



COMMITTEE TITLE: Housing Health and Community Committee

DATE: 11 March 2024

REPORT TITLE:	Community Event and Engagement Programme 2024-2025
REPORT OF:	Eugene Minogue, Interim Director of Community and Health
REPORT IS FOR:	Decision
WARDS:	All wards

REPORT SUMMARY

Currently the Council's organises Strawberry Fair, Family Fun Days, Lighting Up Brentwood and Shenfield Christmas Fayre. There are also a number of community engagement events with partners that utilise the Community Connect Trailer through the year. The proposed planned community event and engagement programme for 2024-2025 is before Members tonight in Appendix A. This is subject to Members agreement and is also subject to the annual budget setting process.

RECOMMENDATION

R1: To agree the proposed Community Event and Engagement Programme for 2024-2025 as set out in Appendix A.

SUPPORT ING INFORMATION

1.0 REASON FOR RECOMMENDATION

1. The Council's Community events and engagement programme currently supports a number of strands in the Corporate Plan, especially Developing Communities, signposting and promoting awareness of other Council services and partner organisations that support our residents and businesses.

Issue, Options and Analysis of Options

2. **Strawberry Fair** - The traditional Summer Fair has been delivered by Brentwood Borough Council since 2009 and has grown over the last few years and the venue is usually located on Shenfield Common.

In 2023 due to the Coronation of Charles III, the Council delivered a Coronation Event that took place in King George's Playing Fields. The Council obtained £10,000 from the National Lottery to support the event which had an emphasis on sport and volunteering. Local sports clubs such as Brentwood Rugby Club, Brentwood Bowls Club, Brentwood Baseball Club, Shenfield Lawn Tennis Club were involved on the day. There was also a stage with live music performed throughout the event.

The culmination of the event was a march by the local cadet forces as well as uniformed scout and guide representatives. It is estimated that the event attracted in excess of 7,000 people.

It is proposed that the Council looks to deliver a similar event at King George's Playing Fields on **Sunday 9 June – Strawberry Sports Festival**, inviting several sports clubs to attend again providing an opportunity to promote themselves and create more people to take up physical activity. The feedback from the 2023 event was that it was a more secure venue without the road issues at Shenfield Common, with ample parking on the site with the utilization of one of the football pitches (as it was out of season). Rather than set up a stage performance area it is proposed that there will be a large marquee where local performers and organizations can perform. 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 prioritizes local stall holders and food providers. Income for the event is achieved through stallholder pitch fees and sponsorship opportunities. The event provides a great opportunity for local organizations, 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.

3. **Family Fun Days** – It is proposed that there will be four Family Fun Days which will run on each Friday in August during the school summer holidays. The target audience for the Family Fun Days 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 £5, which was set out in the Fees and Charges report which went to the 18 December Housing, Health and Community Committee. Face painters attend the events, but this is a separate charge for parents who can make their own choices. The Family Fun Days also include traditional Punch and Judy plus free taster sessions from local partner agencies and sports clubs. It is proposed that the four events will take place at:

- 2 August - Coronation Fields, Mountnessing

- 9 August - Warley Playing Fields
 - 16 August - Brentwood Centre
 - 23 August - Hutton Recreation
4. **Lighting Up Brentwood** - Due to the development of the Business Improvement District (BID) being adopted in October 2023, the 2023 Lighting Up Brentwood event was a much smaller scale with a small stage in the Chapel ruins with local performers. The BID area covers Brentwood, Shenfield and Ingatestone. There were a number of other smaller events delivered instead across the BID area.
 5. The BID has developed its own priorities, and it is proposed that the Council and the BID work collaboratively on the 2024 event plan. It is proposed that the Lighting Up Brentwood event will be on Saturday 23 November 2024 and will have a stage with local community entertainment, Christmas markets, parade, and walk about acts.
 6. **Shenfield Christmas Event** – Again due to the development of the BID, the BID will deliver an event in December where the Council will give support to deliver on the day.
 7. National Campaign awareness - In addition to the large community events, there are a number of national campaigns and activities that are supported by the Council such as:
 - Time to Talk day
 - National Apprenticeship week
 - Dementia Awareness week
 - Mental Health Awareness Week
 - Suicide Awareness Week
 - Holocaust Memorial Day
 - Pride Month
 - Volunteers' week
 - Armed Forces Day
 - White Ribbon Campaign
 8. Sport and Health Awards - Find Your Active Brentwood and the Health and Wellbeing Board jointly fund the Brentwood Sport and Health Awards. A joint event with Basildon is planned for October 2024.
 9. Community Connect programme – A new community connect vehicle has been funded through the Brentwood Health and Wellbeing Board, The Police, Fire, Crime Commissioner (PFCC) and Rochford and Castlepoint Health and Wellbeing Board. The community connect programme will target more

isolated and rural areas to deliver key messages and provide advice and support to Brentwood residents. This is a partnership resource and jointly used by community services, health colleagues, community safety and the volunteer sector organizations and colleagues.

