

# Events Plan 2024-2026



**Mansfield**  
District Council

# Contents

Page 3	-	<b>Overview</b>
Page 4	-	<b>Vision and objectives</b>
Page 5	-	<b>Our strategy</b>
Page 7	-	<b>Events hierarchy</b>
Page 8	-	<b>Our event plans for 2024-2025</b>
Page 14	-	<b>Governance and performance</b>
Page 15	-	<b>Holding an event in Mansfield - guidance for organisers</b>
Page 16	-	<b>Civic attendance</b>

# Overview

---

Mansfield District Council (MDC) as a significant Place Board partner and accountable body for the Towns Fund and Holder of National Portfolio Holder status has an ideal opportunity to coordinate a programme and deliver a series of events in partnership with others. The aim is to help Mansfield achieve its objective of becoming the event capital of Nottinghamshire and to be a district where people can enjoy happy and healthy lives. These objectives are direct outcomes of the [Mansfield Place Strategy](#) to build thriving communities, create opportunities for all, grow a vibrant economy and where people are supported to enjoy happy and active lives.

In order to achieve our event ambitions, we need a one-council approach to ensure it is delivered and to work in partnership with other organisations to maximise opportunities to make our events a success.

Based on the current budget limitations, MDC will not be contributing core General Fund Budget however, the council will adopt the model of delivering grant funded projects to 2026. There will be provision made for Remembrance 2024 in Mansfield Town Centre which will be co-ordinated by the events team. The events team costs will also be offset through grant funding from Destination Mansfield for 2024/5 and 2025/6. Destination events are larger in scale and support the place shaping agenda to position Mansfield as a place of choice to live, work, invest and visit.

## **Place shaping objectives from Make it in Mansfield**

The people of Mansfield to have the best possible good health and mental wellbeing, helping to provide fulfilling lives for all, supported by a rich mix of things to do and enjoy within the district of Mansfield. Everyone to have a safe and healthy home. Mansfield to be a place where people want to visit, live, work and raise a family.

## **Corporate Priorities**

Events contribute to many of the council's priorities including promoting a positive image of the district and to deliver a diverse culture and leisure experience in Mansfield. The events being delivered and supported aim to promote Mansfield as a great place to live work and visit and to support our communities to live safer, happier and healthier lives.

## **Supporting events in our district**

MDC will support third party organisers to arrange and host safe events across the district. A dedicated event planning hub is available on [our website](#) and the wider events team including colleagues in licensing, town centre, parks will allocate appropriate time and resources in kind and paid for.

## **Community involvement**

We will continue to develop a network of event volunteers and supporters who can support Mansfield event organisers. We will also actively recruit event stewards that can be called on to help welcome visitors, signpost to information, allocate and distribute merchandise and help with collating data for event evaluation. We will also look to offer event-based work experience as part of the Career Ambassador programme.



