

5 December 2016

Community, Health and Leisure Committee

Event Plan 2017/18

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

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1. Currently the Council's organises Family Fun Days, Strawberry Fair, Lighting Up Brentwood and Shenfield Christmas Fayre. The planned events programme for 2017/18 is before Members today in Appendix A, which will be subject to Members agreement and also subject to the budget setting process.

2. Recommendation

- 2.1 That Members agree to the Event Plan for 2017/18 as set out in Appendix A, subject to the budget setting process.**

3. Introduction and Background

- 3.1. The Council's Community Events currently support a number of strands in the Corporate Plan, especially Localism and supporting local businesses. It is also an opportunity to support the objectives of other service areas in the Council to promote any new initiatives or campaigns.
- 3.2. Officers have also undertaken a real cost analysis of the Council's community events which estimates the amount of Council subsidy for each event.

4. Issues, Options and Analysis of Options

- 4.1. It is proposed that the following Council organised community events set out in Appendix A, will be provided in 2017/18 subject to budgets agreed as part of the budget setting process.
- 4.2. Officers will also look at reducing the overheads for the Community Events and look at options to rethink the structure, size and delivery of

them to ensure that they will deliver value for money, they are aligned with the Council's priorities and form part of the proposed Community Development Strategy moving forward.

- 4.3. **Family Fun Days** –is proposed that there will be six in total, which will be held on Fridays during the school summer holidays in July and August. The target audience is families with primary school aged children. It is proposed to continue to charge £2.50 for a wristband which will include use of the bouncy castles and the small children's rides. The Council also provides face painters but as slots are more limited during the event it is proposed that there will be an additional charge for this as this will be on a first come first serve basis and parents can make their own choices. The Family Fun Days also include Punch and Judy plus free taster sessions from local partner agencies and sports clubs. As in previous years it is proposed that three of the Family Fun Days will be based at King George's Playing Fields where there is already a large amount of infrastructure in place such as the large play area, paddling pools, skatepark etc and it is in a central location for residents to easily access. The other three will be 'on tour' Family Fun Days around the Borough and it is proposed that these will be at Kelvedon Hatch, Wash Road Play area in Hutton and Seymour Field in Ingatestone. These will provide activities to those in more isolated or deprived areas so that they can be accessed easily. Officers took into consideration that these 'on tour' areas can also provide indoor space should the weather prove to be unsuitable on the day.
- 4.4. **Strawberry Fair** - Strawberry Fair has been delivered by Brentwood Borough Council since 2009. The event remains a traditional Summer community fair and the event has grown over the last few years. There is a main performance area in the centre of Shenfield Common which is traditionally hosted by Phoenix FM. The event also provides opportunities for selling traditional local arts and crafts. There are small fun fair rides, bouncy castles and a number of free children's activities. The Council prioritises local stall holders and food providers. For the last few years 'Doddinghurst Road Church' have provided the strawberries and cream for the event, with Brentwood Brewery and Brentwood Breakfast Rotary Club providing the local beer and Pimms area. The Council has recently changed the pricing structure for the stallholders to encourage sole traders and voluntary and community sector organisations to attend the event, but to increase those of larger catering units. This provides an income stream which offsets some of the expenditure costs. The event provides a great opportunity to local organisations and performers to promote themselves and their organisations in front of a large audience. The Council also liaises with the provider for rides and bouncy castles to ensure that their price structure is family friendly.

