



Nottingham  
City Council

# Communities & Environment Scrutiny Committee

NOTTINGHAM  
EVENTS

Contributing to the vibrancy and culture of Nottingham, its neighbourhoods, and our diverse communities. Creating a sense of place through content, animation and experiences, which benefits local residents and the visitor economy.

# Annual Council commissioned events

Goose Fair has been staged annually since at least 1284. It's held at the Forest Recreation Ground and sees c.500K visitors per year. Refer to Appendix A for event evaluation.





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. It welcomes c.150K visitors per year. Refer to Appendix B for event evaluation.

Light Night takes place across the city centre and illuminates the city after dark with light-based installations, activities and performances. The 2023 event saw a total footfall of 100K in the city centre. Refer to Appendix C for event evaluation.



A ceremony for Remembrance Sunday is held each year at the Victoria Embankment War Memorial.



# Value in kind support to city-wide community events

A large crowd of people is gathered for a community event. In the background, a stage is set up with several crests and banners. The crests include a yellow shield with a red cross, a blue shield with a white bird, a blue shield with a white crown, and a green shield with a white harp. The banners feature colorful Celtic knotwork. The crowd is diverse in age and is wearing various clothing, including green hats and scarves. The event is taking place in an urban setting with a modern building in the background.

Financial grants to city-wide community events such as Nottingham Carnival and St Patrick's Day were ceased as a budget saving in 2018/19.

In order to ensure that these important community-led cultural events could continue, Nottingham Events deliver value in kind (VIK) event management support to ensure that they remain as a core part of the city's major events programme. Support offered to each event differs, based on the needs of the event, but can be summarised as follows:

# St Patrick's Day

- Coordination and event management support
- Event safety management
- Use of Council-owned event infrastructure
- Free use of Old Market Square (including site services where available)



# Nottinghamshire Pride

- Assistance with management of the parade
- Use of Council-owned event infrastructure
- Use of UK Shared Prosperity Funding (UKSPF) to provide additional toilets and to cover parade road closure costs for 2023 event





# Nottingham Carnival

- Site and event management
- Event safety management
- Use of Council-owned event infrastructure
- Free use of Victoria Embankment (including site services where available)



Other city-wide community led events where additional support has been provided in previous years include:

