



Committee	Assets and Services
Month	September 2023
Report Title	SWTC Summer 2023 Events & Activities
Report Author	Colette Kerr – Events & Activities Officer
Attachments	7a Christmas 'save the date'

Agenda item: 7

Summary

To provide committee with an update on the SWTC activities taken place over the summer period for information only and the future activities taking place this coming autumn and winter, to include Christmas in Saffron Walden.

Summary of events

Officers and staff are delighted with the attendance and support for the FREE summer events and activities it has provided over the past three months. All events were very well supported by residents.

Beach and Summer activities

Following the success of The Beach on The Common as part of celebrations for the late Queen's Platinum Jubilee last year, it returned - back by popular demand, for five weeks during the summer holidays.

The 'grand opening' of the man-made beach took place on Friday 28th July. The Town Mayor, Cllr Heather Asker opened the beach with support from Pure Rhythm mermaids and seafolk. The beach remained open daily until Monday 28th August and provided hours of free fun for families in Saffron Walden.

An exciting programme of activities throughout the summer holidays was also provided for families to attend every Friday from 28th July to 1st September. Situated near The Beach on The Common the activities included Cricket activities by Saffron Walden Cricket Club for all ages, multi sports provided by KidzActive and Climate Change biking activities in partnership with UDC.

Additional to the activities on The Common on Fridays, The Market Square was closed to vehicles, providing café style seating, allowing for a relaxed continental feel with music performances during the lunchtime period. Such performances included; The National Youth Orchestra with a performance and interactive workshop, a folk duo, a jazz ensemble and Ukrainian music for Ukraine's national day. This use of the Market Square is favoured by residents, as evidenced in the 2022 consultation.

Bandstand Season

The Saturday Bandstand Season ran weekly on Saturdays for 15 weeks between 10th June and 16th September. Performances throughout the season covered all genres of music from jazz to rock, and brass to folk; there was something for everyone.

Financial Implications

Beach and Summer Activities; Business sponsorship totalling £900.00 was received from 3 local businesses (Potrill Holland, Tees Law and Force36), with Potrill Holland being the main sponsor. This made a contribution towards portable toilet hire, sports coaches and music performance expenses. Additionally, £600.00 from UDC's Ward Members Initiative Fund was received equally from Cllr Chloe Fiddy and Cllr Alex Reeve. Additional income was derived from hospitality supplier pitch hire.

Bandstand Season; Arkwright Estate Agents was the sole sponsor supporting the bandstand season for band expenses.

Other events (markets)

Several additional SWTC booked activities took place over the summer including:

Eco Market and Car Boot Saturday 10th June 2023

SWTC hosted its third Eco-Market and this year with the addition of a car boot sale which was well received by residents and those who booked a pitch.

Community Day – Saturday 8th July 2023

SWTC hosted a summer community day on the Common in July, seeing over 40 local community groups in attendance promoting their causes. The event followed on from the 2022 Platinum Jubilee Community Day success.

Car boot Sale – Sunday 10th September 2023

The car boot sale received over 40 booked pitches and several positive comments have been received along with requests for additional future dates, feedback extracts are below:

"I just wanted to say thank you for organising the car boot sale. We did pretty well with lots of things sold. If you're thinking of running another sale we'd be keen to take part."

"I just wanted to say that the car boot sale on Sunday was excellent, very well managed and a good footfall of people! It would be great if there was one every month".

Press and photographic coverage





Community spirit at its best...

LAST Saturday 9th July saw Saffron Walden Town Council's Community Day event on The Common. It was well attended with over 40 local community groups, organisations and charities participating. Thankfully the rain held off long enough for everyone to enjoy the day, creating a fabulous community feel, with lots of people attending who chatted, played and bounced!

The Community Day saw a variety of activities, including: Trying out a robot controlled arm with Carver Barracks Army; having a go on the stretcher with the First Responders Ambulance - both being

a real hit with the children! And characters from Saffron Players, Audley End Miniature Railway and Saffron Hall entertained families of all ages. The afternoon saw Tripos Performing Arts providing a wonderful dance and gymnastic show performance.

Said a SWTC spokesperson: "Thank you to all the groups that attended and all the people that came down and supported the event, it was great to see the community enjoying themselves and finding out what fabulous organisations we have in our town."



Wednesday July 12 2023 WALDEN LOCAL 7

The Thaxted Vets

 42 Shirehill,
 Saffron Walden, CB11 3AQ
 (opposite Treadfirst)
 Tel: 01799 521060

14 WALDEN LOCAL Wednesday June 14 2023

Great support for Big Green Eco Market and Car Boot Sale!

