

Committee(s): Community and Health Committee	Date: 15 December 2020
Subject: Event Plan 2021-2022	Wards Affected: All
Report of: Kim Anderson, Partnership, Leisure and Funding Manager	Public
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Summary

Currently the Council organises Strawberry Fair, Family Fun Days, Lighting Up Brentwood and Shenfield Christmas Fayre. The planned event programme for 2021/22 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:

R1. Agree to the Event Plan for 2021/22 as set out in Appendix A, subject to the annual budget setting process.

Main Report

Background

1. The Council's Community Event programme is a well-established series of popular annual events that support a number of strands in the Corporate Strategy and is an opportunity to support the objectives of other service areas in the Council, to promote any new initiatives, campaigns or consultations.

Issue, Options and Analysis of Options

2. It is proposed that the Council organises and delivers the community events listed in Appendix A.
3. This year, due to the Covid-19 pandemic, the Council was unable to deliver the events to the usual format and moved most of the programme online. Events were delivered virtually in order to support local organisations and keep the local community engaged in a positive activity during a difficult period with coronavirus restrictions. Most recently, the Council has delivered

a virtual Lighting Up Brentwood and launched the local Nutcracker trail across the Borough to encourage families to take part in a safe, and socially distanced outdoor activity in their own time.

4. For the 2021-2022 programme, the Council is looking to continue the usual programme of events, with variants on delivery options to adapt, alter and restructure the plans to ensure events are safe, appropriate, enjoyable and accessible for the community. It is planned to secure sponsorship to cover any additional cost of safety measures needed for Covid-19 restrictions.
5. 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.
6. 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.

Strawberry Fair

7. The traditional Summer Fair has been delivered directly 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 larger audience. The Council also liaises with the provider for the rides and bouncy castles to ensure that their price structure continues to be affordable.

Family Fun Days

8. 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. As usual the events will be held in a different location each week for accessibility to the more rural areas. Locations for these are yet to be decided and some will depend on the proposed construction stage at King George's Playing Fields.

9. It is proposed to continue to charge for a wristband which will include use of the bouncy castles and the small children's rides. Wristbands will be charged at £4.00 as per agreed fees and charges from last year. It will not increase this year. A separate report which sets out all the Fees and Charges relevant to this committee is also before Members tonight.
10. There will be a small charge for commercial stalls and face painters as set out in the proposed fees and charges document. The Family Fun Days also include Punch and Judy plus free taster sessions from local partner agencies and sports clubs, who will not be charged a fee so long as they provide a free family activity for attendees to enjoy.

Lighting Up Brentwood

11. 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. The event plan to have an area of activities such as small rides behind a main truck stage located outside of Marks and Spencer. A number of stalls are planned along the length of the High Street to the junction with Crown Street, hot food and drink providers and two designated alcohol areas. Live music will be planned on the main stage together with walkabout acts that interact with the crowds in and around the High Street.
12. 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 content and entertainment 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 Poetry Competition.
13. 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.
14. This year's Lighting Up Brentwood event included a virtual live-streamed, hour-long video, hosted by Brentwood Baptist Church with performances

from local groups. The Council will continue to support local performers and organisations usually involved in the Christmas events by posting their videos on our social media channels throughout December.

Shenfield Christmas Fayre

15. In 2014, Brentwood Borough 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. Evaluation of the event is undertaken by officers, the business clusters and feedback from the public to provide input into any future event.
16. Shenfield is unique in that it has two business clusters with a residential area in between. While Hutton Road is usually closed for the event from Shenfield Station to the junction with Chelmsford Road, access is provided to residents who are escorted to and from their properties.
17. Live music is usually 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. The event is fully supported by the Brentwood Business Partnership.

Family Trails

18. 2020 provided the Council with a unique opportunity to explore the provision of a new format of community activity which was safe and appropriate for Covid-19 restrictions.
19. The Nutcracker trail launched on 3rd December and has 12 6ft Nutcrackers dotted around Brentwood, Shenfield and Ingatestone for children to find throughout the month. Children need to find the names of all the Nutcrackers to enter a prize draw to win some high value prizes.
20. The trail has had an excellent response from local businesses and sponsorship was secured to cover 100% of the cost from the event company. There is currently much interest in the event and it is expected to be popular with residents.
21. The Council is proposing to run 2 family trail events in 2021-2022, again at Christmas, yet also during the Summer, to keep families engaged in the holidays and encourage walking and outdoor activity.

22. It is planned to secure sponsorship to cover the costs of both these events.

Additional events

23. In addition to the larger 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.

24. Active Brentwood and the Brentwood Health and Wellbeing Board jointly fund the Brentwood Sport and Health Awards which takes place in November.

25. The Sports Awards did not run in 2020 due to the COVID-19 pandemic, although local Activity Heroes were recognised through a socially-distanced prize-giving initiative. For the 2019 Sports 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 then 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.

26. It is proposed that the 2021 event will be held at the beginning of November and the categories will be line with the Essex awards for 2021.

Reasons for Recommendation

27. 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

28. The Community Events programme sits under the 'Developing our Communities' priority in the Corporate Strategy.

Implications

Financial Implications

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29. The fees referred to in this report will inform the 2021/22 budget setting process.

30. The financial implications are set out in the table below, all other costs are within existing budgets.

Event	Direct Costs 2021/22 £	Expected Income 2021/22 £	Net costs to BBC 2021/22 £
Strawberry Fair	8,280	5,250	3,030
Family Fun Days	12,110	11,960	150
Summer Family Trail	7,000	7,000	0
Brentwood Sport & Health Awards	1,000	1,000	0
Lighting Up Brentwood	20,520	7,800	12,720
Christ Family Trail	7,000	7,000	0
Shenfield Christmas Fayre	19,260	13,100	6,160
TOTAL	75,170	53,110	22,070

31. 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.

32. Some of the Fees and Charges for these events are increasing for 2021/22. These are outlined in the Fees & Charges Report. The budgets reflect the demand and proposed increases.

33. 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. It is expected that the Partnership will continue to sponsor the event with a £4,500 contribution per annum.

34. The community events also attract additional sponsorship income which supports the events. This is included within the total expected income figures, however, Members should note that expected sponsorship levels may not be secured.

35. In the event that sponsorship funding ceases, other sources of funding would need to be sourced and/or a revision to events and associated costs to ensure the net budget is not exceeded.
36. 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.
37. Members also need to bear in mind that the events in the proposed Event Plan for 2021/22 are outdoors 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, however, cancellation insurance will be obtained to minimise the impact.

Legal Implications

Name & Title: Amanda Julian, Director of Law and Governance
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38. 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.

Economic Implications

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39. The Community Events programme can have a positive impact on the local economy. The events support local businesses through participation and sponsorship opportunities. The Brentwood Business Partnership is engaged in many of the events and there is an increase in local volunteering and visitor numbers from outside the Borough.

Other Implications

Equality and Diversity Implications

40. All of the proposed community events are free for the public to attend to ensure that they remain as accessible as possible for all members of the community to enjoy. The Family Fun Days does incur a small wristband

charge for some attractions, however, there are plenty of free activities for families to enjoy offered by a diverse range of community providers.

41. Stallholder spaces at events are prioritised for local businesses, charities and community organisations to ensure that there is representation from all corners of the community.

Appendices

Appendix A – Proposed Event Plan for 2021/22