

Saxilby Family Fun Day 2025

Event Summary & Planning Document

Update regarding Family Fun Day 2025

Laura Thompson

Date: Saturday 30 August 2025

Time: 12am – 4pm

Location: Saxilby Public Recreation Ground

1. Event aims:

The Saxilby Family Fun Day aims to:

- Bring the community together for a free, family friendly event
- Support local businesses, charities and community groups through pitch-hire opportunities
- Provide live entertainment, attractions and activities for all ages
- Enhance the village's sense of community and strengthen relationships between residents and local organisations

This is in line with the following council objectives:

- Retain and encourage employment and tourism opportunities
- Improve the well-being of residents
- To foster public participation and engagement

The event builds on the success of last year, where we welcomed approximately 1,000 attendees and featured 40+ stalls, live music, and children's entertainment.

2. Basic event plan:

2.1 Venue and facilities:

- The event will take place on Saxilby Public Recreation Ground. The field is available on 29 August and 30 August, and no bookings will be taken for these dates. **The cost of hire is £125**, and should include a free pitch near the front of the community centre.
- There is access to water and electricity at St Andrews Community Centre, however these are not available to pitch-hirers as standard (safety)
- Toilets are available in the St Andrews Community Centre.

2.2 Stalls and vendors:

- Pitch fees will increase slightly this year (as below), as we are not receiving funding for the event this year. There will be an 'early bird' rate for booking up to the end of May, and a discount for charities and community groups.

PITCH FEES

Pitch type	Pitch fee (2024)	Pitch fee (2025 – Early Bird) (approx. 25% increase)	Pitch fee (2025 – standard) (approx. 50% increase)
Food/ refreshment van	£100	£100	£120
Business	£20	£25	£30
Community Group	£10	£12.50	£15
Charity	£12.50	£15	£20

2024 pitch bookings were as follows:

Pitch type	No of bookings
Food/ refreshment van	5
Business	30
Community Group	12
Charity	3

2024 pitch bookings generated **£1,288**.

Stall holders have been invited to 'register their interest' for free via Ticketsource, prior to bookings opening, in order to collate a list of interested parties. As of 28/03/25, **24 businesses/groups** have expressed interest in attending, comprising:

Food & drink vendors: 6

Charities: 1

Community groups: 1

Businesses: 16

There is an even split between those who attended last year's event, and those who did not attend last year's event.

Based on the feedback provided from last year's stallholders, 95% would be interested in attending the event again.
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2.3 Entertainment and attractions:

- A variety of live acts, performances and entertainment will be booked
- Attractions and entertainment will be free, unless an external company chooses to charge a fee (eg. bouncy castles)

Kendricks K9 have expressed interest in running this year's dog show.

Local business **Kiddycastles** are available to provide a bouncy castle, inflatable slide and soft play area.

Little Lam Yoga have expressed interest in running a session(s) at the event.

2.4 Marketing and promotion:

- Main channels of advertising will be social media, word of mouth, and printed advertising in the village.
- Introduction of a sponsorship package could increase funding and support (see below)

2.5 Event operations and staff:

- A mix of volunteers and hired staff will be used to ensure smooth operations, including setup, stewarding and takedown
- Security and first aid will be provided by professional teams
- Volunteer recruitment will start earlier
- The Head of Event Operations and Safety at Lincoln City FC has been invited to support the event and advise on safety

2.6 Sponsorship and funding:

- A sponsorship package with gold, silver and bronze tiers are proposed to encourage business support and a sustainable financial model
- Sponsors will receive benefits such as social media promotion, event day announcements, and logo placement
- Seeking sponsorship will help fund attractions, event marketing, and contribute to event costs
- Proposed sponsorship tiers are outlined at the end of this document.

2.7 Event layout and logistics:

- Stall layout will be revised to encourage better visitor flow
- Electricity and water will not be provided to pitches. This will be made clear at the point of booking. Pitch holders can bring a generator in-line with the event's generator policy.
- A site map will be created and shared in advance with stall holders and attendees.
- Car parking for stall holders will be reviewed based on feedback from last year.

2.8 Event indicative costs:

	Cost in 2024	Quote for 2025
Security (RAW Security)	£320	£226 Based on 2 x SIA staff, 5.5hrs
First Aid	£200 (St John Ambulance)	Free (Newark First Aid) 2 x First Aiders, 4 hrs Suggested donation: £96 (based on large commercial event charge of £12 per hour, per first aider)
PA and sound system (Lincoln Audio)	£325	Requested
Field hire	£250	£125
Live music (x2 acts)	£330	TBC
Captain Fantastic	£155	£155 (available 3-4pm)
Advertising (banners)	NA	£100 (BG Digital Services)
Mascots/meet and greet	NA	£70 (x 2 30 minute slots)
Staging	Free (provided by SG Haulage)	TBC – smaller ‘stage’ may be more suitable

The expenditure for 2024’s event was **£2,264**.

£538.49 of this was capital expenditure (gazebo and wireless microphone).

