

CULTURAL SERVICES

1 July to 30 September 2022

Introduction

Welcome to the latest report highlighting the services provided by the Cultural Services team for the second quarter of 2022-23 covering **1 July to 30 September 2022**.

- Physical Activity
- Sports Development
- Town Centres and Market

- Armed Forces
- Events
- Health and Wellbeing
- Leisure Centre

Snap Dragon Festival 3-5 August 2022



Future editions will be distributed during:

- January 2023
- April 2023
- July 2023
- October 2023

Armed Forces

Remembrance Sunday- Sunday 13 November 2022

Planning is almost completed for the annual Remembrance Sunday parade and service in honour and respect of those that have fought for their country in conflict. Giant poppies will be installed along the parade route closer to the date.

A service will take place at Hinckley War Memorial, Argents Mead, starting at 10:55am. We respectfully ask everyone to arrive by 10:45am.

The first parade will leave Mount Road car park at approximately 10:40am. The second parade will leave the memorial after the service at approximately 11:30am, go through Castle Street past the saluting base and disband on St Mary's Road.



[Armed Forces support](#) is available on our website, including a list of Armed Forces Champions in Leicestershire, as well as various support organisations and useful links.

Events

Snap Dragon Festival

This year the much loved children and families festival, Snap Dragon ran from 3 to 5 August in Argents Mead, Hinckley, with Mayor Dawn Glenville and her consort opening up the event. Snap Dragon was very popular all on all three days, with thousands of families coming to the mead to enjoy free activities or activities at a very low cost. There was a different theme each day with an amazing variety of things available to enjoy.

Wednesday 3 August - National Play Day, youngsters were invited to bring a swimsuit and splash on the hugely popular water slide. A story telling tent was set up with Tom the tale teller, alongside this we also had a free circus skills workshop and the ever popular Punch and Judy show.

Thursday 5 August – Let the games begin, the whole family could have a go at a new sport. There were free workshops for yoga, rugby or tennis. We were delighted to have Leicestershire Fire and Rescue come and give everyone a tour of their fire engine and the ever popular mascot race returned with Harry the hornet from Hinckley Rugby Club taking first place.

Friday 6 August – Kings and Queens , was a great opportunity to get dressed up for the day and we had over 50 children join in our fancy dress costume competition. There was a free medieval workshop where children could learn to joust, and a fantastic magic show at the bandstand.

Every day we also had:

- Obstacle track
- Games garden
- Tuff tray corner
- Giant sandpit and seaside area (part sponsored by Hinckley BID)
- Treasure trails and bug hunting kits
- Role Play village
- Whimsical woods
- Teddy bears picnic
- Craft tent run by the United Reformed Church
- Bandstand entertainment ran by Fosse 107 including Snappy disco
- Parachute games
- Re-fillable juice station
- Donkey rides
- Inflatable slide

Snap Dragon is for families to have fun together, for children to play with other children and a chance to try something new, either for free or at a very low cost, and this year it has been more important than ever to bring free fun to Hinckley as we enter a cost of living crisis. Our events assistants were a huge part of making this event happen, they did a great job of interacting and engaging with the children, well done team!

We also had a lot of support from key partners this year which included, Leicestershire school nursing team, friends of Hollycroft park, Hinckley Library, active together, Leicestershire Fire and rescue, NHS LPT School Aged Community Immunisation Team, Healthwatch Leicester and Healthwatch Leicestershire, places for leisure, 5 ways to well-being, the GREAT project and the Children and Family Wellbeing Service. A special thanks to Hinckley United Reformed Church who each day provided free crafts for children to make and take home, this included making crowns, sand rockets, junk modelling as well as messy play.

Events

There were also lots of opportunities for local charities, sports and arts groups to get involved too, we had Islstones offering stone painting, Shelby academy of dance and Arts academy of dance provided amazing dance performances at the bandstand. We also had Hinckley rugby club and the Leicester Tigers Foundation join to provide free workshops and they also joined in the mascot race. A donation station was also set up by Baby basics offering those who came to the event to provide donations of items such as nappy sacks, baby towels and muslin squares.

