

Committee(s): Community and Health Committee	Date: 14 March 2022
Subject: Event Plan 2022-2023	Wards Affected: All
Report of: Kim Anderson, Corporate Manager Communities, Leisure and Health	Public
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Summary

Traditionally the Council has organised Strawberry Fair, Family Fun Days, Lighting Up Brentwood and Shenfield Christmas Fayre. Due to the Covid 19 Pandemic the delivery of the event programme had to be changed such as on-line delivery or smaller scale events. The Planned Event Programme for 2022-2023 is before Members in Appendix A, subject to Members agreement, budget allocation and sponsorship contribution.

Recommendation(s)

Members are asked to:

R1. Agree the proposed event plan for 2022-2023 as set out in Appendix A, subject to budget allocation and sponsorship contribution.

R2. Agree for Officers to look at alternative event delivery options

Main Report

Introduction and 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 new initiatives, campaigns and 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. In 2021 due to the continuing impact of the Covid pandemic and associated government advice event delivery had to be altered. The Council took the decision to cancel Strawberry Fair in June, but due to their smaller scale decided to deliver six Family Fun Days around the Borough. These were well attended by the public.
4. In addition, the Council delivered the Community and Sports Stars of Brentwood Awards and Staff Awards at the Brentwood in recognition of all the fantastic work the local community had delivered as part of the COVID 19 response to residents.
5. The Council received funding from the Government's Welcome Back Fund, so in partnership with the Economic Development Team delivered a series of Christmas events in Brentwood, Shenfield and Ingatestone High Streets.
6. Officers from the Council have consulted with the business community to ascertain whether the preference is for more smaller scale events which are of more benefit, rather than the one-off larger scale events which will involve road closures etc.
7. For the 2022-23 event programme the Council is looking to continue with the usual programme of events for Strawberry Fair and Family Fun Days and Christmas events in Brentwood and Shenfield.
8. Great British Spring Clean – The Council are asking individuals, groups and clubs to take part in the Great British Spring Clean providing free litter picking kits between 25 March – 10 April.
9. Dinosaur Trail – Utilising the Government's Welcome Back Fund a new dinosaur Trail will run for four weeks over the Easter period across Brentwood, Shenfield and Ingatestone High Streets.
10. Strawberry Fair- The traditional Summer Fair that has been delivered by Brentwood Borough Council since 2009 and has grown in popularity 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 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 to participate in the event. For the last few years Doddinghurst Road Church have provided the strawberries

and cream for the event and Brentwood Breakfast Rotary Club and Brentwood Brewery providing a local beer and Pimms area. The event provides a great opportunity for local organisations, businesses and performers to promote themselves in front of a larger audience and for charities to generate income. The Council also liaises with the provider for the rides and bouncy castles to ensure that their price structure continues to be affordable. To tie in with the Queen's Jubilee celebrations this year we will have a Jubilee themed Strawberry Fair, together with a commemorative tree planted as part of the event on Shenfield Common. Officers are working with local businesses to sponsor the event, which along with the additional stallholder income will seek to make the event cost neutral to the Council.

11. Queens Platinum Jubilee Celebrations - To celebrate the Queen's Platinum Jubilee from 2-5 June there are a number of planned community events (not directly delivered by the Community Services team) which are set out in the plan (Appendix A) for information purposes only. The Council is signposting residents to advice and guidance on its website on setting up their own street parties. As part of the celebrations there will also be a series of beacons being lit on 2 June across the Borough in Blackmore, Herongate and Ingrave, West Horndon, Navestock and Childerditch Common. In addition there will trees planted throughout the year as part of the Queen's Green Canopy.
12. Family Fun Days - For 2022, it is proposed to run five Family Fun Days in total, which will be held each Friday during the summer school holidays in July and August. This is a reduction to the normal six dates purely due to the way the school holidays fall this year in Brentwood. As usual the events are held in different locations each week to improve accessibility to residents in the more rural areas in the Borough. The price for the wristbands to go onto the bouncy castles and fun fair rides has not increased from £4 as agreed as part of the fees and charges. The Council works closely with local support services to provide advice and guidance for local residents as part of the event and with local sports clubs to provide free taster sessions for families to try.
13. Lighting Up Brentwood - For 2021, there was a scaled down event outside the Town Hall with invited guests to watch some live music and performances with the Mayor of Brentwood switching on the tree and the Town Hall lights. There was also a series of events in the High Street utilising the Government's Welcome Back Fund to support footfall to the High Streets. Options for the 2022 Lighting Up Brentwood are still being considered for Saturday 26 November.

14. Shenfield Christmas Fayre It has been agreed with the local businesses in Shenfield to deliver a smaller scale event without a road closure on Saturday 3 December (date to be confirmed)
15. Community Trailer - The Community Trailer has provided additional community engagement with 30 outings in 2021 engaging with over 2500 people.
16. Tea Dances – The Council works with Chat 1st to provide a regular Tea dance from Sunday 20 March (free) inclusive for Adult with Special Educational Needs and dementia. This will be followed up every month from April to December.
17. Awards – In 2021, the Council working with Colchester Events delivered Stars of Brentwood Awards which recognised the work of the individuals and organisations in the community that had supported the most vulnerable residents. The Council Sports Award were also included as part of this celebratory eventing. The following evening the Council's Staff Awards also took place at the Brentwood Centre.
18. In order to reduce the financial burden on the Council, officers are looking at ways to maximise sponsorship income and alternative delivery methods to deliver the event programme.

Reasons for Recommendation

19. 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 local business clusters, community groups and voluntary sector organisations to develop the community events so that they will enhance and support the local community.

Consultation

20. As part of the feedback from 2021 Event programme officers consulted with the local business clusters, voluntary sector organisations and sponsors to determine preferred options for the delivery of the 2022 events.

References to Corporate Plan

21. The Community Event Programme sits under the 'Developing our Communities' priority in the Corporate Strategy.

Implications

Financial Implications

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22. The fees referred to in this report have been agreed as part of the 2022/2023 budget setting process.

Event	Direct Costs 2022/23 £	Expected Income 2022/23 £	Net costs to BBC 2022/23
Dinosaur Trail	6,000	6,000	0*
Strawberry Fair	8,280	5,250	3,030
Family Fun Days	12,110	11,960	150
Lighting Up Brentwood	20,000	10,000	10,000
Shenfield Christmas Fayre	6,000	4,000	2,000
Total	52,390	37,210	15,180

*funded through the Welcome Back Fund

Figures are based on 2019/20 events

23. The budgets for the community events are allocated within existing Council budgets. 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.

24. Some of the Fees and Charges for these events are increasing for 2022/23 which have already been agreed as part of the budget setting process.

25. 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.

26. 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.

27. 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.

28. Members also need to bear in mind that the events in the proposed Event Plan for 2022/23 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, Corporate Director (Law & Governance) and Monitoring Officer

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

Risk Management Implications

30. 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

Name/Title: Phil Drane, Corporate Director (Planning and Economy)

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31. 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.

Equality and Diversity Implications

Name/Title: Kim Anderson, Corporate Manager, Communities, leisure and health

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32. The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:

- a. Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
- b. Advance equality of opportunity between people who share a protected characteristic and those who do not.
- c. Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

33. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief,

gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

34. The proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic.
35. 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.
36. 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 to this report

Appendix A: Proposed Event plan for 2022-2023