



# Fair Oak & Horton Heath Parish Council

2 Knowle Park Lane, Fair Oak, Eastleigh, SO50 7GL

Telephone: (023) 8069 2403 email: enquiries@fairoak-pc.gov.uk

## SUMMONS

Dear Member

27 August 2019

You are hereby summoned to attend a meeting of COMMUNITY EVENTS SUB-COMMITTEE at the Parish Offices, 2 Knowle Park Lane, Fair Oak on **Monday, 2 September 2019 at 6.00 p.m.**  
\*or at the conclusion of the public participation period.

*Melanie Stephens*

Melanie Stephens Clerk

### **PUBLIC PARTICIPATION:**

\*If required, the meeting will be preceded by a public participation period of up to 15 minutes, where members of the public are entitled to address the Committee on issues relevant to the business of the Parish Council.

## AGENDA

### **APOLOGIES**

- 1 ELECTION OF CHAIRPERSON**
- 2 ELECTION OF VICE CHAIRPERSON**
- 3 DECLARATIONS OF INTEREST**

To note any declarations of interest made by members in connection with an agenda item. The nature of the interest must also be specified.

- 4 MINUTES (PAPER A) (page 3)**

To confirm the minutes of the meeting held on 4 February 2019 (approved by the Full Council on 18 February 2019 as a correct record).

- 5 CARNIVAL SUMMARY & FEEDBACK (PAPER B)**

To follow.

- 6 COLLECTION MONEY**

To discuss setting up a Chairman's Charity to nominate a charity to donate the carnival collection money to.

- 7 NEXT YEAR'S EVENTS**

To consider the analysis of this year's Carnival event and agree a new format on future events.

- 8 VE DAY CELEBRATIONS**

To establish if the Parish Council wishes to hold an event to celebrate VE day next year.

- 9 REMEMBRANCE**

To receive a verbal update from the Deputy Clerk on this year's Remembrance Day event.

**Tó: Committee Members**

Cllr Anderson  
Cllr Douglas  
Cllr McGuinness

Cllr Spearey  
Cllr Warrilow  
Vacancy

**Officers**

Mrs Greenslade (Deputy Clerk)  
Ms Stephens (Clerk)

**Fair Oak and Horton Heath Parish Council**  
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Minutes of the Community Events Sub-Committee meeting  
held on Monday 4 February 2019 at 6.00 pm  
at 2 Knowle Park Lane, Fair Oak

**Committee Councillors Present:** N Couldrey, H McGuinness, Mrs M Shephard & P Spearey (in the Chair).

**Officers in attendance:** Ms M Stephens, Clerk & Mrs L Greenslade, Deputy Clerk

**Apologies:** Cllr Mrs Douglas

**PUBLIC SESSION** - There were none.

**11 DECLARATIONS OF INTEREST**

None received.

**12 MINUTES**

**RESOLVED**

That the minutes of the Community Events Sub-Committee meeting held on 3 September 2018 (approved by the Full Council on 15 October 2018) be noted.

**13 CARNIVAL COURT SELECTION**

Members discussed the current selection process and agreed that as this worked well the status quo continue.

**RECOMMENDATION**

That the Carnival Court selection process remain unchanged.

**14 EVENT MANAGEMENT PLAN, TRAFFIC MANAGEMENT PLAN AND APPLICATION FOR A TEMPORARY ROAD CLOSURE (PAPERS B, C & D)**

Members considered the above documents and noted that there might be a cost incurred of £912 for applying for a temporary road closure.

**RECOMMENDATION**

That the Event Management Plan, Traffic Management Plan and application for a temporary road closure be sent to Eastleigh Borough Council.

**15 CARNIVAL PREPARATIONS**

The Deputy Clerk gave a verbal report on preparation for this year's event, the contents of which were noted.

**RESOLVED**

That the verbal report be noted.

This was all the business and the meeting closed at 6.13pm.

Signed ..... Chairman

## COMMUNITY EVENTS SUB-COMMITTEE – 2 SEPTEMBER 2019

### CARNIVAL 2019 – EVENT ANALYSIS & FUTURE SUMMER EVENT

#### 1. SCENE SETTING

- 1.1 This year's carnival was held on Saturday 29 June 2019.
- 1.2 8 staff members worked outside their normal working day to assist in the event and were given time off in lieu. 4 members of the Council assisted at the event.
- 1.3 The procession element of the event started at 2.00pm to approximately 3.00pm. The fete element was held immediately after.
- 1.4 As with last year, the weather on the day was extremely hot and sunny.

