

4 December 2018

Community, Health and Housing Committee

Event Plan 2019/20

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

Wards Affected: *All 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 2019/20 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 2019/20 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 2019/20 subject to budgets agreed as part of the annual budget setting process.
- 4.2.** Officers are constantly reviewing and evaluating the events looking at options to alter the structure, size and delivery of them to ensure they deliver safe and enjoyable events that provide value for money for the community.

- 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 where relevant.
- 4.4. The Council will also look at maximizing sponsorship and income opportunities that will support the events and therefore the current sponsorship packages are reviewed annually.
- 4.5. **Family Fun Days** –is proposed that there will be six in total, which will be held on each Friday 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 £3.50, and it is not proposed to increase the charge as it was increased in 2018-19. It is also proposed that the event hours remain as 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 two 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. It is proposed that the other four 'on tour' Family Fun Days around the Borough will be at Hutton, Warley, Doddinghurst and Bishops Hall. These will need to be confirmed. 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. In 2018-19 a pilot scheme for a couple of pocket money stalls was introduced and this proved to be successful, so it is proposed that this will continue. The charges for these are included in the fees and charges report

4.8. 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, Brentwood Rotary and the Baytree Centre. The event plan is updated annually and is submitted to the Council's Safety Advisory Group. The High Street is closed to traffic for the duration of the event. In 2018 there will be an area of activities such as small rides behind the main truck stage which is 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 Brentwood Baptist Church 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. A full evaluation of the 2018 has not yet been completed.

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. Evaluation of the event is undertaken by officers, the business clusters and feedback from the public to provide input into any future event. Shenfield is unique in that it has two business clusters with residential area between. While Hutton Road is closed for the 2018 event from Shenfield Station to the junction with Chelmsford Road, access is provided to residents who are escorted to and from their properties. Live music was performed from a stage outside of Shenfield Library with included local school choirs. Additional activities are positioned along Hutton Road including rides and inflatables plus a number of market stalls selling arts and crafts, gifts, food and drink. 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 & Health Awards which took place in November. The awards were reinvigorated in 2017 and there are 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 Hutton Poplars Hall and the Mayor Brentwood awarded the winners in each category and was attended by over 60 attendees. The winners of the awards are automatically entered into the Active Essex Sports Awards. It is proposed that the 2019 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 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, Interim Chief Finance Officer

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The financial implications are set out in the table below:

Event	Budgeted Exp 18/19	Budgeted income 18/19	Budgeted Outturn 18/19	Est Exp Outturn 18/19	Est Inc Outturn 18/19	Est Outturn 18/19
Strawberry Fair	£4,430	(£4,000)	£430	£7,000	(£4,020)	£2,980
Family Fun Days	£12,000	(£10,100)	£1,900	£12,000	(£12,150)	(£150)
Lighting Up Brentwood	£14,700	(£5,000)	£9,700	£14,550	(£5,760)	£8,790
Shenfield Christmas Fayre	£5,000	(£5,000)	-	£6,670	(6,670)	-
TOTAL	£36,130	(24,100)	£12,030	£40,220	£28,600	£11,620

Figures are based on 2018/19 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.

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

It should be noted that Shenfield Christmas Fayre was supported by Brentwood Business Partnership via the business clusters applying for £5,500 to support the event.

In addition to the events net budget of £12,030 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.

Members also need to bear in mind that the proposed Event Plan for 2019-20 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.

The increase in costs for these events will be built into the Base budget for 19/20 as well as, corresponding entries for increase in income. However, these budgets are determined by the British weather and will be monitored through the Budget monitoring process.

Legal Implications

Name & Title: Paula Harvey, Corporate Governance Solicitor and Deputy Monitoring Officer

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The recommendations set out within this report are lawful and within the Council's powers and duties. The Council has power under s1(1) of the Localism Act 2011 to do anything that individuals generally may do, provided it is not prohibited by legislation and subject to public law principles. There is no express prohibition, restriction or limitation contained in a statute against use of the power in this way. In addition, s111 of the Local Government Act 1972 gives a local authority power to do anything which is calculated to facilitate, or is conducive or incidental to, the discharge of any of its functions.

The Council should ensure that relevant licences and agreements are in place before the event(s).

Risk Management implications – 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 2019/20

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