

Events 2015/2016

Background

Prestatyn Town Council's events' programme has run successfully for the last three years. Additional events such as the Flower Show, Car Show and carnival also help to drive visitors, raise the profile of the town and increase footfall and revenue.

Given that PTC events have been running for some time there is an opportunity, ahead of 2016, to revisit and refresh the existing schedule, taking into consideration the thoughts and ideas of PTC, residents, tourists, partners and businesses and associated forums.

There are enormous benefits to be had from town events which are well delivered, well executed, well promoted and, ultimately, measurable. For an events' programme to deliver it needs set objectives, key target markets, and robust procedures with a focus on quality rather than quantity. Diversifying and changing the nature of the events keeps the offering fresh, generates new interest and gives visitors and tourists alike increased reasons to visit.

Opportunities exist in terms of partnership working and sponsorship and the development of a full, detailed sponsorship package would be beneficial.

Proposal

The remaining events for 2015 are Halloween's Spookfest, the Christmas lights switch on and Christmas grotto. These will follow largely in the footsteps of previous years and, in the interim, development work will take place on proposals for 2016.

The 2016 programme will be launched in January and every effort taken to avoid clashes with other events in town and across Denbighshire. A draft of proposed events (headline only) is outlined below. Once the initial plan is agreed, timings and details will be allocated to them.

Events

2016 has been deemed the Year of Adventure by VisitWales. Theming Prestatyn's to tie in with this would help leverage more coverage and publicity.

2015

Halloween Spookfest

Christmas 2015

Christmas lights switch on

Christmas grotto

2016

Easter

St David's Day – week of Welsh activities part-funded by Menter Dinbych

Routemaster – key periods

Romans' Return

Summer 2016 - Here Comes The Sun (summer campaign) : (June/July)

Beach festival – sculptures, games, volley ball. Links with Nova but bring elements into town – e.g creating of sand pit at precinct, beach-themed/Victorian games and activities, balloon modelling, liaise with retailers re picnic boxes which could be bought in town and taken to the beach, deckchairs and music in the high street, Routemaster bus to take people from town to the beach and back.

It's A Knock Out

Flower Show (PTC support)

Car Show (PTC support)

Prestatyn Carnival (PTC support)

Townfest: (August)

- Summer of music including party in the park (Coronation Gardens, High Street. Week-long activities culming in family-focused TownFest at weekend).
- TownFest: Alternative music, learning to play instruments, orchestras, bands – all genres, choirs, represented.
- Consider approach to Denbighshire Music Co-operative as work with schools
- Giant piano mat
(<http://www.bing.com/videos/search?q=giant+piano+mat&FORM=HDRS C3#view=detail&mid=995D6AC2D04BC3492157995D6AC2D04BC3492157>)
- Prestatyn Rocks
- Jazz Festival

Offa's Dyke marathon (September)

Four-day 185 mile marathon – independently organised but opportunities for town to get involved and offer a warm welcome to runners. Mayor at end to welcome to town? To liaise with DCC.

Fit for All - September

Halloween

Christmas lights switch on (opportunity to develop this further)

Christmas – based on A Child's Christmas in Wales

- Traditional choirs
- Dressed shop competitions
- Late night opening (query)
- Festive market in/alongside high street – chestnuts/hog roasts/mulled wine
- Santa and sleigh
- Lantern parade including themed giant lanterns
(<http://lanterncompany.co.uk/>)
- Tie in with Christmas tree lights festival – church stays open late?
- Hill side light show
- Christmas concert

- Hillside light show

Policy document

Each event will be fully supported and a brief prepared which outlines activities and objectives. A working document is now in place for each event with all the necessary policies, paperwork, event briefs, responsibilities and deadlines listed.

Measurement and evaluation

Effectively measuring and evaluating each event will be critical to assessing effectiveness. Data will also help inform the decision-making process for future events. Economic impact assessments, together with measurements including footfall, will help provide ROI information far more than visitor numbers alone.

Businesses and partners will be included in future evaluation, as will press coverage and promotions. To enable this, a more robust information-gathering system will be put in place ahead of 2016.

Sponsorship

Some events are worthy of sponsorship. Banding events together under an umbrella marketing strategy can strengthen sponsorship opportunities. A sponsorship exercise will help determine if there are companies/organisations that are ethically acceptable/not acceptable to approach. A fully-drafted sponsorship package and the returns for any investment would need agreeing ahead of making such a pitch. Grant opportunities are also another avenue to consider.

Delivery

An end of event report will be compiled providing a full overview.

Councillors' ideas:

'Prestatyn Pride'

Theatre festival/competition

Comic con, gamer events

Christmas concert for older generation

Food festival/beer festival

Morfa's concert

A Celtic food promotion at the St David's Day celebration.

Christmas tree lights switch on - celebrities.

Hillside - classical music, lighting etc.

Tea Dances/ Punch and Judy/barn dances/ traditional dances

Outdoor cinema

Jazz/blue event

Zumba/ Line Dancing/Yoga/ exercise classes