SAFFRON WALDEN Town Council's third annual Big Green Eco Market last Saturday 10 June, was well supported by residents and visitors; this year saw the market extended to include a car boot sale. Traders and car booters both reported that they had had a

good day with plenty of sales and positive feedback from customers. The next SWTC market at the Common; Community and Charity Market is on Sat 8 July, running between 12 noon - 4pm.



He. imagined Studio

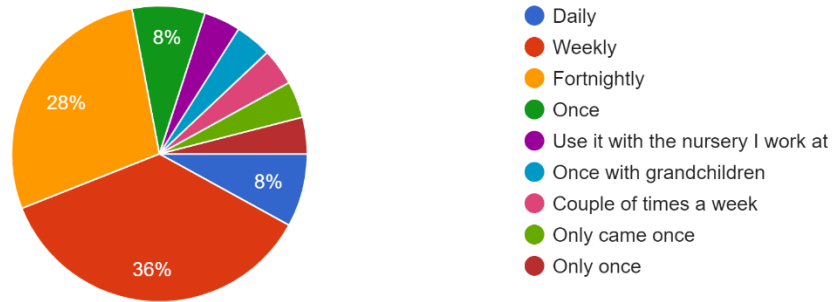
Rachel Elizabeth Upholstery

Key Considerations / Feedback

Feedback for the Beach on The Common and other summer activities has been gathered. This has been received through an online survey and from residents sending direct emails. Businesses were also given the opportunity to have their say.

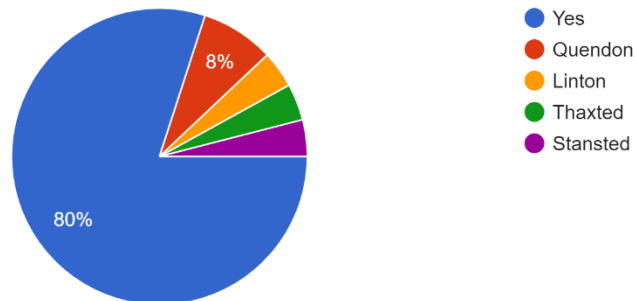
How often did you visit the FREE Beach on the Common?

25 responses



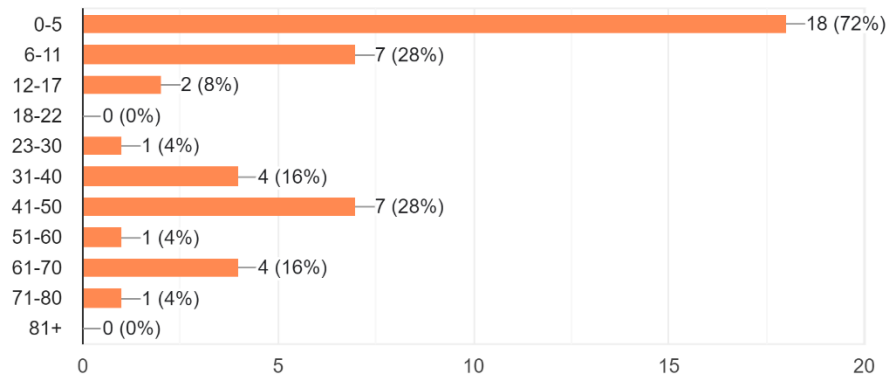
Do you live in Saffron Walden?

25 responses



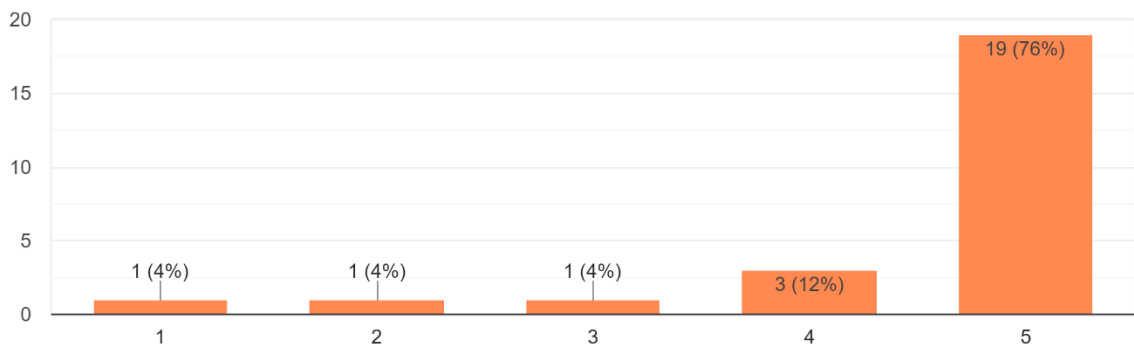
How old are your family and friends who attended, tick all that apply

25 responses



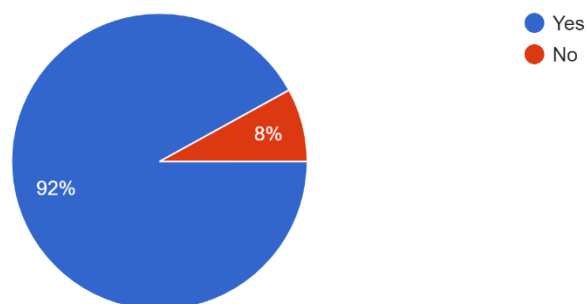
How much did you enjoy the Beach on the Common?