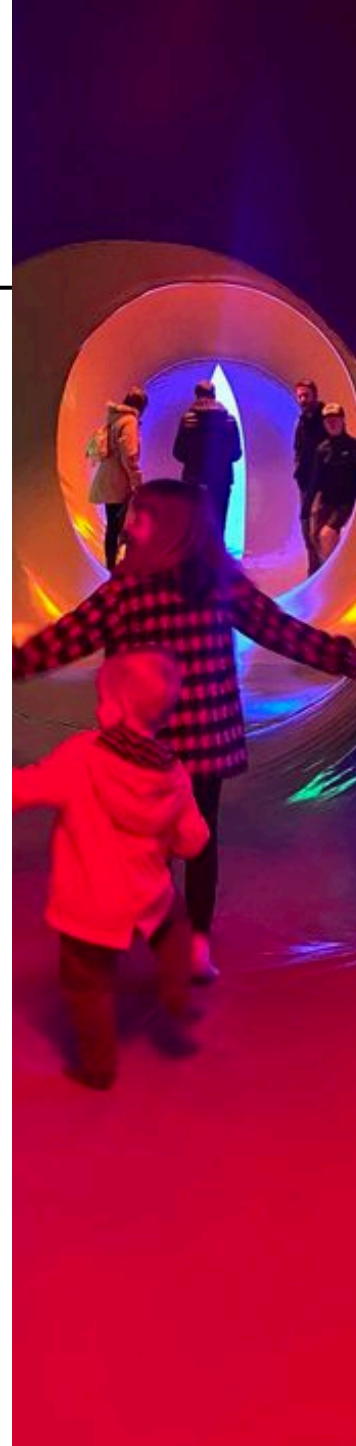
# Vision and objectives

Our vision is to have a reputation for an innovative, culturally rich and diverse programme of events, festivals and activities delivered in partnership.

Our mission is to facilitate a culture of partnership working for events, festivals and activities which develops our audiences, through engaging, sustainable and accessible programming.

Our aims are:

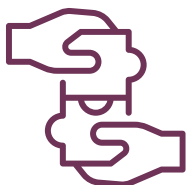
- To celebrate diversity and creativity in Mansfield.
- Celebrate confidence in Mansfield as place to live, work and visit.
- Encourage people from Mansfield district to attend and enjoy the place they live.
- Destination based events to encourage people from the district and wider catchment area to come to Mansfield to enjoy events and entertainment activities.
- Inspire creativity and promote cohesion.
- Promote skills and volunteering opportunities.
- Increase wellbeing and active lifestyles.
- Promote the council's green agenda such as sustainable travel options.
- Measure and report outcomes, impacts and added social value.



# Our strategy

---

For Mansfield District Council (MDC) to achieve its objective of becoming the event capital of Nottinghamshire and promoting happy and healthy lives, we will focus on:



## 3.1 Strategic Coordination and Partnership Building

MDC will take a leadership role in coordinating a comprehensive event program in partnership with local organizations, businesses, and community groups.

Utilise the resources and expertise of the Mansfield Place Board and other stakeholders to align events with the Place Strategy objectives.



## 3.2 Funding and Budget Allocation

Given budget limitations, MDC will adopt a model of delivering grant-funded projects until 2026. Allocate resources for specific events, such as Remembrance 2024 in Mansfield Town Centre, with costs offset through grant funding from Destination Mansfield for 2024/5 and 2025/6.



## 3.3 Place Shaping Objectives Integration

Ensure that events align with the Make it in Mansfield objectives, focusing on promoting good health and mental well-being, providing fulfilling experiences, and creating a safe and attractive environment. Events should contribute to positioning Mansfield as a desirable place to live, work, invest, and visit.



## 3.4 Corporate Priorities Alignment

Events will be designed to promote a positive image of the district, deliver diverse cultural and leisure experiences, and support community well-being.

Emphasise the role of events in promoting Mansfield as an attractive destination and supporting safer, happier, and healthier communities.

# Our strategy

---



## **3.5 Support for Third-Party Organizers:**

MDC will provide support to third-party event organisers to ensure safe and successful events across the district. A dedicated event planning hub on the MDC website will offer guidance and resources, and the events team will allocate appropriate time and resources, including assistance from licensing, town centre and parks departments.

---



## **3.6 Community Involvement and Engagement:**

Develop a network of event volunteers and supporters to assist event organisers.

Recruit event stewards to welcome visitors, provide information, distribute merchandise, and assist with data collection for event evaluation.

Offer event-based work experience opportunities as part of the Career Ambassador program to engage young people and promote skill development.

Cultural Services will continue to contribute and collaborate with the Council's wider events strategy through a series of partnership events.

New temporary exhibitions aims to increase the sale, quality and profile of visual arts and heritage in Mansfield. This includes a The Great Dodo Exhibition, Inhabiting Britain and digital exhibitions to connect Mansfield to Sherwood Forest. New installations will push the boundaries of natural history interpretation, presenting rare and extinct species unlike anywhere else in the country to display Mansfield Museum's collection of national significance for the first time.

