

Meeting	Community Development Committee
Date	4 th June 2024
Report Title	Charity Quiz Post Event Audit
Agenda Reference	9
Author	Sean Pocock, Community & Youth Development Co-Ordinator

Officer's Recommendations:

1. To note the report.

Background

As part Of Mental Health Awareness Week, the Community & Youth Development Co-Ordinator organised a Quiz at the Haydon Wick Club. Participants were charged £5.00 each and donations were made to a raffle. 100% of the money raised went to HWPCs 2023/24 chosen charities "BEST" and the Kelly Foundation. As well as supporting these charities, the Council's aim to reduce loneliness and isolation was addressed and an opportunity to nurture a spirit of community.

Post Event Learning Points

Here are the learning points to consider for events in the future:

- **Advertisement of the Event:** The event was advertised on the notice boards, social media, shop windows and handed out to attendees of other initiatives, such as the Haydon Wick Haven and on the Community Bus. The event was advertised four weeks before the event and this seemed to be a good amount of time, so people didn't forget about it.
- **Entertainment:** The entertainment was mostly provided by the C&YD Co-Ordinator and the format of the quiz. An uncompetitive tone was set, and all participants knew the causes were greater than a winning prize. Lots of interaction and community spirit was in evidence and feedback from participants was excellent. The Kelly Foundation were present in person and both they and Councillors E Baker-Walker, R Ross and A John participated and both Kelly's Foundation Founder, John Stooke and Councillor E Baker Walker also personally addressed the attendees.
- **Fundraising:** All raffle prizes were kindly donated, and the venue was secured free of charge. From ticket sales, donations and the raffle a total of £523.88 was raised on the day.
- **What Went Well:** Information to participants and quiz format was excellent. Number of attendees, free room hire, engagement from Kelly Foundation and Councillors support. Amount of money raised and pre-event planning. Raffle prizes donated from participants, staff and councillors.
- **How To Improve:** Sound system technical issues proved a hinderance. Back-up plan for such eventualities to be sought prior to the next event. Increased branding/marketing (where possible) – the Marketing & Events Co Ordinator is working on an indoor and an outdoor events kit which can be available for each event.



- **Venue:** The event was held in the large function room of the Haydon Wick Club. This is a good-sized venue and excellent for larger attended events. By using it we are helping to keep the economy within the parish.
- **Set up:** The C&YD Co-Ordinator and Deputy Clerk & Services Manager arrived at the venue an hour before the event to set up and arrange the tables and seating as required. This proved to be ample time for them to run through the event plan and briefing. It was also handy to welcome a flurry of 'on the door' attendees and ticket them accordingly before welcoming registered participants. Volunteer help was certainly welcomed for selling the raffle tickets and other colleagues came along to enjoy the evening and support the C&YD Co-Ordinator with his first large event, helping with minor tasks like sweets and quiz sheets distribution!
- **Finance:** The aim of the event was to help reduce loneliness and isolation in the parish whilst supporting our charity partners.

Quiz attendees	52
Expenditure	£0.00
Amount Raised	£523.88

Summary

Overall the event was fantastic and had a brilliant turn out. The amount of expenditure to the amount of charity funds raised was a great result and the engagement on the evening with the charity partners was most welcomed, it showed a sense of togetherness.

The free room hire from the venue was certainly welcomed and the Community & Youth Development Co-Ordinator has managed to secure another free room hire in September 2024.