If sufficient sponsorship is secured, additional funds could cover:

- Teepee/tent hire for childrens’ activities/storytelling
 - o <https://tepeetenthire.co.uk/lounge-hire/>
 - o 5m bell tent (up to 10 people) £200 for 24 hour hire
- Canopy hire for food and drink
 - o <https://tepeetenthire.co.uk/lounge-hire/>
 - o Emperor canopy (up to 25 people) £300 for 24 hour hire
- Additional signage (eg. flags for ‘information point’)
- Additional advertising
- Additional décor (eg. balloons, bunting)
- Additional tables & chairs for food and drink
- Rental of staging

3. Feedback and actions from 2024

Feedback	Action
Car parking was difficult for entertainers who arrived to the event later on	Provide designated car parking on site for entertainers/performers
Dwindling audience towards the end of the event	The event will run from 12pm – 4pm, instead of 12pm – 6pm
Lack of promotion opportunities for stall holders	An events programme will be promoted online including a map of all stall holders. Potential to sell ‘spotlight’ advertising for some stall holders? Promotion/stall schedule for the compere
Some pitches were too close together	Larger pitches (4m x 4m) to give a little more space (standard gazebo is 3m x 3m, last year’s pitches were 3.5m x 3.5m)
Not enough signage and advertising in the village/off the A57	Advertising banners to be printed and located around the village (Mill Lane/A57 junction and High Street/William Street junction) On the day – bunting/banners and directional signage on the High Street, Bridge Street and Mill Lane (pedestrian entrances to the event)
Layout not conducive to sales – attendees were drawn to food and music, and did not look around the stalls	The layout will be revised based on feedback from last year’s event.
Not enough bins on site	More bins to be ordered from West Lindsey and placed around the site. Litter picking duties to be allocated to volunteers throughout the day.
Pitches were too small	Larger pitches (4m x 4m) to give a little more space (standard gazebo is 3m x 3m, last year’s pitches were 3.5m x 3.5m)
Not enough toilets	Consider hiring external toilets
Cars parked around pitches were untidy	Arrange a car parking area at the rear of the field. Cars to be unloaded at stalls and then parked prior to the event opening. No car movement on the field whilst the event is open.
Requests for insurance and risk assessment should have been sent earlier	Booking T&Cs will include the requirement for insurance and risk assessment documents in order to secure the pitch booking.
Refreshments were expensive for stall holders – no cheaper options available	Provide teas, coffees and light breakfast (eg bacon sandwiches) between 10am and 11.30am for stall holders. Approach the Sports Hub to arrange.
Options for a load in and load out on separate days would be useful	Load in on the Friday and load out on the Sunday could be offered to stall holders for a small additional fee. To be made clear in booking T&Cs, and this will be at their own risk.
Not enough variety of food vans	Approach a wider variety of food vans including some healthier options.

Not enough awareness of what would be at the event	An events programme will be promoted online including a map of all stall holders.
Event could have run into the evening with music	Approach the Sports Hub to see if this is something they would be interested in arranging.
Not enough seating	Secure more benches and seating.
Music was a little dated	Live music programme to be revised
More activities needed for toddlers/young children	A wider range of activities and entertainment to be booked. Stall holders could be advised to consider activities to engage visitors, rather than just selling.
Lack of car parking marshals to direct attendees of the bowls club competition	Discuss specific issues from last year's event with Saxilby Bowls Club and try to mitigate with additional signage on the day. Availability of car park marshals will be dependent on volunteer numbers, as the event itself does not offer car parking. Additional SIA security may be needed.

3. Next steps and key decisions

- Confirm key logistics
 - o Venue permissions
 - o Security
 - o First aid
- **Agree** and launch **sponsorship packages (FC)**
- Open pitch bookings
 - o Check and update T&Cs
 - o **Confirm pricing (FC)**
 - o Promote early bird booking
- Agree and source quotations for entertainment
- Recruit volunteers
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Discussion and feedback:

Feedback to the administration officer:

- If there any additional lessons from last year that should be addressed?
- Suggestions for new attractions or improvements
- Any further partnership or sponsorship opportunities?

Recommendations: To receive the report, approve plans to date including pitch pricing and sponsorship packages

Appendix 1: Proposed sponsorship packages

Sponsorship level	Gold (£500+)	Silver (£250-£499)	Bronze (£100-£249)
Logo size	Large	Medium	Small
Logo placement	All printed and digital materials (posters, social media graphics, event banners, event programme)	Printed materials (posters) and social media graphics	Social media graphics
Social media posts	Dedicated feature post with business description, website link and call-to-action. Multiple mentions pre- and post-event	Feature post with business description and thanks for support (alongside other sponsors) One pre-event mention	Group thank you post with a brief business mention One pre-event mention
Event day announcements	Dedicated roving PA announcements thanking the sponsor, including a call-to-action (eg. visit their store/website)	Roving PA announcements thanking the sponsor	Group sponsor thank-you announcement
Promotional stall	Pitch hire (single or double) included	Not included	Not included
Thank you recognition	Post-event social media shoutout	Post-event social media shoutout	Post-event social media shoutout
Priority booking for future events	Yes	Yes	Yes