

21.10.14

Community Committee

Community Events Programme for 2015/16

Report of: *Ashley Culverwell, Head of Borough Health, Safety and Localism*

Wards Affected: *All Brentwood Borough wards*

This report is: *Public*

1. Executive Summary

- 1.1 Members have indicated that they would like to see additional community events for 2015/16, with a particular emphasis on the local heritage and cultural background of Brentwood.
- 1.2 It is proposed to run a series of events under one branded umbrella which will include a number of events which will engage local schools, arts and heritage organisations to look at bringing local history and heritage alive through intergenerational projects to engage the whole community.

2. Recommendation

- 2.1 For Members to agree in principle to support the resources to deliver the Community Events programme for 2015/16 as listed in Appendix A (subject to final approval through the budget setting process)**

3. Introduction and Background

- 3.1 Currently the Community Services team in the Council deliver a number of community events throughout the year: 8 Family Fun Days, Strawberry Fair and Lighting Up Brentwood.
- 3.2 It is proposed that in addition to the current events that the following additional events are added to the programme as set out in Appendix A of this report.

4. Issue, Options and Analysis of Options

- 4.1 The additional community events will strengthen local communities with both direct and indirect involvement. It can also be used as driver to reduce social isolation, increase volunteering and increase community cohesion. The range of proposed activities will also be aimed at some of the Borough's the more vulnerable to reduce their social isolation and improve their own health and wellbeing.
- 4.2 The event programme for 2015-16 will support several strands and target specific groups for involvement.
- 4.3 The Last Poppy Project will link in the local schools and focus on World War I. The Art and Heritage Trail, together with the museum activities with local schools will look at bringing local history alive through local place names and their significance and provide an inter-generational project for local residents. The Royal Anglian Regiment return from Afghanistan is another way for residents to support their local regiment and the recognise the links to the armed forces within the Borough.
- 4.4 It is also proposed to have some Town Centre activities involving street performers, local choirs etc., focussing on our cultural heritage and celebrating our diversity.
- 4.5 It also proposed to target both the elderly and young residents as part of the Heritage and Cultural Festival with an Art and Older People's project with links to health improvements as a means of reducing social isolation; and some youth focussed activities possible based at the Hermit.
- 4.6 In order to facilitate the additional events proposed for 2015/16 then additional resource will need to be provided to the Community Services team which will equate to a full time member of staff who can plan, co-ordinate and deliver the projects whether directly or by commissioning a third party to deliver them directly.

5. Reasons for Recommendation

- 5.1 The Council's community events support the Localism agenda and provide an opportunity for social cohesion. The events are not all focussed on the Town Centre with a number being delivered in the more rural areas of the Borough making them accessible to more of the population.

5.2 The additional events will focus on developing inter-generational projects which will help engage aspects all aspects of the population that might feel socially isolated.

6. Consultation

6.1 The Community Services team will be consulting with a number of partner agencies and external funders to look at the best way of delivering a number of these events, to ensure that they are meeting local need and are as accessible to as many people as possible. The Council would like to utilise the Festival as a catalyst to kick start some local communities to continue with the projects post 2015/16. Feedback after each of the Community events will ensure that we are meeting local needs and making them as accessible as possible.

7. References to Council Priorities

7.1 The Council's Community Event Programme supports the Council's priority specifically Localism and a Prosperous Borough.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email 01277 312712 / jo-anne.ireland@brentwood.gov.uk

8.1 The additional events will require resources to support them. It is proposed that a FTE post will need to recruited to support the Community Event Programme together with a budget for the delivery of the events as set out in the table below. These will be subject to final approval through the budget setting process.

Item	Budget required £
Additional staff resource to deliver the additional events as part of the 2015/16 event programme	40,000
Capital budget to support event infrastructure	5,000
Revenue budget for event delivery	15,000
External funding to support projects	-10,000
Total	50,000

8.2 The costs in the table above are envisaged to be on-going (i.e. not a one-off cost for 2015/16). Applications will be made to the Heritage Lottery Fund, Small Grants in Essex and the Community -Initiatives Fund to support the delivery of the events. Although there is a high chance of the Council being successful with its external funding bid, there is no guarantee of success. Should the external funding fall short of £10,000 then the event plan and delivery can be modified according to the resources available.

Legal Implications

Name & Title: Christopher Potter – Monitoring Officer and Head of Support Services

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8.3 Any relevant licenses and permissions will be sought prior to any events being delivered.

8.4 **Other Implications** (where significant) None

9. Appendices

9.1 Community Events Programme 2015/16 – Appendix A

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