

**14 December 2015**

**Community & Health Committee**

**Event Plan 2016/17**

**Report of:** *Kim Anderson - Partnership, Leisure and Funding Manager*

**Wards Affected:** *All Wards*

**This report is:** *Public*

**1. Executive Summary**

- 1.1. A previous report was submitted to Community Committee on 21 July 2014 (min ref.100) which provided an update and evaluation of the current community events that the Council organise. Currently the Council's organises Family Fun Days, Strawberry Fair, Lighting Up Brentwood and Shenfield Christmas Fayre. A further report went to Community Committee on 21 October 2014 (min ref. 198) in which Members had 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. It was therefore proposed to run a series of events under one branded umbrella of a Heritage and Cultural Festival. An additional budget of £15,000 was agreed at Ordinary Council on 4<sup>th</sup> March 2015 (479).
- 1.2. The planned events programme for 2016/17 is before Members today in Appendix A which will be subject to Members agreement and also subject to the budget setting process.

**2. Recommendation**

- 2.1 That Members agree the Event Plan for 2016/17 as set out in Appendix A, subject to the budget setting process.**

**3. Introduction and Background**

- 3.1. A report was presented to Community Committee on 21 July 2014 (min ref.100) which provided an update and evaluation of the current community events that the Council organises and for officers to provide robust feedback and evaluation of events, which will include feedback

from visitors, Offices and Members and other stakeholders that will enable continuous improvements from lessons learned.

- 3.2. A further report went to Community Committee on 21 October 2014 (min ref. 198) in which Members had 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. It was therefore proposed to run a series of events under one branded umbrella of a Heritage and Cultural Festival. An additional budget of £15,000 was agreed at Ordinary Council on 4<sup>th</sup> March 2015 (479).
- 3.3. The Council's Community Events currently support 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.
- 3.4. Officers have also undertaken a real cost analysis of the Council's community events which estimates the amount of Council subsidy for each event.

#### **4. Issues, Options and Analysis of Options**

- 4.1. It is proposed that the following Council organised community events set out in Appendix A, will be provided in 2016/17 subject to budgets agreed as part of the budget setting process.
- 4.2. Officers will also look at reducing the overheads for the Community Events and look at options to rethink the structure, size and delivery of them to ensure that they will deliver value for money, they are aligned with the Council's priorities and form part of the proposed Community Development Strategy moving forward.
- 4.3. **Family Fun Days** – It is proposed that there will be six in total, which will be held on Fridays during the school summer holidays in July and August. The target audience is families with primary school aged children. It is proposed to charge £2.50 for a wristband which will include use of the bouncy castles and the small children's rides. The Council also provides face painters but as slots are more limited during the event it is proposed that there will be an additional charge for this as this 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. As in previous years it is proposed that three of the Family Fun Days will be based at King George's Playing Fields where there is a large amount of infrastructure

already in place such as the large play area, paddling pools, skatepark etc and in a central location for Brentwood residents to access. The other three will be 'on tour' Family Fun Days around the Borough. These will provide activities to those in more isolated or deprived areas so that they can be easily accessible. Officers will look at areas which can also provide indoor space should the weather prove to be unsuitable on the day.

4.4. **Strawberry Fair** - Strawberry Fair has been delivered by Brentwood Borough Council since 2009. The event remains a traditional Summer community fair and the event has grown over the last three years. There is a main performance area in the centre of Shenfield Common which is hosted by Phoenix FM. The event also provides opportunities for selling traditional local arts and crafts, 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 three years 'Churches Together' have provided the strawberries and cream for the event, with Brentwood Brewery and Brentwood Breakfast Rotary Club providing the local beer and Pimms area. The Council has recently changed the pricing structure for the stallholders to encourage sole traders and voluntary and community sector organisations to attend the event, but to increase those of larger catering units. This provides an income stream which offsets some of the expenditure costs. The event provides a great opportunity to local organisations and performers to promote themselves and their organisations in front of a large audience. The Council also liaises with the provider for rides and bouncy castles to ensure that their price structure is family friendly.

4.5 **Lighting Up Brentwood** - For many years the Council delivered a Christmas, Lighting Up event culminating in the Mayor switching on the lights. The event continued to grow and for several few years had been on a Saturday from 1pm to 6pm including street entertainment, rides, food stalls and with the road closed. In light of feedback from the 2009 Lighting Up Brentwood event from event partners including Members, Essex Police and Fire Service, traders and residents, regarding the associated anti social behaviour issues, Members agreed to trial a smaller more traditional event on a Thursday evening in 2010. However the event in 2010 was subject to extreme weather conditions so it was difficult to benchmark the success of moving the event to a Thursday evening from the traditional Saturday.

In 2011 the Council took over the planning and management of Lighting Up Brentwood with a return to a larger event format and delivered it on Saturday from 12 noon until 6pm. Looking at the previous history of the event the team worked closely with partner agencies to identify the issues

and what need to be in place to ensure that it was both safe and successful. The event has grown successfully since then. There is a dedicated working group for Lighting Up Brentwood which involves Church representation, voluntary sector groups, Members and local trade cluster group representatives. The event also goes before the Council's Safety Advisory Group. The current layout sees the High Street closed to traffic with a large truck stage at the Wilson's Corner end of the High Street. There are a number of stalls along the length of the High Street with small fairground rides, hot food and drink providers and a designated alcohol area. The entertainment is provided with live music on the main stage and Crown Street, 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 Phoenix FM which gives priority 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.

- 4.6 **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 traders cluster groups providing several free activities for all the family. In 2015 the event was a lot larger with Hutton Road closed to traffic. It is proposed to continue to support this event as part of the community event programme. Officers as part of the evaluation of the community events will liaise with the local business clusters to determine what the 2016 event will look like.

## **5. Reasons for Recommendation**

- 5.1 The Community Events programme sits under the Localism priority through bringing communities together and working effectively in collaboration with a range of groups and organisations we can better ensure the future wellbeing of our Borough. The Community events also support the local businesses. The Community events provide a platform for all service areas across the Council to promote their new initiatives, projects or as a means of consultation with the public. We will work with local businesses, community groups and voluntary sector to develop the community events that will enhance and support the support the local community.

## 6. References to Council Priorities

The Community Events programme sits under the Localism priority and also supports local business.

## 7. Implications

### Financial Implications

**Name & Title: Christopher Leslie, Section 151 Officer**

**Tel & Email: 01277 312542/ christopher.leslie@brentwood.gov.uk**

8.1 The financial implications are set out in the table below:

<b>Event</b>	<b>16/17 Events Budget</b>	<b>Estimated subsidy</b>
Family Fun Days	£4,500	£13,995
Strawberry Fair	£1,000	£11,734
Lighting Up Brentwood	£9,000	£13,515
Shenfield Christmas Fayre	£5,500	£6,941
<b>TOTAL</b>	<b>£20,000</b>	<b>£46,185</b>

8.2 In addition to the events budget of £20,000 which pays for the direct costs of events there are other costs to the Council estimated at £46,185.

8.3 These others costs are largely related to indirect costs such as staff time. A saving on indirect costs may not always be achievable by stopping an event.

### Legal Implications

**Name & Title: Daniel Toohey, Head of Legal Services**

**Tel & Email: daniel.toohey@bdtlegal.org.uk**

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

8.5 **Risk Management implications** – The Council undertakes separate risk assessments for all of its community events.

## 8. Appendices

Appendix A –Proposed calendar of events for 2016/17

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