2.0 BACKGROUND INFORMATION

- 2.1 It is proposed that the following Council organized community events and engagement programme continues to look 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.
- 2.2 All of the community events set out in the plan (apart from the Community Connect engagement days) will be submitted to the Brentwood Safety Advisory Group for any advice and guidance where relevant.
- 2.3 The Council will also look at maximizing sponsorship and income opportunities that will support the events. These sponsorship opportunities and packages are reviewed annually.

3.0 OTHER OPTIONS CONSIDERED

- 3.1 The Community events and engagement events are discretionary, so the Council could opt to not deliver these.
- 3.2 The Development of the BID has meant that the Council can work in collaboration with the BID to either enhance some of the events such as Lighting Up Brentwood or that the BID will directly deliver other events such as Shenfield and Ingatestone Christmas events as well as other events throughout the year.

4.0 RELEVANT RISKS

- 4.1 As a discretionary service there is a risk that the budget to deliver the events will cease if members do not think it's a priority. The BID priorities are determined as part of the 5-year business plan and is dependent of the levy that is collected from the businesses.

5.0 ENGAGEMENT/CONSULTATION

- 5.1 Feedback from participants, sponsors and local businesses as well as the public are fed into the review of the events to ensure that we regularly review and ensure that the events are safe and deliver value for money.

6.0 FINANCIAL IMPLICATIONS

Name & Title: Tim Willis, Director – Resources & Section 151 Officer
Tel & Email: 01277 312500 / tim.willis@brentwood.rochford.gov.uk

The financial requirements are set out in the table below. All other costs are within existing budgets.

Event	24/25 BBC costs	BID contribution
Strawberry Fair – Festival of Sport	2530	n/a
Family Fun Days	0	n/a
Lighting Up Brentwood	9,000	15,000
Shenfield Christmas event	3000	10,000
Ingatstone Christmas event	0	5,000
Total	14,530	30,000

Due to the development of the Business Improvement District (BID) there are opportunities to enhance events as well as some budget savings where the BID will entirely deliver some events.

All BBC costs are within existing budgets. The BID contribution will be subject to paid levy collection. There will be BBC in kind support and the Council will cover any overtime costs on the delivery events.

The sponsorship amount is an estimate and based on income received in 2022.

The BBC budget for the Christmas lights and trees will be enhanced by the BID with an allocation out of Year 1 in the business plan of £30,000.

Some of the Fees and Charges for these events are increasing for 2024/25. These are outlined in the Fees & Charges report that went to December Housing Health and Community Committee and form part of the budget setting process. The cost for wristbands for Family Fun Days remained at £5 per wristband.

There is a target for sponsorship income of £10,000 and together with stallholder income off sets some of the costs for the community events.

The Family Fun Days costs are offset by the wristband income.

7.0 LEGAL/GOVERNANCE IMPLICATIONS

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

Name & Title: Claire Mayhew, Acting Joint Director – People & Governance & Monitoring Officer

Tel & Email 01277 312500 / Claire.mayhew@brentwood.rochford.gov.uk

8.0 ECONOMIC IMPLICATIONS

Working collaboratively with the Business Improvement District can enhance footfall to the High streets supporting the local economy.

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9.0 EQUALITY & HEALTH IMPLICATIONS

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.

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).

The proposals in this report will not have a disproportionate adverse impact on anybody with a protected characteristic

Name & Title: Kim Anderson, Corporate Manager - Communities, Leisure and Health

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10.0 ENVIRONMENTAL IMPACT

Single use plastic use is not permitted as part of the Terms and Conditions for the stallholders.

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APPENDICES

Appendix A – Community Event and Engagement Programme

BACKGROUND PAPERS

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Community & Health Event Plan 2021-22	15 December 2020