

THATCHAM TOWN COUNCIL

Events Committee

Report by: John Sackett

Job Title: Events Manager

Subject: Thatcham Family Fun Day

5a Evaluation of Family Fun Day 2019

1 Purpose of Report

To provide a review and evaluation for June 30th, 2019 Thatcham Family Fun Day event organised by the Town Council.

2 Background

The Thatcham Family Fun Day has been held at Henwick Worthy Sports Ground annually since 2009. The aims and objectives for the event are 'to promote local sports and community activities, health, fitness and fun'.

3 Event Evaluation

Family Fun Day 2019 followed a similar format to previous years but also contained several new attractions and planned improvements to the infrastructure of the event with the objective of improving the customer experience

Summary of the changes were:

- Better siting of the Events arena
- A designated food and drinks area
- The Rotary Car display linked closer to other Fun Day activity
- Attractions for young children grouped together
- Fun Fair moved to the far side of Pavilion and closer to new 'Youth Zone'
- A more welcoming entrance to the site
- Designated 'Youth Zone'
- Marketing strategy included detailed Facebook promotion and advertising
- Climbing wall attraction

The event saw an estimated number attendance of 9,000 persons attending the event compared with 5,000 in 2018 which we attribute to better weather and potentially a more positive PR and Marketing message. Pre event PR promised that the event would be 'bigger and better'. Facebook promotion increased with 300 more followers on Facebook than in 2018 and a best performing post seen by 3,041 persons (with 247 engagements).

Rotary Classic Car raised £1,100 (after expenses) and had 170 classic cars enter with Rotary organiser commenting, 'if this was not our best ever it was certainly very close to it'.

Based on feedback from Officers and Members, an onsite survey and post event (survey monkey) feedback we can summarise the following :

- The variety and quality of food offer with seating in one location was well received
- The grouping of community and charity stallholders into avenues created an enjoyable atmosphere with 82 attending compared with 65 in the previous year
- Several new marquees were brought in to offer shade to customers as well as some of the attractions (Petting Farm, Dog Show registration area) and these proved popular with visitors
- The relocation of the Fun Fair created a warmer welcome and opened up the site which was commented on favourably
- New attractions such as the Climbing Wall were popular. The increased cost for this was managed by a charge to the public and supported by volunteers from Newbury and District Lions
- We received appreciative comments on the family friendly map and the siting of attractions for the very young in one location (petting farm, birds of prey, crazy golf, play village)

The Newbury Weekly News certainly felt the event was colourful providing us with a full 3 pages of post event coverage including a front-page photo of the event.

Improvements still required

- Accessible toilets for those with walking difficulties need to be provided in future and with the site expansion portable toilets on the far side of the site. There were many complaints about the quality of the pavilion toilets, and this will be taken up at the Henwick Joint Management Committee.
- The siting of the Youth Zone attractions needs to be more integrated with other Fun Day attractions with pre event promotion designed to attract this demographic
- The event is growing in terms of attractions and attendance and thought is required in terms of additional experienced event staff as well as stewards to assist in key aspects of staff management. Consideration should be made for a site build that commences on previous day which will have security implications
- Better quality and visible signage around site particularly for welfare areas.

4 Finances 2019 figures

	2018/19 Budget	2018/19 Actual	2019/20 Budget	2019/20 Actual
Total income	2,150	2,700	2,940	4,300
Total expenditure	14,034	14,490	20,330	23,796
Net balance	11,884	11,790	17,390	19,496

See agenda item number 11 for full budget details

5b Family Fun Day 2020: Consider allocation of additional funds from reserves for specialist activities to commemorate VE Day 75 and recommendation to Finance and General Purposes that allocation

1 Background to 2020

2020 is the 75th anniversary of D-DAY (D-DAY 75) with many commemorations occurring 8th-10th May. Family Fun Day takes place on June 28th the last Sunday in June and we will be embracing D-Day 75 with a theme titled: ‘**VE-Day 75- Let’s Celebrate** ‘

2 Funding Request

Several new attractions are being considered for 2020 and these will have financial implications both for the attractions themselves and for the management of them which are in addition to the normal Family Fun Day attractions and services.

We are still in the early days of our planning although the attractions that we are investigating and researching include:

- Fly-past
- Display team parachute drop
- Re-enactment of WW2 and 1940’s service vehicles and troops
- New stage area with complimentary live music and dance attractions

Additional Infrastructure Costs

- Additional staffing
- Stage and sound hire
- Earlier site build with security costs

Draft Additional costs

Item	Estimated Costs £
Main Stage artists	2,500
Parachute display	2,200
Reenactment	900
Staffing	540
Stage hire	1,100
Security hire	400
Contingency	600
Total	8,240

Our view is that although 2020 represents a special one -off event, the improvements to both the programme and infrastructure would be things which we would wish to continue with in future Family Fun Day’s. We also believe that these improvements would make it attractive to businesses wishing to partner with us. The development of a sponsorship and funding support strategy and discussions with businesses are ongoing. Although this may be of financial benefit to the Thatcham’s events programme in 2020 the more likely scenario is that improvements to events such as Family Fun Day in 2020 will make it more attractive to sponsors to work with us in 2021.

3. Recommendation

To recommend to the Finance and General Purposes Committee that up to £10,000 be allocated from general reserves to enable specialist activities to be booked to commemorate VE Day at Thatcham Family Fun Day 2020

