



REPORT of CHIEF EXECUTIVE

to
STRATEGY AND RESOURCES COMMITTEE
20 NOVEMBER 2025

SPECIAL EVENT PERFORMANCE FUNDING 2026

1. PURPOSE OF THE REPORT

- 1.1 For Members to consider and approve to underwrite 50% costs associated with the production of a Special Event Performance for Maldon District residents and visitors in 2026.

2. RECOMMENDATION

That Members agree to allocate £45,000 to allow detailed event planning and secure the headline act for a Special Event Performance in 2026.

3. SUMMARY OF KEY ISSUES

- 3.1 In October 2025, tentative meetings took place with the agent of a national music artist. This artist is affiliated with the region and recently released a mainstream album which featured in the UK Top 20 Official Charts.
- 3.2 The performance is proposed to take place on Sunday 7 June 2026, making use of the existing infrastructure in place for Soultasia, Saturday 6 June 2026. This would minimise disruption across other weekends and maximise the outlay for the set up.
- 3.3 The Council has worked with the Soultasia production team for five years and has a strong relationship. In 2024, Soultasia attracted 12,215 attendees, 58% of which did not reside in the District and were classed as 'day visitors'. An additional 29% were classed as 'overnight visitors' as they reside outside the County and likely extended their visit. In total 87% of people travelled from outside the District to attend.
- 3.4 The yearly Economic Impact of Tourism report examines the volume and value of tourism and the impact of visitor expenditure on the local economy and provides comparative data against the previously published data. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd based on the latest data from national tourism surveys and regionally/locally based data.
- 3.5 The 2024 report for Maldon states the following impact of visitor expenditure attributed to each visitor type:

Trip Type	Value
Spend x Day Visitor	£45.41
Spend x Overnight Visitor	£146.95

Based on this model, those attending Soultasia alone contributed £842,886.46 to the local economy. This is further broken down as follows:

Trip Type	Value
Day Visitors	£322,683.46
Overnight Visitors	£520,203
Total value of tourism related to Soultasia 2024	£842,886.46

- 3.6 Officers recognise the cost of this artist's performance will be significantly more than previous acts. As such, Officers support the approach to underwrite 50% of the event costs, up to a value of £45,000. This is expected to be paid back in full via ticket sales. Any surplus income will be divided 50/50 with the Council and Soultasia production team. The anticipated total number of tickets available for the event is 14,000.
- 3.7 Based on the number of tickets available, the event will provide a potential economic return to the District of £965,346.20.
- 3.8 In addition to a share of the ticket sales, the Council will also benefit from increased income from managed parking for the event.

4. CONCLUSION

- 4.1 This event provides an excellent opportunity for the Council to deliver a high-profile event to its residents and visitors. A commitment to underwriting 50% of the event costs ensures that discussions can continue with the artist's management team and further develop detailed plans.
- 4.2 Whilst it is not guaranteed, it is likely that the underwritten cost will be recouped either in full or extremely close to the £45,000 commitment. This will be dependent on ticket sales and on secondary spend such as managed parking.
- 4.3 By being directly involved, the Council will have a greater opportunity to influence the ticketing price structure and concessionary rates available for Maldon District residents.

5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2025 - 2028

5.1 Investing in our District

- 5.1.1 Delivery of this event contributes to the Council's Corporate Plan Priority of 'Investing In Our District' by supporting the emerging Culture and Heritage Strategy and continues our investment in culture, improving our offering to residents, businesses and visitors.

5.2 Growing our economy

- 5.2.1 Delivery of this event contributes to the Council's Corporate Plan Priority of 'Growing Our Economy' by encouraging an increase in visitor numbers who stay longer and spend more. It also supports the Maldon District Tourism Action Plan key priority of 'Enhance the Visitor Offer' and 'Tourism Growth and Economic Benefit'.

- 5.2.2 In addition, large events require significant staffing for security, catering, ticketing and event management, thus providing temporary employment opportunities for local people.

6. IMPLICATIONS

- (i) **Impact on Customers** – Concerns may be raised by residents close to Promenade Park in relation to noise and traffic management. The Council has worked with the Soultasia production team for five years and with experience and knowledge gained during this period resident concerns have been reduced to a minimum. Sound monitoring will ensure that noise is within accepted parameters and a traffic management company will be deployed to minimise disruption. Discounted or free tickets will be provided for residents in the proximity to the stage area to encourage attendance and support of the event.
- (ii) **Impact on Equalities** – There is no notable negative impact on equalities. The event will be fully accessible for all to attend and a specialist viewing platform for wheelchair users will be available throughout the event.
- (iii) **Impact on Risk (including Fraud implications)** – Inherently, there are several risks associated with the delivery of large-scale events. During the detailed planning stage, the Council will work with event organisers to mitigate all known risks via a robust event management plan. This will be reviewed and scrutinised at a Safety Advisory Group meeting where all emergency services and the highways authority will input into the process. Martyn's Law (The Terrorism (Protection of Premises) Act 2025), will also be adhered to.
- (iv) **Impact on Resources (financial)** – By underwriting the event the Council is exposed to some financial risk. This is shared 50/50 with the Soultasia production team. Whilst it is anticipated that the budget will be repaid in full via ticket sales and secondary spend, this cannot be guaranteed.
- (v) **Impact on Resources (human)** – The Council will underwrite and partner with the Soultasia production team. This model is not aligned with the Council's existing approach (landlord that hires the space) but will allow the Council to have a greater level of input into the event itself. Management and delivery will be managed within existing resources. The event will be further supported by Colchester Amphora (Colchester City Council) with a service level agreement in place to support with the management and delivery of our yearly events schedule.
- (vi) **Impact on Devolution / Local Government Reorganisation** - The event will not have a direct impact on either Local Government Reorganisation or Devolution.

Background Papers: Economic Impact of Tourism 2024 Maldon (copy available on request).

Enquiries to:
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