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| Committee | Finance & Establishment |
| Month | February 2023 |
| Report Title | Evaluation of Event & Activities Officer Post |
| Report Author | Colette Kerr – Events & Activities Officer (EAO) |
| Attachments | NA |

Agenda item: 12

Evaluation of Event & Activities Post – November 2021 to date

Summary

A new role to SWTC the Events & Activities Officer post commenced in November 2021. Predominantly, the role covers event management for a range community events and free activities. At the heart of what SWTC has historically done well, the EAO has built upon this reputation to provide an excellent programme of local events and activities. With plans for 2023 events in place, including the Coronation Celebrations in May, there is now an expectation that these will continue throughout the year, 2024 and beyond.

These events have increased considerably since the appointment of a dedicated EAO, demonstrating the community benefit and appreciation of localised events. The free of charge events further support those individuals and families currently facing financial difficulties, most recently highlighted at the Pop-up Cinema event with feedback noted; *“Such a lovely experience - I could not afford to go to a cinema as bills and food prices are so high, so I am very grateful for this opportunity to see a great film. Thank you”*

The events and activities, often cost-neutral to local residents with a focus on free community events have been the priority. This has therefore presented little opportunity to date to focus on events as a form of income; although notably the EAO has gained considerable funding and local business sponsorship for community events, with most delivered on a cost-neutral basis.

Not financially measured is the community benefit and feel-good from the events organised by the EAO, some things are not measured in monetary terms. SWTC will have derived some income for events without the EAO as it has historically sought grant funding and sponsorship but these have always been sporadic and not especially focussed due to inadequate time and resources for this. The EAO post has successfully organised and co-ordinated event planning alongside actively and successfully seeking funding.

Financial Implications

During 2022, the EAO post recognised income of £24,109 largely through sponsorship and grant funding applications with expenditure circa £27,500.

- Code 4551 Christmas 2022 = £4,400
- Code 4552 Summer 2022 projects = £3,009
- Code 4553 Jubilee 2022 = £16,700

Total income = £24,109

To be noted also, that SWTC allocates a starting budget to each substantial event, for example Jubilee celebrations' allocation was £6,000.00. The breakdown is as follows;

- SWTC Jubilee Event Budget 6000.00
- Community Lottery Grant 4560.00
- UDC Jubilee Grant 1000.00
- SW Youth Initiative (UDC) 2490.00
- New Homes Bonus (from 5 Councillors) 2100.00
- EALC Grant for advertising 500.00
- Income from stall pitches, programmes, tea & coffee 2024.00
- Sponsorship from 11 local business 4400.00

TOTAL income for this event = £23074.00 TOTAL expenditure = £23068.00

The EAO is also responsible for but not limited to the following projects – these cannot be directly monetised but add considerable value to SWTC;

- Producing documentation for agreements with third parties, e.g. Saffron Walden Youth Outreach Project for Youth Provision
- Lead contact and management of Warm Welcome Hub
- Support and contribute to new initiatives / projects, e.g. Garden Room Funding collaboration
- Promoting SWTC events, to all include all press release content
- Responsibility for event Health and Safety; attending to risk assessments, attending SAG meetings etc
- Producing and conducting community surveys / consultations