



Committee	Assets & Services
Month	May 2023
Report Title	Coronation Celebrations Round up
Report Author	Colette Kerr – Events & Activities Officer
Attachments	NA

Agenda item: 8

Coronation Celebrations in Saffron Walden – 6th & 7th May 2023

Summary of events

Officers and staff are delighted with the attendance and support for the FREE events provided for the Coronation Celebrations to mark The Coronation of King Charles III and Queen Camilla. All of the events were very well supported by residents, despite the damp conditions on Saturday afternoon!

The weekend of events started on Saturday morning with the Town Crier's Proclamation in the Market Square and a piece specially composed and performed by Pipe Major James Stewart. They, along with the former Town Mayor Cllr James de Vries and former Mayoress Sheila de Vries proceeded to Walden Castle.

Working with Saffron Walden Museum, the Coronation Service was streamed live at Walden Castle, to a well prepared audience! The family activities of face painting and Coronation crafting were very well received as were characters from Audley End Miniature Railway, with the Paddington film a bonus.

The Coronation Party in Jubilee Garden with Jason 'DJ Digger' Coles saw a dedicated crowd taken through the decades; it was a 'A Right Royal Knees Up!

The celebrations continued on Sunday 7th May with the 'Coronation Big Lunch' picnic in Jubilee Garden. Live music in the band stand was co-ordinated by Tim Atkinson from Faircroft House: thanks have been given to Saffron Walden Town Band, Dan Price, Shorelines, Elliot Porter, Sakara Pritchard and The Flying Symbols. Pure Rhythm School of Performing Arts made a colourful appearance dressed in costumes for their forthcoming 20th Anniversary Show. The well supported charity tombola will see the proceeds go to the former Mayor's charities: Support for Sight, Accuro and Uttlesford Citizens' Advice. Thanks have also been given to local businesses who provided prizes – and congratulations went to Gabe Parker who won the star prize of an iPad, kindly donated by Force36.

The live open-air streaming of the BBC Coronation Concert with its own laser light show at Walden Castle, was a terrific evening. With the sun going down and the site at full capacity, personal messages were projected onto the Castle and Museum, before the laser light show adding to the occasion. With the help from Saffron Walden

BID, the “Pick up a picnic fit for a King” initiative worked well with a selection of Saffron Walden food businesses open for the event.

A press release following the events thanked residents of Saffron Walden for supporting the events – and gave special thanks to Saffron Walden Museum, Faircroft House, all sponsors, Town Crier - Matt Clare, SW BID, Kenzies Contracts, Audley End Miniature Railway, UCAN volunteer and all suppliers for their part in making the weekend a success for the town.

Press and photographic coverage

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An amazing weekend of Coronation Celebrations in Saffron Walden

SAFFRON WALDEN TOWN COUNCIL is delighted with the attendance and support for the free events it provided for the Coronation Celebrations to mark The Coronation of King Charles III and Queen Camilla. All of the events were very well supported by residents.

Starting on Saturday morning with the Town Crier's Proclamation in the Market Square and a piece specially composed and performed by Pipe Major James Stewart, they along with the Town Mayor Cliff James de Vries and Mayoress Sheila de Vries proceeded to Walden Castle.

Working with Saffron Walden Museum, The Coronation Service was streamed live at the wonderful setting of Walden Castle, to a well prepared audience! The Town Mayor and Mayoress mingled with residents and were available for photos, along with Town Crier Matt Clare and Pipe Major James Stewart. The family activities of face painting and Coronation crafting were very well received as were

characters from Audley End Miniature Railway, with the Paddington film a bonus.

The Coronation Party in Jubilee Garden with Jason 'DJ Digger' Coles saw a dedicated crowd taken through the decades; it was a 'A Right Royal Kneez Up'!



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The celebrations continued on Sunday 10th May with the Coronation Big Lunch picnic in Jubilee Garden. Live music in the hotel garden was co-ordinated by Faircroft House. Thanks to Saffron Walden Town Band, Dan Pines, Showman, Elliot Pines, Salvo's Pizzeria and The Flying Dutchman, plus Kitchin School of Performing Arts made a colourful appearance dressed in costumes for their marching band. Anniversary Show. The well supported charity auction will see the proceeds go to The Town Mayor's charities - Support the Light, Accord and 'Unleash' Children's Futures. Thank you to local businesses who provided prizes.