Snap Dragon also provides opportunities for local private providers to promote their business/services, this year we had Nina Taylor who did story-telling in our whimsical woods, Jo Jingles who delivered a fun music session for children and Barefoot yoga offered free relaxing yoga sessions.

We had great feedback from all of those partners and companies who came together to make Snap Dragon a success, we asked them questions such as how we could improve the event and what was your favourite thing about Snap Dragon, here are a few of the responses to that question:

“Seeing the amount of people back out and about enjoying all of the activities on offer. Activities being very affordable for families that are finding financial management difficult especially with the rising cost of living.” “Atmosphere was great.” “I took the grandchildren on Thursday and they loved the physical activities like obstacle course and yoga.” “The whole event! The atmosphere, the range of activities and the fact that it is all free for families.”

Thank you once again to everyone involved in helping us put this event on. Next year will see the 10th anniversary of snap dragon and it would be wonderful to mark this milestone, so any ideas are very much welcome on what we can do next year. Please email catharine.stilling@hinckley-bosworth.gov.uk



Events

Music in the Mead

Music in the mead offered 10 dates of free live outdoor music performances at the bandstand in Argents Mead on various Saturday from May through to September. Two of these performances were extra special and put on to celebrate the Queen's Platinum Jubilee next week

A couple of our September dates for Music in the Mead were moved from September to October, this was due to the Queens passing.

For more information about all the events going on this year visit: www.hinckley-bosworth.gov.uk/events



Events

Feast Hinckley

Feast Hinckley returned to Argents Mead on 6 and 7 August with thousands of visitors coming along to enjoy a large variety of street food, music and entertainment.

This was the fifth Feast Hinckley to take place and has grown significantly since it began in 2017. This was the biggest Feast Hinckley to date and the feedback from visitors has been wonderful. Our residents and visitors clearly enjoy our events programme here in Hinckley. Our Festive Feast and Crafts Market returns to Market Place on Sunday 11 December.



Events

Commemorative Events for Queen Elizabeth II

After the Queen's passing was announced on Thursday 8 September the events team were able to assist with a number of events and the re-arrangement of some town centre events.

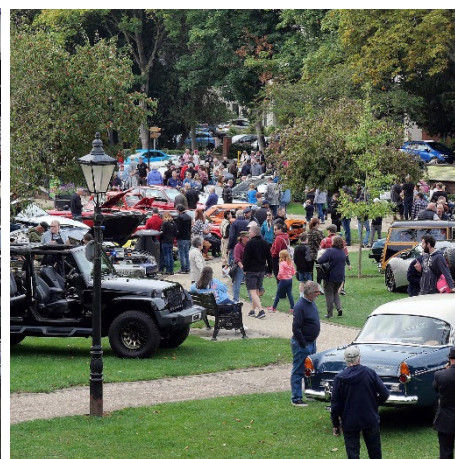
St Mary's Church offered a vigil on Friday 9 September, it was unknown on the numbers that may attend so event support from HBBC events team was arranged. On this night the team very quickly updated all noticeboards, removed banners from the town centre that promoted events that were due to happen during the national period of mourning.

On Sunday 11 September, the proclamation was arranged to take place at the bandstand in Argents Mead, this was attending by the Deputy Lord Lieutenant, the Mayor of Hinckley, Cllr Dawn Glenville along with Cllr Stuart Bray and Chief Exec Bill Cullen. Our thanks to the events team for assisting with the arrangements.



Supporting Hinckley BID events

Throughout the year the HBBC events assistants support Hinckley BID on the day with delivering their events, their program of events included the anticipated return of the Soap Box Derby, Summer of Fun, Classic Vehicle meets and the Motorshow. Hinckley BID do a fabulous job of bringing free events to Hinckley, and we are proud to offer support and assistance where we can.



Events

Winter events

The planning of many of our popular winter events is now well underway. Keep an eye on our online events calendar for more information about the event nearer the time. A copy of our winter events poster can be [downloaded from the intranet](#) to share with friends and family.