#### 2. THE PROCESSION

- 2.1 The processional route sets off from New Road, Sandy Lane, Victena Road, Witt Road, Winchester Road, the Square, then finishing at Shorts Road by immediately before the park. These roads (with the exception of New Road) are placed on a rolling road closure during the procession. The approximate time to complete the route is 1 hour.
- 2.2 This year the procession had 7 entries (Rainbows Preschool, Happy Days Preschool, 1<sup>st</sup> Scouts, 2<sup>nd</sup> Scouts, Fair Oak Junior School, Street Pastors & Spot on Productions); this is significantly lower than in previous years.
- 2.3 Key considerations for the procession include: - road closures, road closure marshals, procession marshals, access for emergency vehicles, closing the main arterial road to the village, length of procession route for walking entries (particularly small children), floats and speed of the procession.

#### 3. THE FETE

- 3.1 The fete element of the day is held on New Century Park and has several stalls ranging from – local community organisations bric-a-brac, craft stalls and information stands.
- 3.2 Food and drink provision currently include: - ice cream van, hotdog and slushie van and teas and coffees provided by the Scouts and the Church.
- 3.3 The arena events are limited to prizing giving for the processional entries and a dog show (weather dependant).
- 3.4 A DJ/compare operates at the fete which runs from 3.00pm – 5.00pm (this year he packed up at 4.00pm).
- 3.5 A fun fair is also positioned on the park and is open from 1pm – 6pm on Saturday and open Thursday and Friday evening.
- 3.6 The fete element finishes at 4-5.00pm (weather dependent) after which Parish Council staff dismantle Parish Council marquees, move any tables and chairs and litter pick.

## 4. COST OF THE EVENT

4.1 The following tables give a financial breakdown of the cost of the event.

Carnival Banners	54.85
carnival sashes	12.45
Two-way radios	75.00
Carnival Band*	-
Carnival Band*	-
Carnival Refreshments	7.61
Carnival Bunting	30.00
Printed labels & rosettes	37.52
skip hire	197.5
DJ	240
Sumo	240
First Aid	168
<b>Total 2019</b>	<b>1,062.93</b>
<b>Total budget</b>	<b>4,700.00</b>
<b>Remaining budget</b>	<b>3,637.07</b>

\*sponsored

- 4.2 The community events budget is underspent by on average £3,051 per year.
- 4.3 This year the Parish Council received sponsorship for the bands (Big Noise Band & Fareham Scout Band) from Linden Homes, Cllr Spearey and the Vets sponsor the trophies and Kutis sponsor the Princess dresses.
- 4.4 The proceeds from the carnival event does not currently have a fixed process/budget – meaning the use of this money is rather ambiguous.

## 5. EVENT PLANNING

- 5.1 The carnival is organised solely by the Deputy Clerk, throughout the year in addition to her other duties. Event planning begins immediately after the last carnival and begins in earnest in February when road closure applications and event management plans are submitted to the Borough Council.
- 5.2 In the immediate weeks and days prior to the event, this often includes working outside of normal office hours. The Deputy Clerk was nominated as the key officer for the Carnival as she had previously worked with the Community Association who had run this event prior to the Parish Council taking this role in 2003.
- 5.3 Other staff support the Deputy in the days leading up to and on the day itself as well as end of event tasks in the days following.

## 6. CARNIVAL WASH-UP MEETINGS

6.1 In July, officers of the Council met to discuss the outcome of this years' carnival, giving their views on what elements worked well and what could be improved from an event management perspective.

6.2 Key messages from staff included: -

- Closing of Winchester Road could create potential health and safety issues as this is a main arterial route through the village. Last year, Police and Ambulance struggled to get through the road closure. This year, road marshals, witness drivers 'jumping' the barriers which could potentially have led to injury to procession entrants. Staff and volunteers are often subject to abuse from angry residents regarding the road closures.
- The processional route is too long for the young children especially in the extreme heat. This year we had one young girl faint and other have a significant nosebleed along the route.
- The fumes from the large floats isn't pleasant for the entrants, particularly the children.
- The process for the pennies for the Scouts is too time-consuming and not value added. West End do not give out pennies and they still receive a large collection/donation every year. It takes two members of staff to go to the bank collect the pennies, store them in the office, then load them in the vans, then driven to volunteer's house to count, then collected, then cashed at the bank.
- The number of volunteers is very unpredictable and varies year on year. Support from Councillors has also declined.
- The processional entrants have reduced year on year, meaning the procession is very limited.
- Once the procession has ended, most attendees appear to spend very limited time on the arena looking at stalls then disperse early to the fun fair. There are very few free activities for children (the Parish Council pays for a sumo suit) unlike other community events across the Borough.
- The location of the event should be more centralised to attract residents from Horton Heath and the north end of the village.
- The events budget is always underspent, the Council should use this to boost attractions at the summer event or hold other events throughout the year.