The first official opening of the SW BID Coronation Concert with its own band took place at Walden Castle, into a lovely evening. With the sun going down and the site at full capacity, personal messages were prepared over the Castle and Museum, before the hour-long show by SW BID. Production, adding to the occasion. With the help from Saffron

Walden BID, the "Pick up a picnic fit for a King" initiative worked well with a selection of Saffron Walden food businesses open for the event.

Send a SW BID spokesperson "SW BID sends a huge thank you to the residents of Saffron Walden for supporting the events – and special thanks to Saffron Walden Museum, Faircroft House, all sponsors, Town Crier Matt Clare, SW BID, Kenzies Contracts, Audley End Miniature Railway, UCAN volunteer and all suppliers for their part in making the weekend a success for the town."

We are actively seeking feedback for our Coronation Celebrations event – please let the street below, for options on how you can complete the short survey.

All events at the weekend were FREE to attend. If you or your business would like to sponsor or support future community events like these, please email Colleen - events@saffronalden.gov.uk



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CORONATION CELEBRATIONS MAY 2023



POMP AND PAGEANTRY: A procession took place to celebrate the new King



Mayor of Saffron Walden James de Vries with mayoress Sheila



A youngster flies the flag on the big day



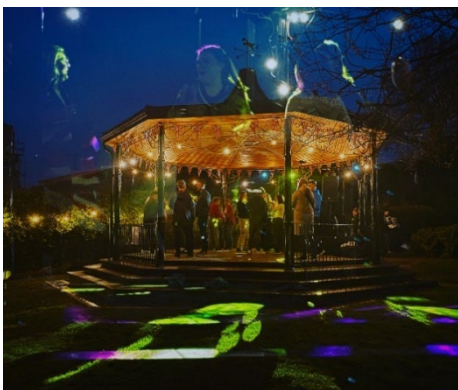
Revellers enjoy the show at the castle



BIG SCREEN: The Coronation Concert was live streamed at Walden Castle

Picture: Colin Sanders

Additional pictures: Marigold Twenty Photography





Financial Implications

CORONATION PROFIT & LOSS

Income	£
C/F budget balance to 23-24	177.00
Coronation Budget 4553	5000.00
Lottery Awards for all Grant	5245.00
UDC Coronations Celebrations Grant	900.00
Hospitality Pitch hire	503.33
Business Sponsorship	3410.00
Cross Charge TIC (for Coronation Seeds)	51.08
Sum Up Income	0.98
Total Income	15287.39
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Expenses	
Coronation events expenses	10448.76
Disabled ramp for bandstand (from Lottery grant)	1195.00
Contribution to overheads	3612.74
Total Expenses	15256.50
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C/F for future community events	30.89

Grant funding was sought and was successfully received from the 'Lottery Awards for all' and UDC's Coronation Celebrations Grant; £5245.00 and £900.00 respectively. This covered event costs such as professional first aid response, event toilets, and entertainment – it will also fund a disabled ramp for the bandstand.

Business sponsorship totalling £3410.00 was received from ten local businesses, the main one being Radleys. Additional to this, Intercounty supported the events with promotional costs for street signs, banners and boards, totalling approximately £1000.00.

Additional income was derived from hospitality supplier pitch hire.

Cost of sales totalled £10448.76. A contribution to overheads to cover casual staff hours and permanent staff overtime (to include NI and pension contributions) of £3612.74 will be made to staffing. Surplus funds will be carried forward for future community events.