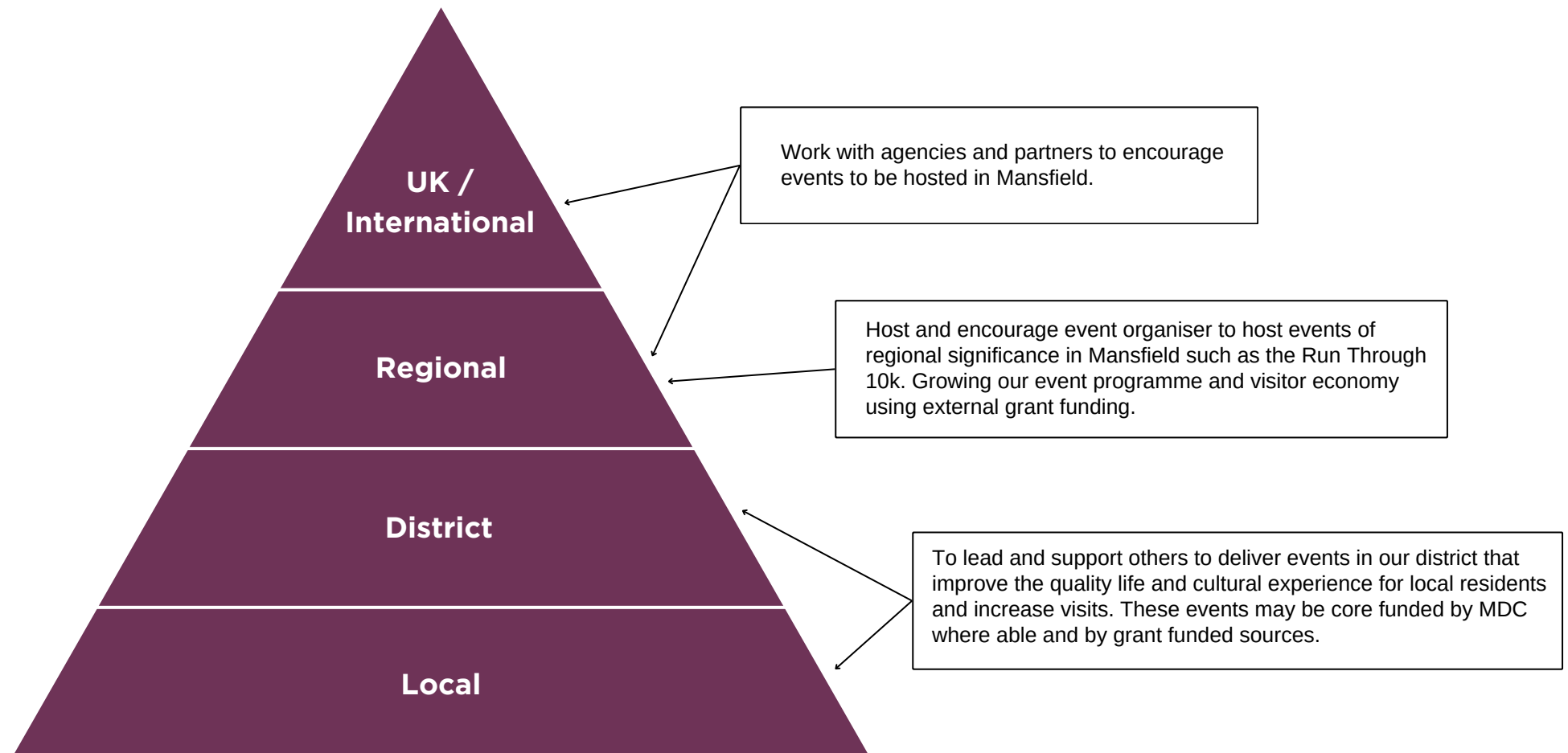
Mansfield Palace Theatre will present for the first time contemporary dance.

