

4 December 2017

Community, Health and Housing Committee

Event Plan 2018/19

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

Wards Affected: *All Brentwood Borough Wards*

This report is: *Public report*

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 2018/19 is before Members today in Appendix A, which will be subject to Members agreement and also subject to the annual budget setting process.

2. Recommendation

- 2.1 That Members agree to the Event Plan for 2018/19 as set out in Appendix A, subject to the annual budget setting process.**

3. Introduction and Background

- 3.1. The Council's Community Events programme 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.

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 2018/19 subject to budgets agreed as part of the annual 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. All of the Community events set out in the plan will be submitted to the Brentwood Safety Advisory Group for any advice and guidance.
- 4.4. The Council will also look at maximizing sponsorship opportunities that will support the events and therefore the current sponsorship packages are currently being reviewed.
- 4.5. **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 for a wristband which will include use of the bouncy castles and the small children's rides. The current charge is £2.50, and it is proposed to increase the charge to £3.50. It is also proposed that the event is extended by an hour from 10.30am – 3.30pm. A separate report on the Fees and Charges relevant to this committee is also before Members tonight.
- 4.6. 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, skatepark and accessible parking etc. and it is in a central location for residents to easily access. The other three will be the 'on tour' Family Fun Days around the Borough and it is proposed that for 2018 these will be at Pilgrims Hatch, Mountnessing and Blackmore. 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 some indoor space for activities should the weather prove to be unsuitable on the day.
- 4.7. **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 providing live music within a large marquee in

the centre of Shenfield Common. The event also provides opportunities for the selling of 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 fees for the 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 continues to be family friendly.

- 4.4 Lighting Up Brentwood** - For many years the Council has delivered a Christmas, Lighting Up event culminating in the Mayor switching on the lights. There is a dedicated working group for Lighting Up Brentwood which involves the local churches, Rotary and Baytree Centre. The event also goes before the Council's Safety Advisory Group. The High Street is closed to traffic. In 2017 a small temporary ice rink was set up behind the main truck stage located outside of Marks and Spencer. There were 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 provided included live music on the main stage together with walkabout acts that interact with the crowds in and around the High 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 Churches Together and priority is given 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 together with the winners of the Mayor Christmas Card and Poem competition. An evaluation of the event is undertaken by the Lighting Up working group plus any feedback from the public to provide input into any future event.
- 4.5 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 trader's 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. After feedback from the 2016 event, Hutton Road was closed to traffic for the 2017 event. Live music was performed from a stage outside of Shenfield Library with included local school choirs. Additional activities included a temporary ice rink was positioned in Hutton Road and an inflatable snow globe, plus a number of market stalls selling arts and crafts, gifts, food and drink. There were also a number of small children's rides and walkabout acts. A full evaluation of this years' event has not yet been completed.

- 4.6 In addition to the large community events set out above, there are a number of national campaigns and activities that are supported by the Community Services Team such as World Mental Health Day, Time to Talk and the Health in the Workplace package for staff.
- 4.7 Active Brentwood and the Health and Wellbeing Board jointly funded the Brentwood Sports Awards which took place in November. This was the first awards for five years as in 2013 the Council had received just one nomination. The awards were reinvigorated in 2017 and there were 8 categories: Education Champion on the Year, Coach of the Year, Unsung Hero, Community Club of the Year, Changing Lives Through Physical Activity or Sport, Services to Disability Sport, Young Sports Personality of the Year and Sports Personality of the Year. The Awards were held at South Essex Golf Club, in Herongate with over 60 attendees. It is proposed that the 2018 event will be held at the beginning of November.

5. Reasons for Recommendation

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. The Council will work with the local business clusters, community groups and voluntary sector organisations to develop the community events so that will enhance and support the support the local community.

6. References to Council Priorities

The Community Events programme sits under the Community and Health and the Economic Development priorities in the Corporate Plan.

7. Implications

Financial Implications

Name & Title: Jacqueline Van Mellaerts, Deputy 151 Officer

Tel & Email: 01277 312829

/jacquelinevanmellaerts@brentwood.gov.uk

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

Event	18/19 total budget	Expected income 18/19
Strawberry Fair	£430	£4,000
Family Fun Days	£5,640	£7,000
Lighting Up Brentwood	£9,690	£5,000
Shenfield Christmas Fayre	£5,000	£7,600
TOTAL	£20,760	£23,600

7.2 Figures are based on 2017/18 income received for the events. As Brentwood High Street is a licensed street £30 of the stallholder's pitch fees will go to the Council's licensing department for the stallholder's street trading license.

7.3 The community events also attract some sponsorship income which support the events.

7.4 In addition to the events budget of £20,120 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. A saving on indirect costs may not always be achievable by stopping an event.

7.5 Members also need to bear in mind that the proposed Event Plan for 2018-19 are all outdoor events and subject to the British weather. In the

event of severe weather conditions events may have to be cancelled which will affect the expected income.

Legal Implications

Name & Title: Daniel Toohey, Head of Legal and Monitoring Officer
Tel & Email: 01277 312860/daniel.toohey@brentwood.gov.uk

7.6 All relevant licences and permissions are applied for in relation to the Council's community events.

Risk Management implications

7.7 All events are evaluated and reviewed after they have been delivered. The Council also undertakes an annual review and updates the relevant Event Management Plans, Risk Assessments, Fire Risk Assessments for each of its community events.

8. Appendices

Appendix A –Proposed calendar of events for 2018/19

Report Author Contact Details:

Name: Kim Anderson - Partnership, Leisure and Funding Manager
Telephone: 01277 312634
E-mail: kim.anderson@brentwood.gov.uk