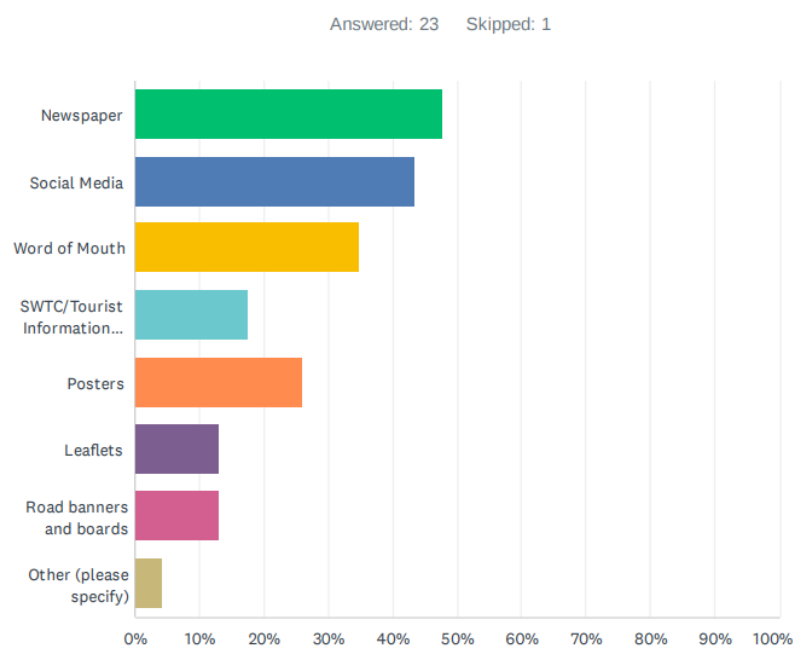
To note, £932.10 generated through the Mayor's charity tombola and refreshments sold, has in its entirety been donated to the Mayors fund. The cost of sales for refreshments (ice cream, cakes, tea and coffee, soft drinks) and tombola prizes (commemorative tea / biscuits, teddy bear, flags) have been absorbed within the Coronation budget.

Key Considerations / Feedback

Feedback for the Coronation Celebration events has been gathered. This has been received through an online survey or from residents sending direct emails.

The following illustrates that all forms of advertising are relevant, with local newspaper advertising being important for residents in Saffron Walden.

Q3 How did you hear about the event? (Select all applicable)



• Written Feedback

“Just wanted to say thank you for a great range of activities – I know how much work will have gone in to organising it all”

“Very well organised and all excellent events. Had a great time”

“Colette, I just wanted to congratulate you and the team for a fabulous Coronation weekend. So many people and families enjoyed it. Thank you for all your hard work you made lots of people happy”

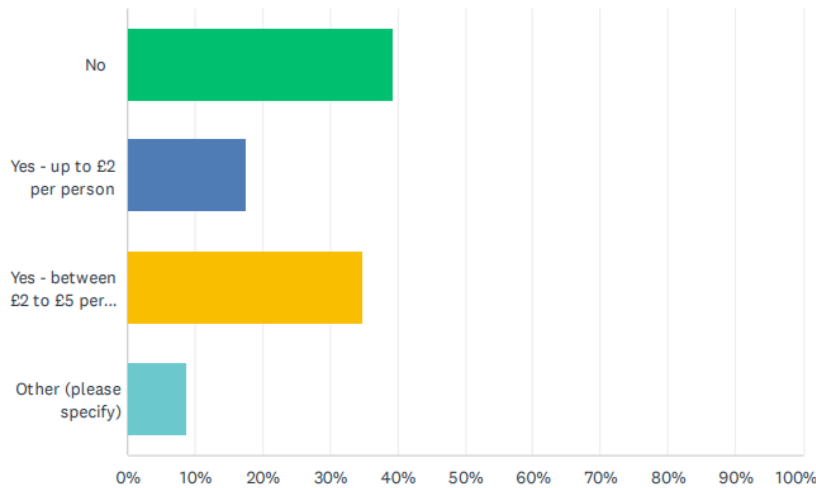
“Another excellent set of events, well organised and carried out. Big bonus (especially for low income families) that it was all free - hats off to all business and the Council for working together to achieve

this. Really enjoyed the screenings and great to see the turnouts, even when the weather was not good. The Council is doing the town proud in my opinion!"

The following illustrates that some residents would be prepared to pay for similar community events

Q4 Would you have paid for the event(s) & if so how much?

Answered: 23 Skipped: 1



Officer Recommendation

All events during weekend were FREE for residents to attend.

Future events of this nature, particularly during weekend hours should receive adequate sponsorship and grant funding but could also see a nominal charge made per person. The Events & Activities Officer will continue to seek business sponsors and grant funding available, whilst promoting additional sources of revenue