All events are free entry apart from Santa's Grotto*

Music in the Mead events
1pm to 3pm
Steve Faulkner Saturday 1 October
Audio Spirit Saturday 15 October

Hinckley Town Centre AUTUMN & WINTER EVENTS October 2022 to February 2023

<p>Spooktacular</p>  <p>Saturday 29 October 10am to 3pm • Britannia Centre Look out for ghosts, ghouls, witches and wizards in Hinckley town centre! Dress up in your Halloween costumes and enjoy some frightful fun!</p>	<p>Remembrance Sunday</p>  <p>Sunday 13 November 10:30am to 11:30am • Hinckley War Memorial The annual Remembrance Sunday parade and service. In honour and respect of those that have fought for their country in conflict. All welcome.</p>	<p>Christmas Lights Switch On and Tin Hat Fair</p>  <p>Friday 18 November 4pm to 8pm • Castle Street / Market Place Starting at 4pm with live entertainment in the Market Place followed by the lights switch on at 6:30pm and firework display at 6:45pm. A range of market stalls and the Tin Hat Fair will be on Regent Street plus free parking on all council car parks in Hinckley after 3pm. The fair continues on Saturday 19 November from 12noon to 8pm.</p>
<p>Festive Fun Run</p>  <p>Sunday 4 December 10:45am to 12:30pm • Hinckley Town centre Join in the fun in festive fancy dress, and warm-up with our Healthy Elf. Medals for everyone sporting a festive theme. All age groups and abilities welcome. A fun, free event for all the family.</p>	<p>Christmas Lights Car Trail</p>  <p>Wednesday 7 December 6pm to 8pm • Castle Street Hinckley & Bosworth Borough Council and the United Reformed Church invite local disabled and elderly residents to come into Hinckley to see the Christmas lights. Upper Castle Street will be opened to traffic from 6pm to 8pm. Anyone is welcome to come and drive at your leisure to view the Christmas lights and then exit onto Regent Street.</p>	<p>Carols around the Tree</p>  <p>Friday 9 December 4:15pm to 5pm • Market Place Come together for festive carols and the Christmas story around the Christmas Tree with Churches together.</p>
<p>Festive Feast and Crafts Market</p>  <p>Sunday 11 December 10am to 4pm • Market Place A range of stalls with hot and cold foods, warming mulled wine and craft stalls around the town centre Christmas tree.</p>	<p>Santa's Grotto</p>  <p>Sat 17 to Wed 21 December 10am to 4pm • Location TBC Santa and his elves are still working to finalise the grotto. More details will be available nearer to the date on: www.hinckleybid.co.uk.</p>	<p>Pancake Race</p>  <p>Tuesday 21 February 2023 12 noon • Castle Street Have fun at Hinckley BID's Pancake Race. All pancakes provided, just bring a frying pan. Full details at: www.hinckleybid.co.uk or tel 01455 698494.</p>

Please check the council's online event calendar: www.hinckley-bosworth.gov.uk/events and social media channels for the latest up to date information.

PHOTOS AND VIDEO MAY BE TAKEN AT THIS EVENT. By taking part in this event you grant the event organisers full rights to use the images resulting from the photography / video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the groups aims. This might include (but not limited to) the right to use them in their printed and online publicity, social media, press releases and funding applications. If you do not wish to be photographed please inform an event organiser.



Hinckley & Bosworth
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Health and Wellbeing

Living Well with Dementia Event

Over 50 people attended a Living Well with Dementia event held during World Alzheimer's Month in September.

The marketplace style event was an opportunity for people living with dementia and their carers to find out more about local services and support. At the event we had representatives from Support for Carers, Lightbulb, Assistive Technology, Pathways Centre, Community Recovery Workers and Local Area Co-ordinators. Thomas Flavells, a local solicitor spoke to people about Power of Attorney and legal matters and Home Instead spoke about caring for people in the home. Liz Causon, from the Tigers Foundation also did a taster session of the Love to Move programme that helps people with co-ordination and mobility.



