



MEETING PAPER

Subject: Big Green Weekender

Meeting: Extraordinary Climate and Ecological Emergency Committee

Date: 23rd September 2024

~~CONFIDENTIAL~~/NON CONFIDENTIAL

The Town Council's Events Officer has put together the following points for consideration when discussing the merits of holding the Big Green Weekend on the same day as First Light Festival.

The Events Officer noted that any promotion for the Big Green Weekender would be significantly weakened and lost in the social media traffic, which would be heavily focussed the activities surrounding the First Light Festival.

Early discussions with organisations that would collaborate with LTC and First Light has indicated that these organisations would prioritise First Light due to the prospects of greater exposure for what is a nationally recognised event - and the UK biggest free beach festival.

The Events Officer found collaborating with other organisations who may attend the Big Green Weekender would be challenging - as they would not be able to attend both events and the impact on attendances at a Sparrow's Gardens events would be dented by a clash with the First Light Festival.

The Events Officer found collaborating with external resources would present a challenge in the lead up to the Big Green Weekender event in Lowestoft due to individual commitments for the First Light Festival.

Location – Sparrow's Nest Gardens lends itself to hosting events and the free parking and bus route on Yarmouth Road helps with attendance. However, if on the same weekend as First Light – it is highly unlikely that people would visit the Sparrow's Nest Gardens in addition to the First Light Festival as this is a high-profile beach event. Both events would also be impacted by weather conditions.

Recommendation:

The Events Officer would recommend that the Big Green Weekender does not take place on the same weekend as the First Light Festival and would recommend that the event takes place on another suitable or poignant day.