- 4.5 **Lighting Up Brentwood** - For many years the Council has delivered a Christmas, Lighting Up event culminating in the Mayor switching on the lights. In 2011 the Council took over the planning and management of Lighting Up Brentwood with a return to a larger event format and delivered it on a Saturday. Looking at the previous history of the event the team have worked closely with partner agencies to identify the issues and what needs to be in place to ensure that it was both safe and successful. The event has grown successfully since then. There is a dedicated working group for Lighting Up Brentwood. The event also goes before the Council's Safety Advisory Group. The High Street will be closed to traffic. In 2016 the layout of the event was changed slightly with a dedicated activity area behind the road closure at Wilson's Corner. The truck stage will be located outside of Marks and Spencer. There are a number of stalls along the length of the High Street to the junction with Crown Street, hot food and drink providers and two designated alcohol areas. The entertainment is provided with live music on the main stage together with walkabout acts that interact with the crowds in and around the High Street. Local groups also performed in Crown Street. The planning of the event is undertaken by the Lighting Up working group which meets from the end of August onwards until the event date in late November. To keep the event fresh the Council introduces new walkabout acts and static activities each year. The main stage is hosted by Phoenix FM which gives priority to local groups and individuals to perform. The culmination of the event is the switch on of the festive lights by the Mayor of Brentwood at 5pm. Evaluation of the event is undertaken by the Lighting Up working group and feedback from the public to provide input into any future event.
- 4.6 **Shenfield Christmas Fayre** – In 2014 Brentwood Council staff organised an event in Shenfield to celebrate the switching on of the festive lights and trees. The event proved to be very successful with good input from the local traders cluster groups providing several free activities for all the family. In 2015 the event was a lot larger with Hutton Road closed to traffic from the junction with Shenfield/Chelmsford Road to Shenfield Station. Following feedback from residents, the Event Management Team, security staff, the Council's health and safety officer and Essex County Council highways staff, it was proposed that the 2016 event was changed, and that Hutton Road should remain open to traffic. In order to maintain public safety it was agreed that Hunter Avenue Car Park would be used for the majority of activities such as the ice rink, children's rides and a selection of market type stalls. There was a small road closure around the junction with Friars Avenue and Hutton Road which hosts the performance area with live music. There was also a small bank of stalls located on the wide paved area near Shenfield Parish Hall. A large number of local businesses also provided activities from their premises. In 2016 Shenfield Christmas Faye was successful in receiving £5000 funding from Brentwood Borough Renaissance Group to support the event. Evaluation of the event is undertaken by officers, the business clusters and feedback from the public to provide input into any future event.

5. Reasons for Recommendation

- 5.1 The Community events programme provides a platform for all service areas across the Council to promote new initiatives, projects or as a means of consultation with the public. We will work with local businesses, community groups and voluntary sector to develop the community events that will enhance and support the support the local community.

6. References to Council Priorities

- 6.1 The Community Events programme sits under the Community and Health and the Economic Development priorities.

7. Implications

Financial Implications

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- 7.1 The financial implications are set out in the table below:

Event	17/18 total budget	Expected income	BBC budget requirement
Family Fun Days	£10,278	£6,965*	£4,800
Strawberry Fair	£7,134	£6,512*	£500
Lighting Up Brentwood	£20,000	£5,960*	£14,000
Shenfield Christmas Fayre	£17,230	£6,165*	£10,500
TOTAL	£54,642	£25,602*	£29,800

- 7.2 * Figures are based on 2016/17 income received for the events. As Brentwood High Street is a licensed street £30 of the stallholders pitch fees will go to the Council's licensing department for the stallholders street trading license.

- 7.3 In addition to the events budget of £54,642 which pays for the direct costs of the delivery of the events, there are other costs to the Council for the planning and administration which are covered through existing staff costs.

- 7.4 A saving on indirect costs may not always be achievable by stopping an event.

Legal Implications

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- 7.5 Under Section 111 of The Local Government Act 1972, the Council has the power to do anything which is calculated to facilitate, or is conducive

or incidental to, the discharge of any of their function. Section 1 of The Localism Act 2011 contains a general power of competence and provides that a Council has power to do anything that individuals generally may do. In the circumstances, the Council should ensure that the relevant and necessary Licences and permissions are sought in relation to the Council's community event's'.

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

- 7.6 Risk Management implications – All events are evaluated and reviewed after they have been delivered. The Council also reviews and updates the Event Management Plans, Risk assessments, Fire Risk Assessments for each of its community events each year.

8. Appendices

Appendix A Proposed calendar of events for 2017/18

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