The event was organised by the Hinckley and Bosworth Dementia Friendly Community (DFC) and was held at the Pathways Centre. For more information about the DFC contact Lindsay Orton, Wellbeing Development Manager on Lindsay.orton@hinckley-bosworth.gov.uk

Donna Lee - Youth Engagement Activator

My three key roles are:

1. Development - I lead and deliver activities based around important topics like mental health and physical activity to re-engage and support CYP
2. Community - I currently run 10 projects in schools and within the community, providing many children with activity
3. Active H&B - Working closely with the Hinckley & Bosworth Physical Activity Co-ordinator to deliver sports activities during the school holidays



Health and Wellbeing

Health and wellbeing events

Health and wellbeing events are at the forefront of engaging with the public. The health and wellbeing events have been quite busy and sometimes included the support of our health ambassadors including:

- John Cleveland Academy Sixth Form healthy holidays roadshow event
- Health and wellbeing stand at Snapdragon
- George Ward Centre, Barwell, health and wellbeing stand to support Housing repairs
- Know your numbers (blood pressure awareness) stand outside of the leisure centre (*pictured*)
- Living well with dementia event at the Pathways Centre
- Freshers Festival at North Warwickshire & South Leicestershire with another health and wellbeing stand
- Hinckley Castle Street Market with a health and wellbeing engagement stand



With more events being scheduled including:

- Cost of living event
- Workplace health event with a large local employer
- 3 school visits for 5 ways to wellbeing workshop

Smoke Free Homes Project

Hinckley and Bosworth Borough Council are working in partnership with North West Leicestershire District Council to work with each Housing department to look at how we can further support our housing tenants to improve their health outcomes, specifically around smoking and having smoke free homes.

This originated from the Tobacco Control Alliance network in Leicester, Leicestershire and Rutland with the positive work already started in Blaby and Leicester.

Initially a survey was conducted to collect information on current smoking habits and fire safety behaviours. Currently 350+ surveys have been submitted which is an overwhelmingly positive response. Data is being evaluated currently.

Secondly, housing staff are being given training on [healthy conversation skills](#) and smoke free homes awareness training (from Leicestershire County Council and Leicestershire Fire and Rescue Service) to support conversations being held with residents and tenants around general lifestyle habits as well as smoking cessation and fire safety.

Following on from this more work is being done with housing on supporting our tenants on smoking behaviours.

QuitReady
Leicestershire & Rutland

CULTURAL SERVICES QUARTERLY NEWSLETTER

Leisure Centre

July to September update

Quarter 2 (July-September) has continued as a strong period of performance at the Leisure Centre. September performance saw Fitness membership and swimming lessons sales were slightly down on last month. A new comparison campaign has begun on socials and in the centre, promoting the excellent value of the membership.

Coming into September saw the return of school swimming in the pools. We now have 15 schools using Hinckley Leisure Centre on a weekly basis.

With the NHS vacating Studio 3 the centre has started to take bookings for training courses, and classes. The main hall has seen a growth in event bookings and evening participation. August was a particularly strong month and leisure centre footfall benefitting from the adjacent Argents Mead and a flurry of activity with HBBC's Events programme. Of particular note was casual swimming, which featured strong in July and August, due mainly to the school holidays. Memberships remain at over 4,000 for the site.

Energy remains a challenge and the on-site team are working hard in this area to ensure all balanced measures are being considered that can help towards reducing unnecessary energy use.



Physical Activity*

Active Parks

Active Parks are basically our outdoor gyms! They have equipment for everyone to enjoy and provide fun ways to get active for free.

Our friendly Health & Wellbeing Ambassadors demonstrated the equipment at Burbage, Brookside Park on Wednesday 28th September. They provided how and where to use the Active Parks and were also on hand to answer any questions that residents may have about sport in the borough.

We have further sessions on Wednesday 5th October at Newbold Verdon and Wednesday 12th October at Stoke Golding.