---

By implementing this event strategy, MDC can effectively leverage partnerships, resources, and community engagement to achieve its objectives of enhancing the cultural vibrancy, community well-being, and overall appeal of Mansfield as a destination.

# Events hierarchy

---



# Events confirmed for 2024-2025

(Major events highlighted in yellow)

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
April	Thursday 4 to Saturday 13 April 2024	Mansfield Luminarium by Architects of Air	Inflatable sculpture of air and light exhibition. 10am to 4pm daily.	Chesterfield Road Park	MDC events, Destination Mansfield and NPO	£80,000, NPO Destination Mansfield	Regional	Place shaping, audience development, inclusivity
	Saturday 13 April	Warsop Sports event	Sports activities and family entertainment to celebrate the new Health Hub.	Carr Lane Park	Vibrant Warsop, Serco and MDC, Prosperity	NA	Local	Promote health and wellbeing
	Monday 22 to Monday 29 April	McKears Funfair	Regular funfair.	Chesterfield Road Park	3rd party / parks	NA	Local	Fun activities for families
May	Saturday 11 or 18 May	Hands on Heritage Day	Family event bringing a variety of fun and free activities from heritage groups and organisations from across the county.	Mansfield Inspire buildings	Inspire Culture, MDC Events support	NA	Local	Heritage development, local involvement, and storytelling
	Monday 13 to Sunday 19 May	McKears Funfair	Regular funfair.	The Carrs	3rd party / parks	NA	Local	Fun activities for families
	Monday 20 to Wednesday 29 May	McKears Funfair	Regular funfair.	Fisher Lane Park	3rd party / parks	NA	Local	Fun activities for families
	31 May to 12 July	Beyond the Bassline exhibition	The exhibition shines a spotlight on different voices and perspectives to celebrate Black British music as a form of entertainment and vehicle for community, as well as a source of liberation, protest and education.	Mansfield Central Library	3rd party	NA	National (as touring from British Library in London)	Place shaping, audience development and inclusivity



# Events confirmed for 2024-2025

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
June	Sunday 2 June	Party on the Market	Music event in the town centre.	Mansfield Market Place	MDC, Destination Mansfield and BID	£35k Destination Mansfield and BID	District and Regional	Place shaping Audience participation
	Saturday 22 June	Mansfield Carnival	Parade through town centre involving community groups, artists, performers.	Mansfield town centre	MDC event and cultural services NPO	NPO funded Destination Mansfield Fund raising	Regional	Place shaping Promoting inclusivity and community cohesion National day of celebration Place shaping
	Saturday 29 June	Party in the Park	Live entertainment, stalls, food, refreshments, fairground rides and inflatables.	Yeoman Hill Park	MWCDG MDC support with safety paperwork	NA	Local	Fun activities for families
	Saturday 29 June	Stagsfest	All day family music festival playing host to six tribute bands, as well as providing fun and entertainment such as inflatables and the opportunity to meet Sammy and Sally Stag.	One Call Stadium	Mansfield Town Football Club	NA	Local	Fun activities for families
	Sunday 30 June	Shakespeare in Titchfield Park: Oddsocks present Julius Caesar	On your marcus, getus setus, let the games begin! The peasants are revolting as the most famous political coup in literature is given the Oddsocks treatment.	Titchfield Park	Mansfield Palace Theatre	Contracted performance supported by Mansfield District Council and Oddsocks	Regional	Provide educational and cultural performances in an outdoor environment. Health and wellbeing. Audience development.