25 responses



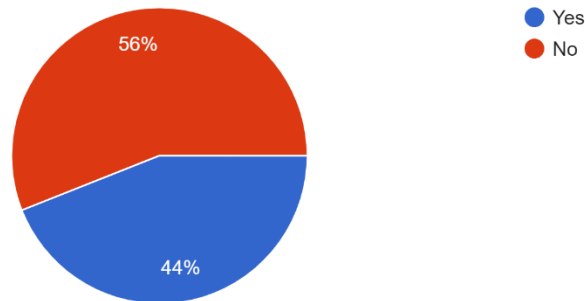
Would you like to see the Beach again next year?

25 responses



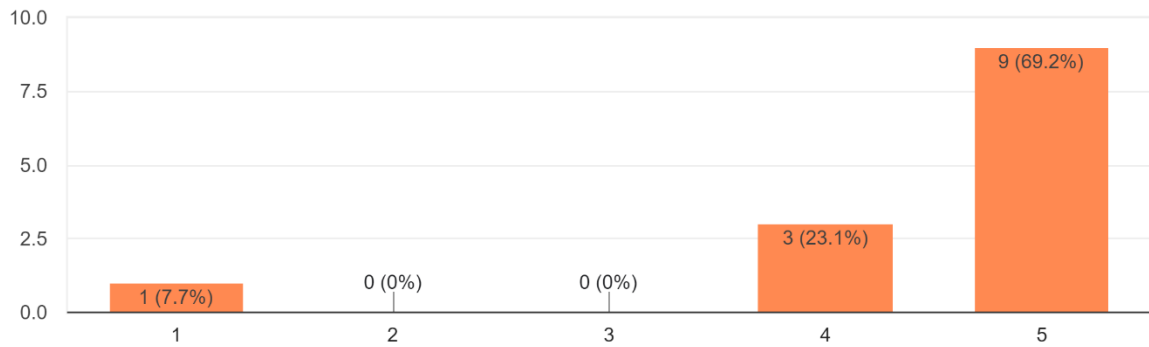
Did you attend any of the FREE Friday activities (Music in the Market Square and sporting activities on the Common)

25 responses



If you attended, did you enjoy the FREE Friday activities?

13 responses



“It’s great to see events going on in our town that can appeal to all ages, and when times are hard, as they are at the moment, they are free for all to attend.”

“Our grandchildren absolutely loved playing on the beach and we would definitely support having it as a regular summer feature. It’s a marvellous play area for children of all ages and particularly those who don’t have the opportunity to visit a real beach at the seaside. Well done Saffron Walden for introducing it and I hope it will return again next year”

“Very impressed with the cleaning and staff doing this. The initial vandalism was unfortunate and upsetting, so glad you all kept focused and kept going. I think it was well used with a wide range of attendees and a nice extra amenity in the school holidays”.

“Would be good if money was spent on older children and teens as a sandpit is only really suitable for small children and there are plenty of parks and activities for that age already.”

“Would be great to have some shade at the beach. The toilets were great addition this year when you have littleys. Also a box when people can leave toys for others to use.”

We loved the beach! So lucky to have this in our town. Thank you so much!

Upcoming events and activities

September

- **Thursday 28th September**

Macmillan Tea & Cake fundraising event – Jubilee Hub – 12.00 -14.00

October

- **Thursday 26th October (tbc):**

Half term holiday activities supporting SWTC's 'Pop up – start up' market – Market Square

November 2023

- **Saturday 4th & 11th November:**

Lantern making workshop – Jubilee Hub (see attached 7a Christmas 'Save the Date')

- **Friday 17th November:**

Lantern Parade & Light Switch on

- **Sunday 19th November:**

Christmas Fayre in The Square

- **Friday 24th November:**

Men's Mental Health in partnership with Mind in West Essex and Adnams Store

December 2023

- **Sunday 3rd December:**

Christmas Fayre in The Square

- **Friday 8th December:**

Christmas Carols around the Christmas Tree with sponsors, Peasgood & Skeates.

Officer Recommendation

- a) The Events & Activities Officer will continue to seek business sponsors and grant funding opportunities, whilst promoting additional sources of revenue.
- b) Officers are considering options for future car boot sales, and should this become a regular activity, all 2024 dates should be agreed in advance to allow for advertising to take place as a whole project rather than individual dates.
- c) To note the contents of this report.