Summer Holiday sessions

During the summer holidays, we ran 3 sessions of physical activity opportunities for 5 to 11 year olds at Thornton, Stoke Golding and Wykin Park, Hinckley.

The sessions ran in partnership with Leicester Tigers Foundation and attracted about 20 young people during the 3 sessions. The activities ranged from rugby, football, tennis, Jenga, connect 4 and cricket.



active
HINCKLEY & BOSWORTH



**ACTIVE
TOGETHER**
LEICESTERSHIRE



* Many Sport & Physical Activity programmes are supported by our partners, including Leicestershire County Council public health, Leicester-Shire & Rutland Sport and West Leicestershire Clinical Commissioning Group.

Sports Development

Platinum Jubilee Community and Business Award

To celebrate Her Majesty the Queen's Platinum Jubilee, Mr Michael Kapur, Lord-Lieutenant of Leicestershire launched the Community and Business Award for seventy deserving organisations within Leicester City and the County of Leicestershire. The award was to recognise and celebrate the achievements of organisations which have done something exceptional and positive for local communities.

Sport in Desford were awarded one of the 70 awards and on Wednesday 7th September by the deputy Lord Lieutenant that Deputy Lieutenant, Mrs Elizabeth Turnbull visited Sport in Desford for a tour of the facilities and to meet members before presenting the Chair of Sport in Desford.



Inclusive Sport

Over the summer we ran a series of sports activities aimed at people with special needs.

Successful "Come and Try It"

On Monday 22nd August we ran a "Come and Try" morning at Sport in Desford. At the session people with special needs could come and try a range of sports and arts activities as well as having time to socialise. Sports we offered were, Football, Tennis, New Age Curling and Dance. Over 60 people attended and at the end of the morning all participants left with a medal, certificate and booklet giving more information on where they can carry on playing their sport.



Relaxed Tennis Sessions

Working with parents we realised that promoting special needs tennis as just special needs tennis did not work in addressing the worries and anxieties many parents with special needs children have. So, we came up with the name "relaxed tennis" and ran 3 summer camps. These proved highly successful with all the camps filling their allocated spaces up. It proved so popular that we are now running weekly sessions for the group. This is to complement the sessions running at Hinckley Tennis Club on a Thu morning and sessions at Desford Tennis Club on a Saturday.

The Relaxed Tennis concept has been so successful that the LTA National Disability Lead has asked me to draw up a case study for the LTA to use to get more clubs running disability sessions using the Relaxed Tennis Concept.

Town Centre and Market

Town Centre

The Police and our Community Safety Team have been focusing on tackling cyclists who use Castle Street despite this being a pedestrianised area. A leaflet has been produced and these are being distributed to cyclists at targeted times.

Local schools will also be engaged, however the cycling problem in this area is not exclusively children as many adults are often cycling in this area.

CCTV

The town centre CCTV camera network continues to deliver excellent results and support the local police. The camera network throughout the town has increased significantly over the last few years almost doubling the volume of cameras.

All camera locations are determined in cooperation with the local police to ensure that hotspot areas are being monitored.

Businesses

The High Street remains a very challenging environment with numerous factors contributing, including the cost of living crisis. Despite this, several new businesses are continuing to choose Hinckley with the recent addition of Addylline Café on Regent Street and the forthcoming Wyld Lotus café on Castle Street. The former Thorntons unit in a prime location on Castle Street is currently being fitted out as a Card Factory.

Other businesses have struggled and vacated, including Benitos Mexican who closed after 7 months and Nids Thai will be available only for delivery and collection.

Market

The Friday and Saturday markets are both thriving with a great mix of traders. The Monday market is quieter so we are starting a campaign to actively seek more traders. All three market days continue to be the busiest days for footfall in the town centre.

High Street Heritage Action Zone

The Battle of Bosworth Family Day was held in Argents Mead on Monday 22nd August, the Anniversary Day of the Battle of Bosworth. This family event was put on in conjunction with Hinckley Museum and attracted good crowds who enjoyed children's have a go activities and games.

