

COMMITTEE: CENTRAL AREA

REF NO: CAC/23/02

DATE: 21 JUNE 2023

SUBJECT: FUNDING OF COMMUNITY FAMILY FUN DAYS 2023

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SENIOR OFFICER: JAMES FAIRCLOUGH

Short description of report content and the decision requested:

To outline the opportunity for each Area Committee to fund a Community Family Fun Day within their area boundary and determine whether to allocate funding for the programme at a cost of £2,500 per event.

Each fun day provides an opportunity to bring the events into the community within the summer holidays, allowing people to walk in most cases to the proposed locations or use public transport, offering low cost or free interactive activities for families.

List of Appendices included in this report:

None

This report has been prepared by Mark Whiting

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This report was prepared after consultation with:

Internal consultees – Area Committee Chairs, Portfolio Holder – Culture & Customers, Portfolio Holder - Communities & Sport, Director – Operations and Place, Interim Assistant Director – Operations, Head of Commercial Development, Events Programme Manager

External consultees – None

The following policies form a context to this report (*all relevant policies must also be referred to in the body of the report*)

Building a Better Ipswich – The Council's Corporate Plan

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(papers relied on to write the report but which are not published and do not contain exempt information)

None

OTHER HELPFUL PAPERS

(papers which the report author considers might be helpful – this might include published material)

None

1. Introduction

- 1.1 Ipswich Borough Council, as part of its annual events programme, has traditionally delivered 5 Community Family Fun Days within the setting of its parks across the town.
- 1.2 In 2022, funding to hold these events was provided by each of the Area Committees, offering a Family Fun Day at a location within the boundary of each of the 5 areas. The funding for each event was £2,500.
- 1.3 It is proposed to provide the opportunity for each of the Area Committees to fund a Community Family Fun Day in 2023.

2. Background

- 2.1 The Family Fun Day programme was originally conceived as part of the Heritage Lottery Funded project in Holywells Park. That saw a 3-year programme of 5 Family Fun Days, spread across the school summer holidays held in this one location; this funding came to an end in 2017.
- 2.2 These free to attend events served to prove the concept of community events within a park setting.
- 2.3 The Family Fun Days are designed to provide active and engaging facilities within a local setting and provide the opportunity for community interest projects and information with a platform to reach the public, regularly attended by Police engagement and community support groups; this has proved to be a successful model.
- 2.4 In preparation for the 2018 events programme and following the final year of HLF funding in 2017, the decision was taken to assimilate the Family Fun Day events into the general events programme, but rather than continue to hold the events in one location, they are now held in multiple park settings so that other Ipswich communities have an event in their local park.
- 2.5 The locations for the Family Fun Days have progressed from 3 locations holding 5 events in 2018 to the plan to hold 1 event in each of the 5 areas in 2020. Unfortunately, the worldwide pandemic meant that the 2020 programme had to be cancelled, and only a limited programme was delivered in 2021 due to COVID restrictions.
- 2.6 However, with the funding support of each of the Area Committees, 5 successful Family Fun Days were delivered in 2022 within the boundary of each area.
- 2.7 The Commercial Development Service, through its events programme, proposes to provide the opportunity for each Area Committee to again fund an event during the 2023 summer holidays within their area boundary, with the proposed locations shown in the table below, mirroring the sites used in 2022:

Area Committee	Family Fun Day Location	Dates
Central	Alexandra Park	Friday 28 th July
North East	Ransomes Sports Ground	Wednesday 2 nd August
South East	Murray Road Rec	Friday 4 th August
South West	Bourne Park	Wednesday 9 th August
North West	Whitehouse Park	Friday 11 th August

2.8 Public feedback has provided a positive assessment of how these events are received within the communities in which they are held, providing active and free or low-cost activities and enjoyment for children without the need for extensive travel and in many cases within walking distance.

2.9 Each event follows a set delivery format and provides the following attractions and services:

Fun Fair including concessions and carnival style games,
Climbing Wall,
Interactive Dinosaur exhibit and performances,
Ipswich Fit demonstrations and play activity,
Football shoot-out games,
Market stalls (gifts/toys/make-your-own),
Community engagement and information stalls,
Charity information stalls,
Police engagement area.

2.10 The amount requested to deliver each Family Fun Day is £2,500.

3. Relevant Policies AND Area Action considerations

3.1 Building a Better Ipswich underlying principles:

- An Enjoyable Place to Live, Work and Study
- A Healthy Community

4. Options Considered / Under Consideration

- 4.1 **Option 1** – Agree to fund Community Family Fun Days within the boundary of the Area Committee, with the location of the event location to be agreed with the Area Committee Chair.
- 4.2 **Option 2** – Choose not to fund (if not funded the events will not be able to take place this year).

5. Consultations

- 5.1 Culture & Customers Portfolio Holder and Communities & Sport Portfolio Holder. Chairs of each committee, Cllr Wright (NWAC), Cllr Riley (CAC), Cllr Hughes (SWAC), Cllr Lankester (SEAC) and Cllr Cracknell (NEAC).

6. Risk Management

Risk Description	Consequence of risk	Risk Controls	Probability of risk occurring taking account of controls (scale 1-6) 1 – almost impossible 6 – very high	Impact of risk, if it occurred taking account of actions (scale 1 – negligible; 4 – catastrophic)	Actions to mitigate risk
Councillors not given the opportunity to make funding available for Fun Days in their Area.	Residents not being able to take part in local activities and being unclear as to why.	Report presented to Area Committees.	2	2	Consideration of this report by Councillors.

7. Environmental Impact Assessment

- 7.1 There are no environmental impacts identified within this report.
- 7.2 Each of the locations chosen for these events, is done so to maximise the benefits of access to the locations either via public transport or on foot.
- 7.3 At each location recycling of waste is promoted and where possible attendance by the recycling team for promotion is facilitated.
- 7.4 In line with the council-wide initiative, all IBC events are now free of single use plastics.

8. Equalities and Diversity Implications

- 8.1 The range of activities provide opportunities for people of all genders and backgrounds to participate. All activities are made inclusive.

9. Financial Considerations

9.1 The table below outlines the base cost for providing a Community Family Fun Day.

Item	2021 Costs
Event Staffing	£310
Inc- First Aid & Welfare	£212.52
Removal / Emptying of Waste	£111.31
Equipment Hire (Toilets)	£310
Other Fees & Professional Services (Performers, Activities, Attractions & PA)	£1,829.07
Security	£177.10
Total	£2,950
Income (concessions)	-£450
Total	£2,500

9.2 The amount required to hold an event is £2,500 per event.

9.3 Should any or all Area Committees wish to have additional features at their event these elements can be priced and itemised for the request of additional budget.

10. Legal Considerations

10.1 Each Area Committee is asked to make a delegated executive function decision in relation to this service-spending proposal.

10.2 The proposed project is to provide the opportunity for each Area Committee to fund a Community Family Fun Day within their designated Area Committee boundary, under the delegation from the Executive for each Area Committee.

11. Performance Monitoring

11.1 The Commercial Development Service will report to the Committees with the final evaluation of the project.

12. Conclusions

12.1 This initiative provides the opportunity for the community to enjoy the benefits of active, engaging, and enjoyable family events within the local vicinity of their homes.

13. Recommendations

- 13.1 That the Area Committee considers the opportunity to fund a Community Family Fun Day within their area boundary as set out in Section 2 and determines whether to allocate funding to the programme at a cost of £2,500 per event.**

Reason: To continue to provide the Family Fun Day programme directly within the communities of Ipswich.