

Meeting	Community Development Committee.
Date	27 th August 2024
Report Title	Weston Super Mare – Post Event Audit
Agenda Reference	Agenda 11
Author	Sean Pocock, Community & Youth Co Ordinator

Officer's Recommendations

1. To note the report.

Background

On Tuesday 6th August, the Community & Youth Co Ordinator and two members of staff supervised and accompanied 51 members of the Community on a coach trip to Weston-Super-Mare. This event was the first of its kind and provided families an affordable day out at the Seaside. Pricing was set at £7.50 per adult and £5.00 for ages 16 and under.

Figures

Number attended: 51 + 3 staff

01.07.24	WSM Coach Hire	655.00
18.07.24	WSM Event Equipment	£42.50
		£697.50
31.07.24	Ticket Sale Income	
31.07.24	Donation from Bus Driver	£302.50
	Event Total to be met by Youth Engagements Budget	100.00
		£295.00

Testimonials / Feedback

"We had an absolutely brilliant time was well worth the money and I would like to thank all of those that organised this I will definitely look out for any more upcoming events"

"Thank you so much to all involved for organising such a lovely trip. The kids had an outstanding time and even Lucas enjoyed the coach ride with Ian, after his first refusal to even go on. We enjoyed a fun day at the beach, some shopping and even visiting the museum. Clear instructions, check ins and an affordable trip to bring the community together. I personally hadn't joined an event yet, but you, Sean, truly ensured all my queries were answered and it was lovely meeting you in person. A special thanks to Lisa please, as she made our kids feel truly at ease. Looking forward to hearing about more events again."



"Thank you to Sean, Jo, Lisa and the driver for organising such a great day... myself, Georgie and Daisy loved it....it was very well put together with the games and was made to feel very welcome. Thank you again"

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, handed out to attendees of other initiatives, such as multi sports and other youth activities. The event was advertised 12 weeks before the event regularly and this seemed to be a good amount of time, so people could plan their diaries.
- **Entertainment:** CD team were on hand to provide entertainment on the beach if required. This was on a non-intrusive basis and there to support if required. Parents and guardians were free to make their own entertainment and most chose to explore for themselves. CD team made buckets and spades, hula hoops, footballs and played beach games with the participants as well as them exploring the other attractions that Weston Super Mare had to offer.
- **What Went Well:** Everything went incredibly smoothly on the day. Departure to and from WSM was timely and all were present in a timely fashion. The Coach travel was very well organised and one of the Council's volunteers who also works for the bus provider gave a £100.00 discount, essentially giving his time for free. This enabled a reasonable priced ticketing system attracting a diverse range of families.
- **How To Improve:** This was certainly a value for money trip and pricing could increase slightly for future trips. The provision of beach games was an excellent option but wasn't critical on this particular trip. If utilised on future trips it would be advisable to assign specific times when activities will take place, allowing participants to plan their time accordingly.
- **Staffing:** A staff/attendee ratio of 17:1 was appropriate.

Summary

The event was fantastic and enjoyable for all the families. Allowing children to visit the beach this summer holidays and create long lasting memories.