## 7. IMPORTANCE OF COMMUNITY EVENTS AT PARISH LEVEL

7.1 The direct and indirect positive impact that events have on communities are important in several different ways, such as:

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- They create a strong coming together for people from all walks of life
  - They provide opportunities for participation, volunteering and encourage involvement for all ages.
  - Community involvement in events also provides social, cultural, economic and environmental development throughout to the surrounding areas, so is beneficial in many ways and important to ensure that community is the focal point of events.
  - Community events contribute to keeping the spirit high for residents within the community and have an impact on repeat visits on annual events.
  - If an event provides activities that cater to a whole family and their friends, there is automatically going to be an increase in footfall numbers.
  - Community activities are an important feature for bringing a connection into communities and for bringing people together, and for helping to create a support network and for building bonds and relationships.
  - If held at key buildings, the events can drive footfall to this location by increasing familiarity of the asset and learning of other offers at that location (this is why the Officers, with the support of the Chairman would like to hold a free Christmas table top event at Horton Heath Community Centre – a building which currently has little footfall).
- 7.2 Ultimately events have the power to build loyal advocates in residents and local businesses and alter the way we build, live, communicate and what we expect from the places we visit and call home. The synergy between place, people, culture and the built environment through events is called 'Live Architecture'.
- 7.3 As numbers in the carnival procession has steadily decreased over the last few years, and with new residents moving into the village, it is now an opportune time to reinvigorate this key summer event. Members will also need to consider the benefits of hosting other events throughout the year, particularly in key venues (such as our halls) to promote these venues and also promote our key assets (such as Knowle Park).
- 7.4 The Parish Council has informed residents through key messages in its newsletters and a Facebook survey last year, that the Council has taken the view that the annual carnival and fete will be re-examined.
- 7.5 The following SWOT analysis gives an overview of key factors when determining what shape/format future summer events should take.

Strengths	Weaknesses
<p>Free summer event for the whole community.</p> <p>Traditional procession, sense of nostalgia for residents.</p> <p>Event is well organised &amp; managed by experienced officer.</p> <p>Opportunity for local community organisations to raise money through their stalls and raise their profile by attending.</p>	<p>Location – only serves ½ of the Parish, not as assessible for Horton Heath residents.</p> <p>Not attractive to younger residents – too old fashioned.</p> <p>Heavily reliant on volunteers, Cllrs and staff.</p> <p>Procession route too long for younger children.</p> <p>Road closures not popular with local residents – staff often receive verbal abuse for this.</p> <p>Finishes very early – with no attractions on the arena enticing participants to remain.</p> <p>Experienced officer could leave taking valuable event planning knowledge with her.</p>
Opportunities	Threats
<p>Bring offer and attractions up to date.</p> <p>Provide free activities for children.</p> <p>Increase food and drink options.</p> <p>Live music.</p> <p>Change location to more centre of the Parish using Knowle Park – to promote this asset.</p> <p>Extend time of the event.</p> <p>Utilise the budget to increase the offer and attractions (have a set budget for this event).</p> <p>Hold other events throughout the year to showcase assets and increase footfall.</p>	<p>Reduction in the numbers of volunteers.</p> <p>Decreasing entrants in the procession.</p> <p>Increase costs to run – Village Hall potential charge?</p> <p>Health and safety – drivers jumping roadblocks and cutting entrance to main arterial route through the village difficult for emergency services.</p> <p>Floats/cars having an environmental impact.</p>



## 8. RECOMMENDATIONS

- 8.1 That the annual summer carnival and fete change format to a summer festival only.
- 8.2 That the new format summer festival be held on Knowle Park.
- 8.3 That the Parish Council invite community volunteers to work with the Community Events Sub-Committee & key officers to plan for next years' summer event including deciding on key activities at the event.
- 8.4 That more frequent Sub-Committees be held through the year.
- 8.5 That the new summer event be held in 2021.

### **For further information:**

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Or

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