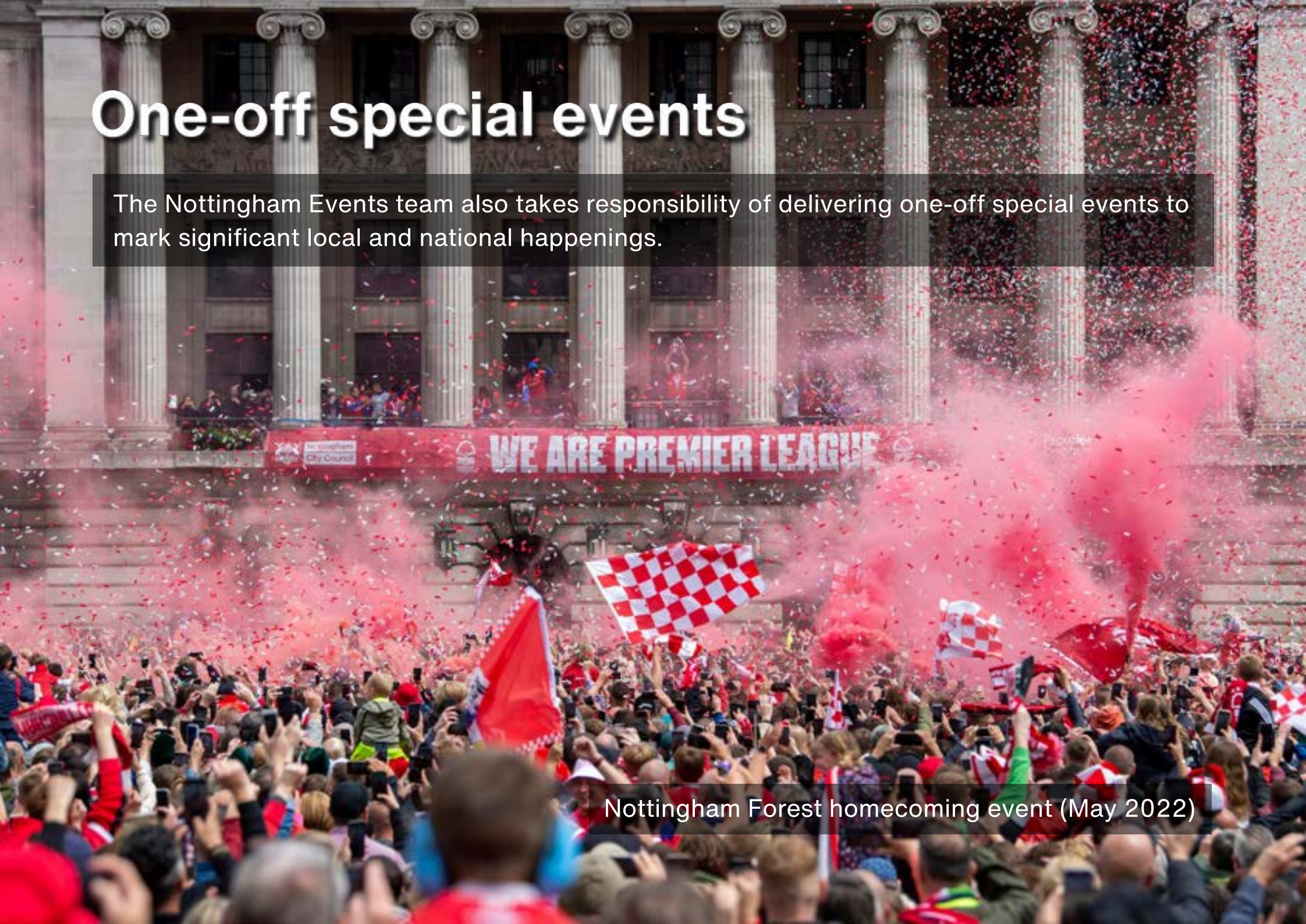
- St George's Day
- Chanukah
- Vaisakhi



# One-off special events

The Nottingham Events team also takes responsibility of delivering one-off special events to mark significant local and national happenings.

Nottingham Forest homecoming event (May 2022)





Queen's Platinum Jubilee OMS dressing and exhibition (June 2022)



Queen's Platinum Jubilee community beacon lighting across four locations (June 2022)



Remembering Her Majesty - Death of HM The Queen (September 2022)



Screening of King's Coronation and Eurovision Grand Final (May 2023). Refer to Appendix D for event evaluation.

Nottingham Together vigil (June 2023)





# Venue bookings for community events



Our Venue Sales & Bookings team helps facilitate around 150 community led events each year. From local family fun days at a neighbourhood pocket park, to larger community-led events.

Nottingham-based community groups are currently charged £95 to hold an event in a park or public open space. This covers four hours of administration time to process the booking. In some cases where such a charge would restrict the activity from taking place, the charge can be waived.

# Venue bookings for commercial events

A large outdoor concert stage at night, illuminated with blue and white lights. The stage is labeled "MEADOWLANDS" at the top. A large crowd of people is visible in the foreground, many holding up their phones to capture photos or videos. The sky is dark, and there are fireworks or light displays above the stage.

Our Venue Sales & Bookings team helps facilitate around 100 commercial events each year, including events such as music festivals, Christmas at Wollaton and open-air cinema.

# Sports events

The team client manages sports events across our parks and public open spaces. Events include: Accenture World Triathlon Mixed Relay (2018 and 2019), Archery GB National Championships (2022, 2023 and 2024), Robin Hood Half Marathon (annual), Cricket World Cup Fanzone (2019) and Nottingham 10K (new event for 2024).



# City centre promotional events

A vibrant outdoor market scene with a large crowd of people walking. In the foreground, a woman in a bright orange blazer and sunglasses walks alongside a man in a colorful striped shirt and sunglasses. The background features various market stalls with colorful awnings in shades of blue, purple, and pink. The overall atmosphere is lively and sunny.

Nottingham Events works closely with It's in Nottingham (BID), providing event management and value in kind support to city centre promotional events such as the Ay-UpMarket (2022 and 2023) and the Christmas Market at Nottingham Castle (2023) which support Nottingham-based independent traders (both online and bricks and mortar retail).

Nottingham Events have also provided VIK support to the Green Hustle Festival, to amplify Council messaging around CN28.

Refer to Appendix E for Ay-UpMarket event evaluation.