# Events confirmed for 2024-2025

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
June	Sunday 30 June	BID's 'Thanks & Fun' Mansfield's Tribute to the Armed Forces	This is a fun day for the armed forces and the general public to remember and honour those who fought for us in past wars and battles and those who continue to keep us safe. The day starts with a parade from West Gate to the Market Place, then there is live music, entertainment and activities to enjoy.	Mansfield Market Place	BID with MDC Events support	£20k BID funded	District	National day of celebration Community cohesion
July	Sunday 7 July	Warsop Carnival	Warsop wheelies, schools, choirs, picnic in the parks, live music and family entertainment, plus sports activities on Carr Lane park with Serco showcasing the Health Hub centre.	The Carrs and Carr Lane Park	Vibrant Warsop / MDC support	£30k Warsop Festival Committee	Local	Fun activities for families Social cohesion Promoting health and wellbeing
	Friday 12 July	Learning Disability Pride	Parade and music in the town centre to celebrate diversity.	Mansfield town centre	OneFest MDC Events support	NA	District	Community cohesion and promoting equality Raising awareness of disabilities Accessibility
	Friday 26 to Sunday 28 July	Mansfield Film Festival	Celebrating film makers and local talent.	Mansfield town	NPO externally organised Supported by Cultural Services	£30,000 50:50 NPO funded	District with regional potential	Showcase local talent Encouraging creativity and inclusion in the arts
August	Tuesday 6 to Thursday 29 August	McKeans Funfair	Regular funfair.	Chesterfield Road Park	3rd party / parks	NA	Local	Fun activities for families

# Events confirmed for 2024-2025

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
August	Saturday 17 August	The Trials	This thrilling story of responsibility and climate crisis gives a voice to the young people who have no choice but to live with its consequences. Our community co-production with Mansfield Palace goes one step further, empowering young people from Nottingham and Mansfield who will play the part of The Jury, alongside three professional actors.	Mansfield Palace Theatre	MDC, Cultural Services and Nottingham Playhouse	NPO Funded	District with regional potential	Local talent, climate activism
September	Saturday 7 September	Full Shebang	Arts festival celebrating immersive arts.	Mansfield town centre	First Arts Supported by MDC	£80,000 First Art	District and regional	Promoting inclusivity Social cohesion Accessibility Place shaping
	Sunday 8 September	Mansfield 10k	Delivered by Run Through, a 10k race through the streets of Mansfield, with 1k junior race to include younger community.	Mansfield town centre	Destination Mansfield sponsored project delivered by Run Through, supported by MDC	£10,000 sponsored by Destination Mansfield	Regional	Promoting health and wellbeing Place shaping Elite sports
October	Monday 7 to Sunday 13 October	Whiting Funfair	Regular funfair.	The Carrs	3rd party / parks	NA	Local	Fun activities for families
	Monday 14 to Sunday 20 October	Whiting Funfair	Regular funfair.	Racecourse park	3rd party / parks	NA	Local	Fun activities for families
	Saturday 26 October 2024	MWCDG Halloween event	Halloween themed event for the community, held from 5pm to 8pm.	Park Road Resource Centre	MWDCDG, supported by MDC Events with paperwork	NA	Local	Fun activities for families

# Events confirmed for 2024-2025

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
November	Saturday 2 November	English Cross Country Association	Cross country relays.	TBC depending on works at BHP	ECCA Supported by MDC Events paperwork	NA	Regional	Wellbeing and health, Elite sports
	Thursday 7 November	Celebrate Mansfield	Business evening, networking event to celebrate what Mansfield has on offer for our local economy.	Mansfield town centre	BID	£15,000 BID funded	Local	Economic development
	Sunday 10 November	Remembrance	A parade involving Royal British Legion and other groups form Civic Centre to St Peters Church.	Mansfield town centre	MDC events	£5,000 MDC	District	National day of celebration Cohesion
	Sunday 10 November	MWCDG Remembrance Parade	Event organised by MWCDG.	Mansfield Woodhouse	MDC Events support/ paperwork	NA	Local	National day of celebration Cohesion
	Friday 29 November	MWCDG Christmas lights switch on	Event organised by MWCDG.	Mansfield Woodhouse	MDC Events support/ paperwork	NA	Local	Festive celebration Fun activities for families
December	November to December	Secret Santa Appeal	Community gift appeal distributed via children's centres and food clubs to those in need at Christmas.	District wide	MDC events	TBC	District	Social cohesion

