

Committee(s): Community and Health Committee	Date: 6 January 2020
Subject: Event Plan 2020-21	Wards Affected: All
Report of: Kim Anderson, Partnership, Leisure and Funding Manager	Public
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Summary

Currently the Council's organises Strawberry Fair, Family Fun Days, Lighting Up Brentwood and Shenfield Christmas Fayre. The planned event programme for 2020/21 is before Members today in Appendix A, which will be subject to Members agreement and also subject to the annual budget setting process.

Recommendation(s)

Members are asked to:

Agree to the Event Plan for 202/21 as set out in Appendix A, subject to the annual budget setting process.

Main Report

Background

1. The Council's Community Event programme currently supports 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.

Issue, Options and Analysis of Options

2. It is proposed that the following Council organised community events looking at options to alter the structure, size and delivery of them to ensure they deliver safe and enjoyable events and provide value for money for the community.
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. The Council will also look at maximizing sponsorship and income opportunities that will support the events and therefore the relevant sponsorship packages are reviewed annually.

5. **Strawberry Fair** - The traditional Summer Fair has been delivered by Brentwood Borough Council since 2009 and 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 Breakfast Rotary Club providing the local beer and Pimms area. Income for the event is achieved through stallholder pitch fees and sponsorship opportunities. The event provides a great opportunity for local organisations, businesses and performers to promote themselves in front of a large audience. The Council also liaises with the provider for the rides and bouncy castles to ensure that their price structure continues to be family friendly.

6. **Family Fun Days** – It 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 proposed to increase this to £4.00 as the fee has not been changed since 2018-19. A separate report which sets out all the Fees and Charges relevant to this committee is also before Members tonight.

7. The Council also provides face painters at the events but as the slots are more limited during the event it is proposed that there is an additional charge for this as it 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. It is proposed that due to the construction works (subject to planning being agreed) that the Council will hold two Family Fun Days in King George's Playing Fields and it is proposed to have the other four in Hutton, Warley, Ingatestone and West Horndon.

8. **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 2019 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 2019 event has not yet been completed.

9. **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 2019 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 the event will be completed after the delivery of the event. The event is fully supported by the Brentwood Business Partnership.
10. In addition to the large community events, 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 Health in the Workplace packages for staff.
11. Active Brentwood and the Health and Wellbeing Board jointly fund the Brentwood Sport and Health Awards which take place in November. For the 2019 awards there were 10 categories: Changing Lives through Physical Activity/Health Initiatives, Coach of the Year, Community Club of the Year, Young Volunteer (U18), Education Champion of the Year (Junior and Senior), Inclusive Communities Awards, Unsung Hero (Volunteer of the Year) Sports Personality of the Year and Young Sports Personality of the Year (U18). The Awards were held at Hutton Poplars Hall with the Mayor of

Brentwood, Councillor Keith Parker presenting the awards to the winners in each of the categories. The winners of the Brentwood awards are automatically entered into the Active Essex Sports Awards. It is proposed that the 2020 event will be held at the beginning of November.

Reasons for Recommendation

12. The Community Event 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 they will enhance and support the local community.

References to Corporate Plan

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

Implications

Financial Implications

Name & Title: Phoebe Barnes, Corporate Finance Manager

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14. The fees referred to in this report will inform the 2020/21 budget setting process.
15. The financial implications are set out in the table below, all other costs are within existing budgets.

Event	20/21 Direct Costs £	Expected income 20/21 £	Net costs to BBC 2020/21 £
Strawberry Fair	8,280	5250	3,030
Family Fun Days	12,110	11,960	150
Lighting Up Brentwood	20,520	7,800	12,720
Shenfield Christmas Fayre	19,260	13,100	6,160
TOTAL	60,170	38,110	22,060

16. Figures are based on 2019/20 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.
17. The community events also attract some sponsorship income which supports the events.

18. It should also be noted that Shenfield Christmas Fayre was supported by Brentwood Business Partnership via the business clusters applying for funding to support the event.
19. In addition to the direct costs of the delivery of the events, there are other costs to the Council such as 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.
20. Members also need to bear in mind that the proposed Event Plan for 2020/21 are 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: Steve Summers, Chief Operating Officer and Interim Monitoring Officer

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

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

Appendices

Appendix A –Proposed calendar of events for 2020/21

Background documents

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