

Meeting	Community Development Committee
Date	Tuesday 1 st August 2023
Report Title	Summer Spectacular Post Event Audit
Agenda Reference	8
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Recommendations

1. To note the post event audit for the Haydon Wick Summer Spectacular.
2. To note if any funds can be allocated to the Council's Chosen Charities.
3. To recommend to Full Council the date of Saturday 25th May 2024 for the next event.
4. To note a comparison of two open spaces will be brought to a future meeting before a decision is made on the location of next year's event as there are budget implications to consider.

Background

The Haydon Wick Summer Spectacular held at King George V Playing Field on Saturday 15th July 2023 from 10am – 5pm was a successful event. Unfortunately, the day of the event was forecast strong gusts of wind and intermittent showers, which influenced the number of attendees at the event.

King George V Playing Field was chosen for this event as it is a reasonably secure location that can be locked prior and after the event for security. There were already plans and measurements on record from the previous Jubilee event held at the location in 2022. This greatly helped in the planning stages. The proximity to the Fox and Hounds Pub also meant that the public could purchase their own drinks and increased the number of toilets available to the public.

Name	What went well	What didn't go so well	Suggestions for future event
HWPC Stand- Guess the name of the teddy, youth craft and Memory Cafe	Well organised and people really appreciated the free pop bracelet and bubble giveaways.	Football meant not all the craft materials were used.	Advertise the event at other local memory café type settings and care homes.



	• Good feedback on efforts to engage with children by offering a free craft activity. • Memory Café activity was very engaging. • Lots of space to take a seat at the activities for any attendees who wished to do so.	• Strong winds meant that the craft materials had to be kept in a container and pulled out when needed.	
Councillors and Volunteers	• Sheer numbers of volunteers who came on the day was impressive. • Having a sign in and out log worked very well. • Great feedback on how helpful and welcoming volunteers and councillors were. • Well organised and everyone knew their role for the day. • All very versatile and dealt with changes well on the day.	• Initial reluctance of councillors to sign up to assist – took several requests, emails and badgering to get the numbers that we eventually had. This affected the planning process and team members calling in their family to assist with the event (which in hindsight may not have been necessary).	• Try and confirm the list of volunteers slightly earlier in the planning process. This was not possible due to the elections and not knowing who the new Councillors would be.
Stall Holders	• Efficient and organised set up process. • Were shown to their locations on the event field efficiently and smoothly. • All stall holders were very prompt returning their required paperwork to the event organisers.	• Some of the stall holders were still setting up when the event was opening. • Some of the stall holders were slightly argumentative when asked to remove their vehicle at 9.30am (this was clearly communicated with the prior to the event). • There proved to be some difficulty with the funfair on the day, therefore it arrived late. • Some stall holders decided on the day not to show up.	• Setting a curfew time for stall holders who arrive too late to safely set up by the opening time • Ask Fun Fair for a realistic response for their attendance in the event of inclement weather to give more time to try to find alternative entertainment.
Staff	• Extremely helpful	• POST staff signed up to help the week before the event.	• Suggested staff overtime payment for the event.



	• Great feedback on how welcoming staff were. • All very versatile and dealt with changes well on the day.		
Entertainment	• Bubbles Man was fantastic and received amazing feedback. • Dog Show proved to be a popular event. • People commented on the lovely prizes for the dog show. • BEST attracted lots of young people who thoroughly enjoyed their taster sessions. • Stocks were very popular. • Good amount of money raised for both charities. • Used an entertainment booker to suggest acts to contact who came up with loads of names to approach and ended up with more acts than slots to fill.	• Sadly cancelling the Yoga, RCCG Gospel Choir, Steven Tilley and Gilmore and Jaz due to the change in weather at very short notice – albeit most were very understanding).	• Hindsight is a wonderful thing but maybe do a pre-event run through of some acts, such as the Dog Show, as this didn't take as long as initially planned or come up with contingency content to pad that slot out? • Increase the number of music acts to run throughout the day if venue allows for it.
Food	• All food outlets turned up on time, well prepared and welcoming. • Great quality food was enjoyed and great feedback was given by attendees, staff, councillors and volunteers. • People were very grateful for the free hog roast or alternative vegetarian option for volunteers/staff/councillors etc.	• Due to cancelled food outlet on the day of the event, there was a need for more hot drinks. • Lack of communication with the partnering pub.	• If the venue is agreed for 2024 at KGV then invite pub representative to a minimum of two working party meetings to get them better on board.



Contractors	• All very efficient with pre-event paperwork (PLI, risk assessments etc.) • Toilets were great quality and collected and delivered on time. • PA Hire Swindon were fabulous, and this was given in feedback. • Medics and Security were very helpful and hardworking.	• We were let down last minute as the contractor was not able to provide a porta loo with disabled access.	• A penalty for not providing the ordered items could be considered in the future? • Work with PA Hire Swindon again. • Would certainly work with same Medic and Security company again
Location	• Good site for weather protection as larger fields • Good park for children to play and have some freedom	• Hard to find if you're not local to Haydon Wick and in fact, some residents still ask where it is!	• Better signage from the Offices to direct event goers to the site

Lessons Learned

Having the free activities for children is something that really attracts footfall at the event. Parking proved to be a slight issue as with any event. Trent Road is looking like a popular suggestion for a future event. Continuing to hold an annual fete style event is a popular suggestion from event goers and feedback since the event. Due to the weather forecast the event didn't receive as many attendees as it may have done, however, this is something out of our control.

Budget Information

Budget Allocation (CD 176)	£2,600.00
Total Expenditure	£3,918.23
Income from stalls in advance of event	£190
Sponsorship	£688.80
Income on the day/charity income	£594.20
Total Income	£1,473.00
Net income over expenditure	(£2,445.23)
Under Budgeted expenditure/charity donation	£154.77



Next Year's Event

The suggested event for next year is Saturday 25th May 2024. This is the Saturday of the late May Bank Holiday weekend. The Community Development Team would like to consider holding the event at Trent Road playing field, as it is open plan, there is more space, and it could showcase the newly refurbished (October 2023) Trent Road Play Area. However, experience shows that a larger site requires more infrastructure, contractors and security if the space is not contained or lockable all of which will require additional budget before the entertainment programme and associated costs are considered. The Committee needs to decide what size event they want to hold for their residents – up to 1,000-1,500 throughout the day or larger festival size attracting 2,000 plus.

Therefore, a full comparison of the two locations, King George V Field and Trent Road open space, will be brought along to a future meeting with budget implications before budget setting begins.