



Saxilby with Ingleby Parish Council

Non-confidential

Saxilby Family Fun Day 2025 Debrief and Feedback

Report to: Planning and Development Committee 25-10

Report by: Administration Officer

Power/duty which decision falls under:

Local Government Act 1972, s145 – Provision of Entertainment

Which council objective(s) it falls under:

- Maintain and improve community facilities and amenities
- Retain and encourage employment and tourism opportunities
- Improve the well-being of residents
- To foster public participation and engagement

Public Sector Equality Duty

- **Accessibility:** Ensure the event is physically accessible to those with disabilities
- **Affordability:** Offer free or low-cost entry and activities so all income levels can participate
- **Age inclusion:** Provide activities and entertainment for children, young people, families and older adults
- **Celebrate local diversity** through inclusive programming
- **Provide stalls and information** from a range of community organisations supporting different groups

Consideration on carbon reduction:

- Visitors to the event will be encouraged to use low carbon options such as walking, cycling, or public transport
- Local suppliers are encouraged to reduce travel-related emissions

Consideration of risk management in relation to the proposal¹

- The council regularly undertakes events, and the Family Fun Day event was held in 2024.
- The council has a budget for the event, with funds also being raised through pitch hire and sponsorship, representing low financial risk. Finance committee monitor the budget.
- A risk assessment and event safety plan will be completed and implemented, including contingency planning

Does the report consider any new activity? If 'Yes', has a risk assessment including risk management proposals for consideration been included for consideration and adoption by the council? (Financial Regulation 17b)

- No

¹Risk areas to consider - strategic/operational, likelihood/impact, add to risk register? Any contingency planning needed?



REPORT

1. Overview

Saxilby Family Fun Day 2025 was well attended and well received, with an estimated 2,600 visitors based on regular entry counts throughout the day. Teamwork between staff, councillors, volunteers and external partners contributed to a positive community atmosphere throughout the event.

Feedback from attendees, stallholders and performers has once again been overwhelmingly positive, whilst also highlighting several areas of improvement for future events.

2. Key Successes

- **Community engagement**

Strong turnout and positive feedback from visitors, with many praising the variety of activities and the welcoming atmosphere.

- **Activities and entertainment**

Popular attractions included RSG Reptiles (snake handling), Walking with Alpacas, bubble displays, circus skills, and the dog show. The walkabout characters were well received and very popular with children. Several elements encouraged engagement between visitors and event staff, including lego in the Welcome Tent, Family Fun Day stickers, and a photo frame prop.

- **Volunteer and staff support**

A clear volunteer rota was adhered to and allowed for tasks such as litter picking and entry counts to take place regularly throughout the event.

- **Safety and security**

RAW Security and Newark First Aid reported no major issues.

- **Car parking and traffic management**

Traffic management improved from the 2024 event, with volunteers from Saxilby Public Recreation Ground Charity directing cars from the memorial gates. Designated parking spaces were well received by performers and entertainers who did not stay for the duration of the event. Relocation of stall holder cars to the perimeter of the field was overwhelmingly well received, keeping the event looking 'tidy' and seemingly removing temptation for traders to pack up early.

- **Fundraising impact**

Charities and community groups raised significant sums, including:

- Lincs & Notts Air Ambulance: £351.53
- Saxilby Public Recreation Ground: £350 (approx.)
- SIGNS: £142
- Saxilby Cricket Club: £307
- Saxilby Waterfront Working Group: £205.50

3. Challenges and areas for improvement

Event set-up and layout

Stage was underused and some felt it was too far from the main activities. Conversely, some stallholders located close to the stage reported that the volume made it difficult for them to interact with customers.

- Council stalls were separated into a Parish Council stall, a Welcome (Information) tent, and a Waterfront project stall, following feedback from the 2024 event. Whilst the space was better used, the distance between the stalls was felt to be unhelpful.
- Placement of the fire engine was problematic for those located nearby, due to the volume and frequency of the sirens.
- Straw bale seating was well received, however more were needed.

