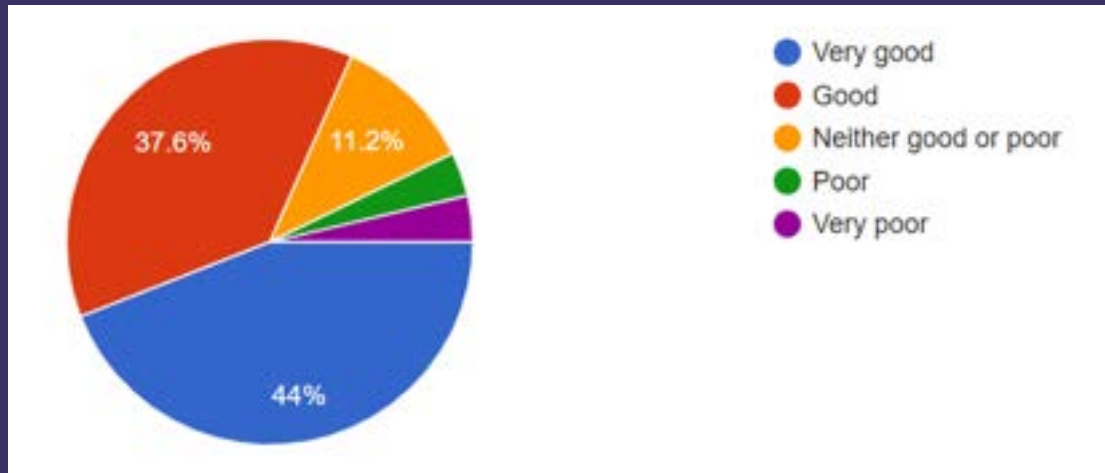
“Healthier food options”

“More independent traders”



Visitor survey

How would you rate Goose Fair overall?



82%
of visitors rated the fair as Very Good or Good

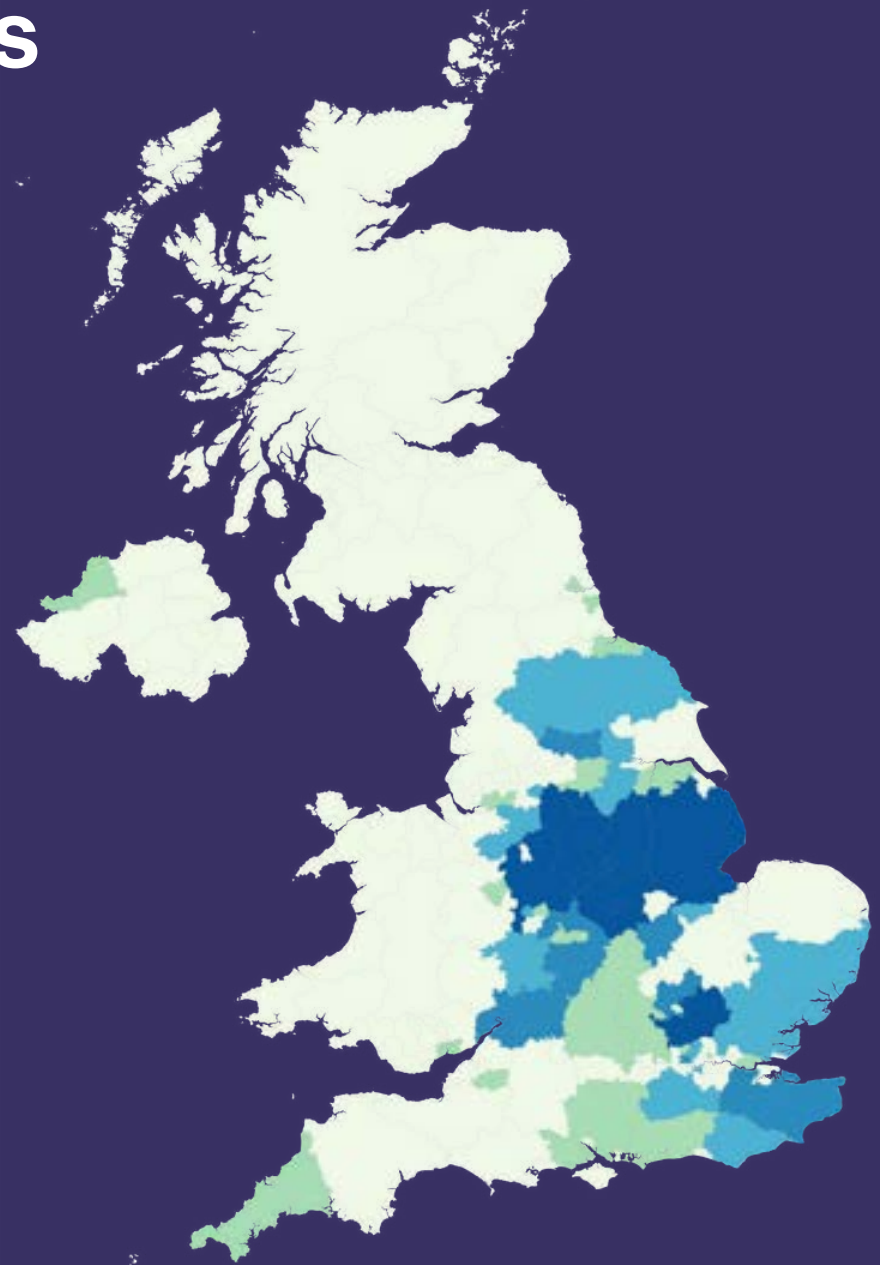


Money-off ride vouchers

Money-off ride vouchers were once again offered with **1,127** digital downloads (55 less than last year). The top 10 geographic locations were:

