

REPORT TO WEST AREA PEOPLE & PLACE BOARD

8 September & 9 September 2015

West Event 2016

1. Purpose

- 1.1 To discuss options to organise a large-scale event in the West during 2016.

2. West Event 2016 – Ideas for ‘theme’

- 2.1 Road to Rio for Olympics – Values of the Olympics
- 2.2 Carnival
- 2.3 Olympic ‘School Challenge’ linked to Healthy Lifestyles Coordinator and School Games Organisers. Schools make / design Olympic torches.
- 2.4 Active Sunderland
- 2.5 Healthy Eating
- 2.6 Street Food – local traders
- 2.7 Library Programme
- 2.8 Museum – legacy of Sport in Sunderland
- 2.9 Youth activities and Community activities
- 2.10 Option to hold the event over three days, as per the West Event in 2015. Thursday and Friday for schools only, with Saturday as the Family Fun Day.

3.0 Location

- 3.1 The event held in Barnes Park in 2015 was very successful. The park lends itself to large-scale events and is the ideal space to hold the West Event 2016.

4.0 Date of Event

- 4.1 Don’t want to clash with European Football Programme 2016.
- 4.2 Don’t want to clash with Wimbledon 2016.
- 4.3 Opportunity to link the event to the run-up to Olympics in Rio 2016.
- 4.4 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 prior to the event linked to the Olympics, Schools Games Competitions, Change for Life and legacy of sport in Sunderland.

- 4.5 A good date would therefore be Thursday 30th June, Friday 1st July and Saturday 2nd July 2016.

4.0 Communication, Promotion and Community Engagement

- 4.1 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. Articles would feature within Junior Times (a magazine which goes to all schools); Sunderland Echo; See it Do It website; 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.
- 4.2 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.
- 4.3 The promotional literature would be designed in keeping with the city's branding for events generally and Active Sunderland. The leaflet would feature a map of the park to enable visitors to navigate themselves around the park to enjoy all of the activities.
- 4.4 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.
- 4.5 Letters would be distributed to the surrounding houses at Barnes Park to ensure local residents are 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.

5.0 Working in Partnership

- 5.1 It would be beneficial, if Area Committee agrees to fund and host another large-scale event in 2016, to manage the event preparation and development through an **Event Steering Group**, Chaired again by members of the Area Committee to ensure control and influence throughout the event planning.
- 5.2 Working closely with the West VCS Network, Library Service, Healthy Lifestyles Co-ordinator & Schools Games Organisers, Live Life Well Service, West Schools, SCCG, Police, Fire, Sport and Leisure, Gentoo, local Traders, Barnes Friends Group would be paramount throughout to support delivery of an interactive and exciting event programme.
- 5.3 **Sunderlandlive** to arrange the infrastructure (marquees, first aiders, stewards, health and safety co-ordination, radios, lost children, security).
- 5.4 Health and Safety was paramount throughout the planning of the 2015 Event and once on site for the event itself. A full Health and Safety Plan was 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 2015 event).

- 5.5 The City of Sunderland College kindly allowed the volunteers and exhibitors for the event held in 2015 (100+) to park in the **Bede College Car Park** to ensure no congestion with additional street parking.

6.0 The lasting legacy

- 6.1 Active Sunderland linked to the Olympics.
- 6.2 Heritage and further opportunities to learn about Sunderland.
- 6.3 Local traders and community organisations.
- 6.4 Healthy Eating and Physical Activity – to encourage activity throughout the summer school holidays.
- 6.5 Use of Barnes Park as a great place to visit with the family to enjoy the outdoors.

7. Finance

- 7.1 The total budget allocated for the event in 2015 was £40,000. There was an under spend, however this was only because the weather for the event was fine and dry and there were no incidents with event equipment, which meant that the contingency for potential ground reinstatements etc., was not required.
- 7.2 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 £40,000 once again to fund the event, should Area Committee agree to progress.

8. Recommendations

- 8.1 Note the contents of the report.
- 8.2 Agree options to be recommended to Area Committee in October 2015.
- 8.2.1 Location for event Barnes Park.
- 8.2.2 Date of Event (30 June - 2 July 2016). Agree three days - with Thursday and Friday for schools only, large-scale event on Saturday.
- 8.2.3 Theme for Event – Road to Rio, Healthy Living/Active Sunderland, West Carnival 2016.
- 8.2.4 Budget for Event £40,000.
- 8.2.5 Establish Steering Group for event chaired by Chair of West Area Committee.