# Events confirmed for 2024-2025

Month	Date	Event	Description	Venue	Responsible organisation	Budget and funding	Level	Aim
February 2025	Friday 14, Saturday 15 and Sunday 16	Light Night	Illuminated walk	Carr Bank Park	MDC delivered event	£32,000 NPO Destination Mansfield	Regional	Place shaping Inclusivity Audience development
April 2025	TBC	Museum of the Moon	Art installation	MDC parks Location TBC	MDC delivered event	£20,000 NPO Destination Mansfield	Regional	Place shaping Inclusivity Audience development
October 2025	Thursday 24, Friday 25, Saturday 26	Walk the Plank Fire & Light	Illumination experience	MDC parks Location TBC	MDC delivered event	£20,000 NPO Destination Mansfield	Regional	Place shaping Inclusivity Audience development



# Governance and performance

---

Event updates will be given regularly to CLT through team meetings and biannual reporting to OSC. Regular updates will be shared with Cabinet.



## Income generation

Seek out fundraising, income generation and business sponsorship opportunities to improve resilience and sustainability in partnership with stakeholders and the place board.



## Delivery

Develop a Team Mansfield approach encouraging and facilitating staff from across all services to support, volunteer and promote events.

---

## Monitoring

Events in Mansfield will be measured by a series of success factors and robust evaluation including:



### Social value

- Number of volunteers and stewards recruited.
- Number of hours worked.
- Engagement with schools, colleges universities.



### Economic value

The volume and value of the visitor economy will be monitored through annual STEAM reporting.



### Promoting the green agenda

- Encouraging sustainable transport.
- Reducing single use plastics at our events.



### Media

- Impact on social media regarding reach and impressions.
- Media impact and media coverage.



### Success factors

- Attendance.
- Distance travelled.
- Visitor satisfaction.
- Comments/ criticism.
- Satisfaction of partners / stakeholders / vendors from our annual event survey.

# Holding an event in Mansfield

---

As an event organiser the safety and compliance of events in our district is of paramount importance. We use the Purple Guide as our blueprint as we strive for best practice to be adopted at all events, regardless of the size and cost.

Mansfield District Council has developed an [online event hub](#) to easily navigate organisers through the event planning process and to signpost to help and advice. On the hub you'll also find out more information on how to do a risk assessment, how to create an event management safety plan, what permissions and licences may be needed for an event and how to engage with the Safety Advisory Group.

Depending on the size and nature of your event, you may be invited to attend a meeting with the Safety Advisory Group (SAG) to discuss your event plan in more detail.

It's usually for those events that are for 2,000 or more, are new events, or involve elements that are deemed high risk. The group aims to help you in the planning process and promotes good practise in safety and welfare planning for events. It provides free professional advice on the suitability of event management plans and involves multi-agency support from the likes of:

- Environmental Health
- Health and Safety
- Building Control
- Nottinghamshire Fire and Rescue
- Nottinghamshire Police
- East Midlands Ambulance Service
- Highways.

Although the SAG itself does not have the power to prevent an event taking place, individual members of the group may have powers to require event organisers to comply with their legal obligations.

# Civic attendance at local events

---

As first citizen and representative of the council in the community, you may wish for the Mayor to attend an event that you are organising in an official capacity for things such as welcoming speeches, ribbon cutting and to take part in interviews or photocalls.

If the Mayor is unable to attend then the Deputy Mayor or member of the Cabinet (Portfolio Holders) may be asked to attend in their place.

If the representative is required to do a speech, appropriate guidance and information may be sought in advance.

We would ask that request for attendance are made to the Mayor on email at [mayor@mansfield.gov.uk](mailto:mayor@mansfield.gov.uk) and for Cabinet or Senior Officers to be arranged via the Democratic Services team on [democraticservices@mansfield.gov.uk](mailto:democraticservices@mansfield.gov.uk). We ask that event organisers provide details of the event with at least 30 days notice so that appropriate arrangements can be made.

