

## Revenue Budget Summary - Community Events

Budget Description	Budget Holder(s)	2024/25 Gross Budget	2024/25 Net Budget
Community Events	Judith Thexton (Head of Leisure and Events) Steve Cooper (Works and Environment Manager)	£219,250	£215,100
<p><b>Purpose of the Budget:</b></p> <p>The purpose of the Community Events Budget is to provide the resources to enable the Council to provide an annual programme of special events for the benefit of the local community.</p>			
<p><b>Scope of Activity and Nature of the Service:</b></p> <p>The Council currently provides the following programme of established annual community events:-</p> <ul style="list-style-type: none"> <li>- Senior Citizens' Excursions</li> <li>- Fun in the Parks</li> <li>- Fireworks Display</li> <li>- Christmas Lights Display</li> <li>- Santa Tours and Santa Letters</li> </ul> <p>The Council has also set aside additional budget to develop a new programme of community events in the coming years. Previous events have included the Big Brass Bash and Skate Fest, while grants have been provided to a number of community organisations to support the organisation of events including the Ayclife Music Festival.</p> <p>The Council also provides financial support and small grants for a number of smaller community events including the Remembrance Day and the Community Enhancement Awards.</p> <p>The community events programme is managed and administered by the Head of Leisure and Events, supported by the Events Clerical Assistant and staff from the Works Department.</p> <p>Community Events is a discretionary service area.</p>			
<p><b>Contribution to Council Aims:</b></p> <p>The programme of Special Events contributes towards the Council's Strategic Aim No. 3:-</p> <p style="text-align: center;"><i>"To provide accessible, affordable leisure facilities and opportunities"</i></p>			
<p><b>Performance Measures and Indicators:</b></p> <p>There are currently three targets within the Service Delivery Plan relating to community events:-</p> <ul style="list-style-type: none"> <li>- Continue to organise a lasting commemoration of the 75th Anniversary of Newton Aycliffe, including further static history/memories displays, working with local community organisations and engaging with local residents;</li> <li>- Deliver the Council's programme of special events, including Fun in the Parks, Senior Citizens' Excursions, Firework Display, Santa Letters, Santa Tours and Christmas Lights, Remembrance Day, support other organisations with hosting events including Ayclife, Brass Bash, Cyclocross, Vintage Bus event;</li> <li>- Develop and provide an improved and enhanced yearly programme of events, including new events;</li> </ul> <p>The Council's Events Sub Committee review all aspects of the Council's current events programme and are responsible for overseeing the development of the programme of events.</p>			

**Key Budget Changes for 2024/25:**

For the purposes of the 2024/25 budget setting, it was assumed that this year would be a relatively 'normal' year and budget provision was therefore retained in the main for the provision of *all* community events.

The Events Budget has increased by £5,950 per year to £215,100.

This provides for the expected local government pay award as well as increases in PPE uniform and insurance, plus an increase in the budget provision for the Fun in the Parks and the Firework Display.

**Importance of Service to the Community:**

The 2024 'Your Parish, Your Choice, Your Voice' Satisfaction Survey saw a reduction in the number of forms returned by 20. Of the returned forms, 74 commented on the events. The feedback provided was largely positive on public satisfaction with the Council's programme of community events.

The feedback suggests that the events are very highly valued by those residents who actually attend them, but less so by those who do not.

This is to be expected as the events programme caters for a wide range of age groups e.g. the senior citizens' trips cater for over 60's only, while the Fun in the Parks cater for primary school age children.

On the positive side, a very high proportion of respondents wished to see all existing events continue and believe that the events are being well organised and represent good value for money.

The Senior Citizens' Trips, Fun in the Parks, Santa Tours, Fireworks Display and Large Community Events Programme all appear to be in demand for the Council to provide new and improved events, with many ideas put forward.

On the downside, the Fireworks Display and Senior Citizens Excursions also featured amongst the events which people would discontinue. However, the fireworks display is clearly a much-valued event, demonstrated by the fact that it is always fully attended, with all 6,500 wrist bands having been issued each year, and the Senior Citizens programme always well received by those who attend.

Outside of the Council Satisfaction Survey, all attendees of the senior citizens trips are separately surveyed annually to obtain their views on different aspects of the excursions and this survey consistently shows that the trips are highly valued by the senior citizens of the town.

**External Funding and Fees and Charges:**

A small amount of income is currently receivable in respect of fairground and catering stand income from the large community events, fun in the parks and fireworks display events and sponsorship for the Santa Tours, Santa Letters and Fireworks Display.