Nottingham	635 (57%)
Nottinghamshire	281 (25%)
Derbyshire	43 (4%)
Leicestershire	23 (2%)
Derby	11 (1%)
Lincolnshire	8 (1%)
Staffordshire	7 (1%)
Leicester	7 (1%)
Hertfordshire	6 (1%)
Sheffield	6 (1%)

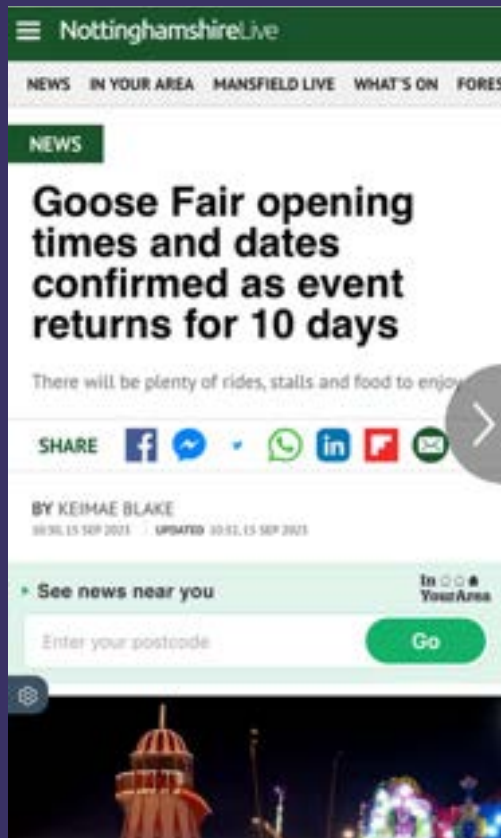
There were a further 53 locations with <1% NB postcode data registers to the card's billing address



Media coverage

Two press releases were issued pre-event to local and national media outlets. Coverage was featured by BBC, Nottingham Post, West Bridgford Wire, My Nottingham News, Mansfield Chad, Newark Advertiser, Notts TV and The Business Desk.

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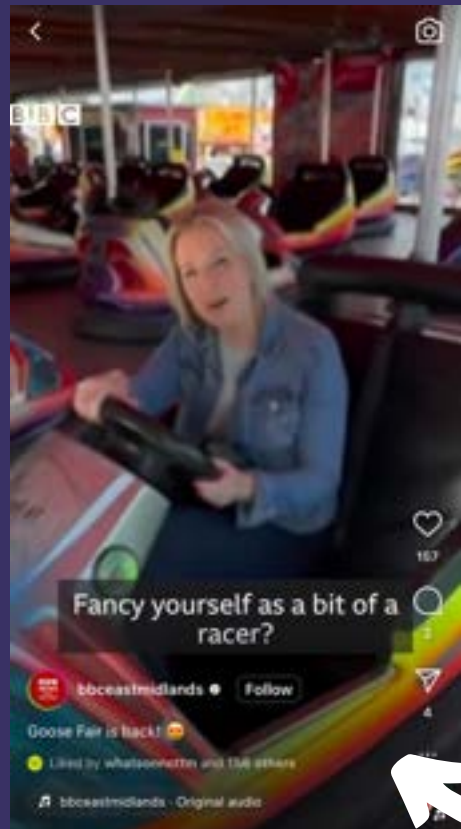
Media coverage

On Friday 29 September, BBC East Midlands Today and ITV Central were on site to create content, get interviews and do live broadcasts. On Tuesday 3 October the ITV National Weather was also broadcast live from the fair.

BBC East Midlands Today



ITV National Weather



Advertising and signage

6 sheet posters were installed on City Information Panels and bus shelters around the city for 4 weeks.

The event was also advertised in Left Lion magazine and on screens at Loxley House and the Tourism Information Centre.

Totems were installed around the site including wayfinding and information signage.



Visitor feedback

Elie Remon
I'm off there today with my boyfriend and his parents can't wait
5 w Like Reply

Ross Garratt
The best fair in the uk 🇬🇧
5 w Like Reply

Maria Rodrigues-taylor
Had a lovely time today for my little ones B-day.
5 w Like Reply

Geraldine Curtis @GeraldineCurtis · Oct 9
All the Fun Of The Fair #GooseFair #Nottingham First time visit, amazing fun! @CanonKandice @MyNottingham @TheFootballer @pappacottswanwick @veekawalker #DinnerMonday2023 #TupinMonday #WeekMondays



1 2 10 702

lucainnotts
Nottingham, United Kingdom Following



Liked by visitnotts, uniofnottingham and 638 others
lucainnotts Throwback to last week 🍷🍷🍷 Goosefair always makes my heart full ❤️ (and my bank account empty!)

sh515
Nottingham Goose Fair Follow



23 likes
sh515 Had a super time at Goose Fair last night with @hayelzz2910 and Daimon 🥳🥳 #goosefair #nottingham #fairground #fun #friends #besties #laugh #goodtimes #rides #lights #music #loveit

8 October

Thorneywood Mount Rehabilitation Unit @mount_unit · Oct 2
The walking group chose to visit Goose Fair today. We enjoyed the waltzers and plenty of food while we walked around the historic fair 🍷🍷🍷🍷🍷
#goosefair #walkandtalk



3 9 302

Laura Forest @LAU7FOREST · Sep 30
Love Goose Fair weekend - just for all the mushy pea related content on socials. Anyone not from Nottingham must get so confused about what we're on about 🍷🍷🍷🍷🍷 #goosefair #nottingham

8 2 30 4.5K

Catherine Hancock @CathHan91 · Oct 4
It feels a little too warm for it to be #GooseFair in #Nottingham but that doesn't stop us enjoying the funfair and ferris wheels ❤️



1 100



WIN
ME
OR
BUY
ME