Operations and equipment

- Radios dropped out frequently despite being charged prior to the event. This caused difficulties in communication between staff and volunteers.
- Sound system volume was too high in places, particularly around the stage.
- Limited recycling opportunities. Whilst recycling bins were not provided by WLDC due to the high risk of contamination, this does not align with council sustainability objectives.

Stalls and traders

- Some stallholders raised concerns over duplication of products, particularly cake and dessert offerings.
- At the booking stage, several food vendors advised that the pitch fees were too high relative to their margins, and some vendors chose not to trade at the event for this reason.

Visitor experience

- Feedback highlights a need for more shade and seating
- Food and drink options were seen as expensive, and some lower priced options would be well received
- Some visitors reported that the event schedule and maps should be clearer/more easily accessible

4. Budget

Income

EVENT INCOME	Income (£)
Pitch Fees (Ticketsource)	£1,440.92
Pitch Fees (Invoiced - late bookings)	£260.00
INC. TO DATE TOTAL	£1,700.92

Expenditure

EXPENDITURE	Cost (£)
Advertising	£39.44
Entertainment	£585.00
Event equipment	£25.95
Live Music	£270.00
LPG generator	£130.00
Operational costs	£782.50
Supplies	£87.47
Ticketsource fees	£96.60
Venue - SPRGC	£125.00
EXP. TO DATE TOTAL	£2,141.96

- Entertainment includes performances and workshops, excluding live music
- Operational costs include first aid, security, event audio and TEN licence
- Supplies includes consumable and non-consumable items necessary for planning and delivery of the event

Balance

The event ran at a small deficit (£441), which will be covered by the council events budget.

Total income	£1,700.92
Total expenditure	£2,141.96
Balance (Inc. - Exp.)	-£441.04

5. Staffing

It is estimated that 65 hours of officer time was spent on planning the event, with a further 10 hours from grounds and caretaking staff to mark out the field and support in the week leading up to the event.

The event itself was staffed by three officers, the caretaker supervisor and grounds manager (49 hours at a cost of £760), with additional support throughout the day by caretaking and grounds staff (£160). **The total staff time spent on the event was over 135 hours.**

Additional support was provided by councillors and volunteers including from Saxilby Public Recreation Ground.

6. Suggestions for 2026 event

Governance and Planning

- Establish a task and finish group to plan the event, with overall coordination retained by officers
- Hold early brainstorming and planning sessions, with Council sign-off on structure and budget

Sustainability

- Focus on practicing and encouraging sustainability in line with Parish Council objectives
- This could include introduction of recycling and waste education activities, incentivising stallholders to use sustainable practices, and endeavouring to use sustainable methods for promoting and advertising the event

Stalls and Food

- Consider an application process for stallholders instead of a simple booking system, to avoid duplication and ensure variety
- Review food pitch pricing – consider lower flat fees, tiered pricing, or partial commission model
- Implement a two-stage booking process: close bookings temporarily several weeks before the event in order to draft a site plan, re-opening to fill any remaining spaces. This would alleviate some pressure in the weeks leading up to the event.

Site Layout and Equipment

- Reconsider location of the fire engine and stage
- Group all Parish Council stalls together
- Provide more straw bales for seating and explore options to provide shade
- Consider purchase of a second pop-up gazebo/marquee for Parish Council use

Operations and Infrastructure

- Explore options for more reliable radios with earpieces (hire or purchase)
- Review PA coverage and volume

Entertainment and Activities

- Continue mix of free/paid activities
- Explore additional attractions (eg. vintage vehicles, more animal experiences, professional storytelling)

Sponsorship and Funding

- Seek sponsorship from local business(es) to offset costs and allow higher expenditure for event improvement

RECOMMENDATION(S):

That the Planning & Development Committee note the report and:

- a) Approve events working group to collaborate with administration team to organise and deliver the 2026 event
- b) Agree for the office to seek sponsorship from local business(es) for the 2026 event