

21 October 2014

Community Committee

Additional Festive Lights and Activities

Report of: *Kim Anderson, Partnership, Leisure and Funding Manager*

Wards Affected: *All wards*

This report is: *Public*

1. Executive Summary

- 1.1 Brentwood Borough Council currently provides festive lights to Brentwood Town Centre and Shenfield.
- 1.2 In 2012 a number of lamp columns failed their stress tests that are undertaken as part of the licence to erect festive lights (banners, hanging baskets etc.) Essex County Council considered that the festive lights could potentially increase the stress to the lamp column which is designed purely to provide street lighting.
- 1.3 As a result some of the motifs that had been attached to the lamp columns had to be replaced with rope lights that would not significantly impact onto the stress of the column.
- 1.4 For 2014/15, Officers were asked to explore ways in which we can enhance the festive lights and activities in and around the Town Centre and in Shenfield in particular.

2. Recommendation

- 2.1 That Members agree to recommend to support in principle the additional festive lights and the Lighting Up Shenfield event, subject to budget agreement at Finance and Resources Committee Board on 29 October 2014.**

3. Introduction and Background

- 3.1 Brentwood Borough Council currently provides festive lights to Brentwood Town Centre and Shenfield. In 2012 a number of lamp columns failed their stress test that are undertaken as part of the licence to erect festive lights (banners, hanging baskets etc.). Essex County Council considered

that the festive lights could potentially increase the stress to the lamp column which is designed purely to provide street lighting. As a result some of the motifs that had been attached to the lamp columns had to be replaced with rope lights that would not significantly impact onto the stress of the column.

- 3.2 Officers have liaised with local traders and the lighting contractor to look at solutions that will enhance the festive lights in both Brentwood and Shenfield as attached in Appendix A.
- 3.3 Currently the Community Services Team manage the Council's largest community event, Lighting Up Brentwood, where Brentwood High Street is closed to provide a street market, live entertainment and great participation of local voluntary organisations and local businesses. It has maintained a good reputation of a safe and successful, family focussed event.
- 3.4 In 2012 a small number of Shenfield traders wanted to have a similar event in Shenfield but on a smaller scale. The traders managed the event whilst the Council acted in a support and advisory role. The traders recognised that it took a lot a lot of planning to organise the event and in 2013 a very small scale event took place in Shenfield.
- 3.5 Officers have had a number of meetings with local traders and ward Councillors to look at the possibility of putting on a small scale event in Shenfield on Sunday 30 November, from 2 – 5pm which will involve local school choirs, a small number of stalls and a couple of fairground rides, and some other peripatetic acts.
- 3.6 It is proposed to close the junction of Friars Avenue with Hutton Road to provide an area for live music and a couple of fairground rides.. It is also proposed to include the section of Hutton Road nearest to the Parish Hall with some more stalls and entertainment such as a steel band, face painting so that both ends of Shenfield are represented as indicated on the map in Appendix B.

4. Issue, Options and Analysis of Options

- 4.1 In addition to the proposed enhancements all of the existing lights will be reused.
- 4.2 The type and design of festive lights are attached in Appendix A. It is proposed that in the Brentwood High Street, the same design be used but

in a white version of the motifs. The large trees in the High Street will also have coloured spheres to add some more colour to the area. The two station areas of Shenfield and Brentwood will have icicle lights to promote the two main entrances into the Borough.

- 4.3 The area from Brentwood Station along Queens Road towards the High Street will utilise the hanging basket infrastructure already in place to put icicle lights and white spheres.
- 4.4 There will be additional 'pea' lights added to the tress in Shenfield and illuminated branches that will be attached to the lamp columns in Shenfield.
- 4.5 It is also proposed to enhance the look of the Town Hall itself with 'Spray' lights along the front of the building.

5. Reasons for Recommendation

- 5.1 The additional festive lights will enhance the Town Centre and Shenfield and support the Council's priority of a prosperous borough by increasing the footfall into the Borough.

6. Consultation

- 6.1 Officers have consulted with local businesses to consider how the Council can assist and support them during the festive season.
- 6.2 Officers liaise with the Brentwood Safety Advisory Group which have representatives from the Council, Police, Highways and Essex Fire and Rescue.

7. References to Corporate Plan

- 7.1 The additional festive lights and activities support the Council's Prosperous Borough and Localism Priorities.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email 01277 312712 / jo-anne.ireland@brentwood.gov.uk

8.1 The financial implications are set out in the table below.

Area	Type of light	Cost £
Brentwood		
High Street – lamp column mounted decorations	2m design x 36 lamp columns	7,200
High Street – tree mounted decorations	Coloured spheres for large trees at £250 each & installation costs	4,000
Brentwood Station	Icicle lights to two sides of building	1,500
Brentwood Station/Queens Road	Icicle lights and white spheres	3,500
Town Hall	Spray lights	2,000
Shenfield		
Hutton Road – lamp column mounted decorations	Illuminated branches x 15 at £80 per 3.6m	1,800
Hutton Road – tree mounted decorations	Additional pea lights for each tree approx 5 sets per tree at £35 per set (35 x 15)	2,775
Shenfield Station	Icicle lights	2,500
	Additional installation costs	4,200
TOTAL		29,475
	Detail	
Lighting Up Shenfield Event	To plan, co-ordinate and deliver the event	5,500
Total		34,975

8.2 There is currently an existing budget provision of £11,000, and therefore the remaining balance of £23,975 represents an additional, one-off budget requirement for 2014/15. This requirement will be considered as part of the Half Year Budget Review which will be reported to Finance and Resources on 29 October 2014.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

Tel & Email 01277 312860

8.2 All relevant permissions and licences are applied for in relation to the festive lights and in the delivery of community events.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

9. Appendices to this report

- Additional lights – Appendix A
- Map of Lighting Up Shenfield – Appendix B

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