

Meeting	Community Development Committee
Date	1 st September 2026
Report Title	Summer Extravaganza 2026 – Event Audit
Agenda Reference	13
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Summer Extravaganza '26

When	8 th August 2026
Venue	Trent Road Playing Field, off Thames Avenue The venue continues to provide an excellent setting for the Summer Extravaganza, offering substantial open space, existing playground facilities, accessibility to the local community and strong visibility. Feedback confirmed the location remains highly valued, although consideration should be given to future growth in attendance and accessibility enhancements.
Theme	Healthy, Inclusive Community with Yea-Ha Moments The theme was successfully reflected throughout the event through family entertainment, educational activities, wellbeing initiatives, animal encounters, community engagement opportunities, charity fundraising and environmental awareness activities.
Weather Conditions	Warm – Hot. Dry Feedback highlighted the importance of providing additional shaded seating areas, drinking water points and welfare facilities during periods of warmer weather. In the week leading up to the event ground cracks identified and those in high pedestrian walkways were filled with bark chippings. Signage was placed at all entrances to inform attendees of uneven ground. This also included signage re no smoking and to use the water buckets to extinguish naked flames, heightened risk due to very dry grass.
Overview	The Haydon Wick Summer Extravaganza 2026 successfully delivered a vibrant community event bringing together residents, businesses, charities, volunteers and local organisations. The event featured: • Live entertainment and performances • Wicky the Haydon Wick mascot • Human Fruit Machine



	- CALM fundraising activities, including Stocks, Raffle, Tombola, Leisure Garden stalls and Children's Tattoos. - Children's activities and funfair - Miniature Farm - Community and charity stalls - Educational exhibits - Marketplace traders - Memory Café provision - Roaming entertainers: Disney Characters Jessie and Woody and Cowboy on stilts Feedback from attendees, stallholders and volunteers was overwhelmingly positive, recognising the event as one of the parish's flagship community celebrations.	
Financial Summary	Category	Amount
	Budget Allocated	£4,000.00
	Income from Stalls	£2,025.00
	Total Costs	£4,469.41
	Net Expenditure	£2,444.41
	Variance	£1,555.59 Underspend
	Expenditure breakdown	
	Category	Amount
	Entertainment	£2,069.62
	Consumables	£192.63
	Infrastructure	£1,912.53
	Safety & Security	£294.63
	Total	£4,469.41
	The event demonstrated strong financial control and excellent value for money. External income significantly reduced the net cost to the council whilst charity fundraising generated approximately £900 for the supported cause.	
Engagement	Community engagement was one of the event's strongest achievements. Evidence indicates: Strong attendance throughout the day.	



	• High participation across all age groups. • Positive engagement between residents, councillors and community groups. • Excellent team contribution. • Strong support for local charities and businesses. • Significant family participation in activities and attractions. • Positive interaction with educational and wellbeing organisations. Social media promotion, local publications, posters, banners and word-of-mouth recommendations all contributed to successful visitor engagement.
What Worked Well	Several elements received consistently high praise: Organisation and Planning • Improved planning compared with previous years. • Successful site layout. • Effective stallholder management. • Well-managed pre-event venue preparation: POST event pitches marked out, holes filled. Vans loaded. Community Atmosphere • Friendly and welcoming environment. • Strong sense of community pride. • Excellent intergenerational participation. Activities and Attractions • Wicky Mascot. • Human Fruit Machine. • Animal encounters. • LEGO activities. • Playground facilities. • Glitter tattoos. • CALM fundraising. • Roaming entertainers. Volunteers and Event Teams • Friendly and approachable team. • Effective stewarding



	• Positive public interaction. Charity Support • High visibility for the chosen charity. • Approximately £900 raised through donations and activities.
Challenges and Areas for Improvement	Several recurring themes emerged from feedback: Food Provision • Insufficient choice of food vendors. • Long waiting times at peak periods. • Lack of dedicated hot drink provider. Event Layout and Sound • Stage volume issues. • Sound clashes between performance areas. • Visitors unaware of some activities. • Look into alternative power supply for smaller areas like power banks. Consider: Less noise/movement/eco/cost Accessibility • Access improvements required for disabled visitors. • Additional shade provision recommended. • Dedicated handwashing facilities • Improved signage for welfare facilities and dog water stations Stallholder Mix • Duplication of similar retail stalls. • Greater diversity of traders required. Team Deployment • Clearer role allocation. • More structured briefing arrangements. • Improved pack-down support – fresh team required. Information sharing • Pre-event safety team talk to ensure all attending have the same briefing.



	• Programmes could be shared by the event team helping to engage residents around the event. These were at the parish info point, but the most were binned at the end of the event. • Ensure the bins have the recycling types attached. These prepared but were overlooked.
Recommendations for Next Year	High Priority • Increase food and refreshment options, ensure hot drinks vendor. • Improve stage positioning and sound management. • Provide clearer access to event maps and timetables. • Reduce duplication of retail stall categories. • Improve handwashing facilities. • Add shaded seating areas. • Assign designated councillor zone leads. • Strengthen team deployment plans Suggest Event WP Lead Cllr for identified zones to support on the day communications and team understanding of expectations. • Trained stewards/marshals directing traffic in/out Medium Priority • Improve accessibility routes. • Review parking and Blue Badge provision. • Create a dedicated demonstration area. • Increase event signage. • Increase stewards and enable attendance counting through clickers. • Expand local business participation. Infrastructure Investment • Purchase a dedicated 6m x 3m gazebo for the Memory Café. • Repair or replace: ○ One 3m x 3m black gazebo. ○ One 3m x 6m blue gazebo. • Consider investment in reusable A-frame signage.
Community Impact	The Summer Extravaganza continues to deliver significant social value across Haydon Wick by:



	• Strengthening community cohesion. • Supporting local charities. • Promoting local businesses. • Encouraging volunteering. • Facilitating intergenerational engagement. • Connecting residents with support services. • Promoting wellbeing and healthy lifestyles. The event provides benefits beyond the event day itself through strengthened community relationships and increased awareness of local organisations.
Partnership Evolution	The event demonstrates strong partnership working between: • Haydon Wick Parish Council. • Community organisations. • Charities. • Local businesses. • Stallholders. • Volunteers. • Educational providers. • Emergency and support services. Future opportunities exist to further strengthen partnerships with local food providers, accessibility organisations, sponsorship partners and community groups to broaden the event offer.
Conclusion	The Haydon Wick Summer Extravaganza 2026 was a highly successful community event delivering strong community engagement, significant social value and excellent financial outcomes. Feedback confirms the event successfully achieved its objectives of bringing residents together, supporting local organisations, providing family entertainment and promoting community wellbeing. While opportunities exist to refine operational areas including food provision, accessibility, signage and team deployment, these improvements are evolutionary rather than corrective. Overall Assessment: GOOD



	Risk Rating: LOW TO MODERATE Overall Audit Opinion: The Summer Extravaganza remains one of Haydon Wick's flagship community events and represents excellent value for residents, community partners and the Parish Council.
Social Feedback	Representative Feedback Received "It was an excellent event bringing no doubt thousands of people together." "Very well organised and enjoyable day." "Good pre-planning and briefing was a huge improvement on previous years." "Wicky was a fantastic addition and a huge hit with families." "There was something for everyone."
Gallery	Go to: Summer Extravaganza 26 - News Post
2027 Summer Extravaganza Date Proposal	Saturday 14th August 2027 Rationale • Maintains consistency with previous event timing. • Maximises volunteer and community availability. • Aligns with favourable summer weather conditions. • Allows sufficient planning and procurement time. • PRIDE are planning for the 7th August