

REPORT TO WEST AREA PEOPLE & PLACE BOARD

18th September & 27th September 2018

West Event 2019 Proposal – Think Green, Think Clean – Love where you live and Love Sunderland

1. Purpose

- 1.1 To discuss options to organise a large-scale event in the West during 2019 which focuses upon environmental issues such as fly-tipping, litter, pollution, looking after our environment.

2. West Event 2019 – Ideas for ‘theme’

- 2.1 Think Clean, Think Green – Love where you live and Love Sunderland! Linked to West Clean and Green Programme and in partnership with all West VCS organisations.
- 2.2 Recycling – how do you recycle, what can you recycle and why do we need to recycle?
- 2.3 Think Green ‘School Challenge’ linked to Healthy Lifestyles Coordinator and School Games Organisers
- 2.4 Active Sunderland – working in the garden, allotment or volunteering in local park
- 2.5 Healthy Eating / Growing food – not wasting food and creative ideas for healthy family meals
- 2.6 Library Programme – story telling
- 2.7 Museum Activity – environment themed
- 2.8 Empire activity - environment themed
- 2.9 Youth activities and Community activities all themed around the environment
- 2.10 Creative build project – using recycled materials
- 2.11 Option to hold the event over three days, as per the West Events in 2015, 2016, 2017 & 2018. Thursday and Friday for West schools only, with Saturday as the Family Fun Day.

3.0 Location

- 3.1 The event held in Barnes Park in previous years was very successful. The park lends itself to large-scale events and is the ideal space to hold the West Event 2019.

4.0 Proposed date of Event for 2019

- 4.1 Event should be held before the school holidays to enable the schools to build the event (Thursday and Friday activities) into their end of term activities programme as well as develop lessons from January 2019 onwards, prior to the event, linked to the ‘Think Green and Love where you live’ theme.

- 4.2 Good dates would therefore be Thursday 27th, Friday 28th and Saturday 29th June 2019.

5.0 Communication, Promotion and Community Engagement

- 5.1 A full communication plan would again be developed for the event to ensure the event is promoted as effectively and efficiently as possible. Posters and leaflets would be distributed across the area, as well as large banners placed around the perimeter fencing of Barnes Park and at key locations within each of the West's six wards. Articles would feature within Primary Times (a magazine which goes to all schools); Sunderland Echo; Sun FM; See it Do It website; Vibe Magazine; Facebook; Twitter and also all of the schools which attend the event would be given further information to enable the children to encourage their families to come back on the Saturday.
- 5.2 The West Area Committee, West VCS Network, Libraries, Museums, Local Traders, Gentoo, Police, Fire, Barnes Friends Group, would be asked to actively promote the event.
- 5.3 The promotional literature would be designed in keeping with the city's branding for events generally. The leaflet would feature a map of the park to enable visitors to navigate themselves around the park to enjoy all of the activities.
- 5.4 All staff and volunteers/exhibitors working at the event would be issued with lanyards and parking permits. This would ensure that all event staff are easily recognisable, enabling the event visitors to know who they can ask for advice, directions to activities etc.
- 5.5 Letters would be distributed to the surrounding houses at Barnes Park to ensure local residents were aware of the event and also the traffic regulation orders for parking. All promotional materials would explain that the Car Park in Barnes Park would be closed for the duration of the event and encourage visitors to use public transport wherever possible.

6.0 Working in Partnership

- 6.1 It would be beneficial, should Area Committee agree to fund and host another large-scale event in 2019, to manage the event preparation and development through a West Event Steering Group, Chaired by the Area Committee Chair.
- 6.2 Working closely with the West VCS Network, Local Services, Library Service, Healthy Lifestyles Co-ordinator & Schools Games Organisers, West Schools, Police, Fire, Council Events, Gentoo, local Traders, Barnes Friends Group would be paramount throughout, to support delivery of an interactive and exciting event programme.
- 6.3 Health and Safety has always been paramount throughout the planning of the previous West Events and once on site for the event itself. A full Health and Safety Plan will be written and approved by the Multi Agency Events Group (MAEG), which is attended by the Police, Fire Authority, Highways (Traffic Management), Building Control etc. This would need to happen again, due to the scale of the event and attendance numbers (7000+ during 2018 event).
- 6.4 The City of Sunderland College kindly allowed the volunteers and exhibitors for the event held in previous years (100+) to park in the Bede College Car Park to ensure no congestion with additional street parking.

7.0 The lasting legacy

- 7.1 Improve awareness of environmental issues and the importance of looking after your neighbourhood, not dropping litter and not wasting food or materials.
- 7.2 Local traders, community organisations and schools working closely together – this connections made during the event last all year around to support community working within each of the West's six wards.
- 7.3 More people recycling and involved in community litter picks.
- 7.4 Green spaces created in West schools working in partnership with local community organisations and residents.
- 7.5 Use of Barnes Park as a great place to visit with the family to enjoy the outdoors.

8. Finance

- 8.1 The total budget allocated for the event in 2018 was £30,000.
- 8.2 To ensure a safe, vibrant and well attended event which is held in high regard by schools and the communities within the West, it would be recommended to allocate £30,000 once again to fund the 2019 event, should Area Committee agree to progress. The West Area Arrangements team would also progress a match-funding application via an external source to support the event infrastructure costs.

9. Recommendations

- 9.1 Note the contents of the report.
- 9.2 Agree options to be recommended to Area Committee in November 2018.
 - 9.2.1 Location for event Barnes Park.
 - 9.2.2 Dates of Event (27th, 28th and 29th June 2019). Agree three days - with Thursday and Friday for West schools only, large-scale family event on Saturday.
 - 9.2.3 Theme for Event – Think Green, Think Clean - Love where you live and love Sunderland!
 - 9.2.4 Budget for Event £30,000 as well as applying to external funding for additional match funding.
 - 9.2.5 Establish Steering Group for event chaired by Chair of West Area Committee.