HANWILL WINE  
ESTATE  
Traditional  
Sustainably  
Free tastings  
Tours, cafe bar, chess night, Se wine and  
craft workshops, wine fayre, shop, bar  
HANWILL WINE. CO. UK

# Film & TV productions

The Venue Sales & Bookings team, working closely with Creative England, oversees film and TV shoots, helping to unlock the city and make use of Council venues and assets for filming locations. Recent large scale film and TV shoots have included Landscapers (HBO/Sky), Without Sin (ITV) and Sherwood S2 (BBC). Filming permissions generate income annually, although are free for accredited news crews and students.



# Commercial brand activations

In addition, the team utilises city centre spaces for commercial pop-up promotions for major FMCG brands. Recent clients include Vodafone, Fast X, Subway and 7UP.



# WHAT'S ON

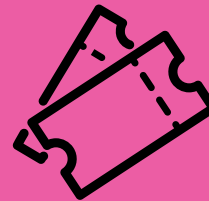
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## NOTTINGHAM

What's On Nottingham is the city and county's multi-channel event listings. Transforming a stagnant social media account and occasional email database in 2017, to a commercially led suite of email and socials, and a co-hosted event listings website with Visit Nottinghamshire, What's On Nottingham generates income through advertising and affiliate ticket sales commission.



**55K** email subscribers  
**38%** average open rate  
Highest Council subscriber rate



**34K** tickets sold from WON  
platforms in 2023  
(January - November 2023)



**62K** social media followers  
**205K** average monthly reach



**178K** average monthly  
website views

# Environment

We are working hard to reduce the environmental impact of Council commissioned events and events which use Council-owned venues.

For Council commissioned events we have:

- Utilised re-usable polycarbonate cups at Riverside Festival (2019, 2022 and 2023) saving an estimated 20K plastic cups from going to landfill.
- Made use of mains power connections where available rather than diesel generators.
- Where diesel generators are required, planned their use more efficiently by using larger fuel-efficient sets, and provided power to site concessions (for a fee) rather than permit operators using their own generators.
- Continued to consider environmental alternatives from our local supply chain, such as solar and battery power (where available) and where costs are comparable.
- Continued to seek solutions to event waste recycling (both back and front of house) including where waste cannot be recycled, use of aluminium cans rather than PET plastic drinks bottles, as materials can be recovered post incineration.





# Resident discount tickets

For the majority of large commercial ticketed events staged at our venues, we work with promoters to offer a resident discount to Nottingham City Council tax payers.

- A Nottingham resident discount has been a part of the Splendour Festival offer since its inception in 2007. Since 2018 the 10% discount has been applied via an API.
- Discounted resident tickets are also offered as a part of all event contracts which the Council tenders - these include Christmas at Wollaton, Nottingham Beach and Winter Wonderland.
- Where we are unable to offer a 10% resident discount, our What's On Nottingham channels offer exclusive subscriber discounts such as pre-sales, early bird and other special offers.
- For selected events at Nottingham Castle, such as the Eurovision Final and the upcoming Christmas Market, £1 tickets are offered which includes entry to the museum.



# Finance

The net budget for Nottingham Events has reduced from circa £0.5m in 2011/12 to a budget of £56k in 2023/24. A further MTFP £33k saving is to be applied in 2024/25. Savings have been achieved against a backdrop of increased costs but without significant loss of event content, and where possible with improved production values and event presentation for Council-commissioned events.

Year-on-year budget reductions have been delivered by increasing commercial income from venue bookings, other commercial and trading activities, use of VIK to replace cash grants and general efficiencies.

Income	-£0.854m
Salaries	£0.373m
Running costs	£0.538m
<b>NET cost</b>	<b>£0.056m</b>

NB: p07, net budget stands at £119K, due to SLMG pay award of £3.2K, Goose Fair staffing change £52K, NCC pay structure changes (increments) £7.2K with a further increase due to recent pay award.

# Finance

Comparison with other core cities is difficult due to differing team structures, responsibilities and programmes. It is known that other core cities have event, event promotion, salaries and operational budgets of several hundred thousand pounds and in some cases into the millions. Nottingham is an outlier in this regard, delivering a high-quality, free to access commissioned events programme at virtually no cost to the Council Tax payer.



# NOTTINGHAM EVENTS



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