



Saxilby with Ingleby Parish Council

Non-confidential

Saxilby Family Fun Day 2026 Feedback and 2027 Proposal

Report to: Planning and Development Committee

Meeting Date: Wednesday 21 October 2026

Report by: Administrative Officer

Power/duty which decision falls under:

Local Government Act 1972 s145 – Provision of entertainment

Which council objective(s) it falls under:

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

SUMMARY:

This report provides an evaluation of the 2026 Family Fun Day, including feedback from staff, councillors, stallholders, and visitors, together with the financial outcome of the event and expressions of interest for future events. It identifies what worked well, areas for improvement, and lessons that can be taken forward when considering future Family Fun Day planning.

The report also seeks council approval for Family Fun Day 2027 to proceed on Saturday 21 August 2027, and to authorise initial event planning to commence. The event budget and operational arrangements will be developed as planning progresses, with food and drink trader fees to be agreed separately.

RECOMMENDATION(S):

Council is recommended to:

- a) Note the report
- b) Agree that a Family Fun Day will take place in 2027
- c) Approve the proposed stallholder pitch fees
- d) Approve the participant terms and conditions for use, with minor updates delegated to officers where necessary to reflect event arrangements
- e) Authorise planning to commence, including contacting potential stallholders and performers, exploring sponsorship, and developing the event plan, budget, and operational arrangements

- f) To confirm delegation of decision making regarding the event to Planning and Development Committee in-line with Terms of Reference (4.12)

Public Sector Equality Duty:

Consider how policies/decisions affect those protected under the Equality Act)

- Accessibility: Ensure the event is physically accessible
- 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
- Neurodiversity: Consider differing sensory needs regarding noise, crowding, and similar when planning site layout and activities

Duty to conserve and enhance biodiversity:

- The event is being planned to be held on an established community recreation ground, with activities confined to a designated area with no disturbance to trees, hedgerows, or vegetation
- No designated habitats, protected species, or watercourses have been identified within the event footprint
- Waste management and litter picking arrangements will be in place to ensure the site is left in a suitable condition.

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
- Recycling of visitor waste on-site will be enabled and encouraged

Impact on staff:

- Delivery of the Family Fun Day requires a significant staff commitment in advance of, and during, the event
- The Administration Officer is leading on operational planning and coordination of the event, supported by the parish clerk, grounds staff, caretaking staff, councillors, and volunteers
- Staff responsibilities include:
 - Supplier and contractor coordination
 - Communications and marketing
 - Stallholder administration
 - Finance and invoicing
 - Event documentation and compliance
 - Event setup, delivery, and breakdown
- The event will require staff attendance outside normal working hours, including setup and attendance on the event day, which has cost implications and accrues TOIL impacting on other service delivery availability.
- Time Off In Lieu (TOIL) implications and general workload capacity will continue to be monitored and managed appropriately during the planning and delivery period
- Support from councillors, volunteers, and the Events Working Group will help reduce pressure on staff where possible

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

(Financial Regulation 17b)

No

REPORT

1. Background

Family Fun Day 2026 took place on Saturday 22 August 2026 at Saxilby Public Recreation Ground.

The event was organised to provide an opportunity for local families and residents to enjoy a free community event, while also providing opportunities for local businesses, community groups, charities and other organisations to engage with residents.

The event included:

- Bouncy castles and fairground rides
- Live music performances
- Sweet and savoury food, hot and cold food, and drinks provision
- A wide variety of stalls including local and independent businesses, community groups, fundraisers, and charity organisations
- Free workshops and performances including storytelling, circus skills, aerial hoops, and children's magic/entertainment
- Animal handling and walking experiences
- Two flypasts
- Meet and greet characters

Following the event, feedback was gathered from a range of participants and stakeholders to assess the event and identify lessons for any future event.

Feedback was formally requested via Microsoft Forms surveys (separate surveys for stallholders and for visitors) and was also received via email and social media comments.

Following the feedback received, it is proposed that the event takes place again in 2027.

The intention is to build on the success of the previous event and continue developing Family Fun Day as an annual community event, providing an opportunity for residents to come together, engage with local organisations and businesses, and enjoy family-friendly activities.

2. 2026 Feedback Summary

The feedback received is overwhelmingly positive. The Family Fun Day appears to have been a well-attended, well-organised and highly successful community event, with particularly strong feedback about the atmosphere, entertainment, volunteers and the range of activities available.

The additional email and social media feedback also provides a strong indication of repeat engagement, with several participants already expressing their intention to return in 2027.

Comments such as 'we will certainly return next year', 'definitely count me in', and 'we can't wait to attend again' suggest that the event is building a loyal base of returning participants.

3. 2026 Key Strengths and Successes

This is perhaps the most consistent theme across all sources of feedback.

Visitors, stallholders, and other participants described the event as:

- Friendly and welcoming

- A genuine community event
- A great opportunity for families, friends, local groups, and businesses to come together
- Well attended and enjoyed by a wide range of people

Excellent organisation and volunteers

The organisation of the event received very strong praise throughout the feedback.

Formal stallholder responses highlighted the helpfulness and friendliness of the event team. Email and social media comments reinforce this, with repeated thanks to the organisers and volunteers for their hard work.

Several respondents specifically described the event as:

- 'Very well organised'
- 'Fantastic'
- 'Brilliant'
- Well supported by 'helpful volunteers'

This is an important strength to retain and build on. The work of organisers and volunteers is clearly visible to participants and contributes significantly to the positive experience.

Entertainment

Entertainment was consistently praised.

Formal feedback highlighted music, meet-and-greet characters, circus skills, and other entertainment. Email and social media feedback added particularly strong praise for the quality and variety of the performers and singers.

The BBMF and Air Ambulance flyovers also generated a significant amount of positive reaction. These appear to have created memorable moments and additional excitement around the event.

Variety and family appeal

The event successfully offered a broad mix of:

- Children's activities
- Stalls and local organisations
- Food and drink
- Entertainment
- Characters and mascots
- Circus skills
- Music
- Community activities

Visitors particularly valued the number of free and low-cost activities, making the event accessible as a family day out.

Strong attendance and engagement

Feedback suggests that the event was well attended, with several stallholders commenting positively on visitor numbers and the overall turnout.

One email specifically notes that the turnout appeared better than the previous year. Another described it as 'well attended'.

At the same time, the stallholder feedback indicates that footfall was not evenly distributed across the site, which is important to note. Overall attendance appears to have been high, but some individual stalls did not benefit from that footfall due to their location.

4. 2026 Main Challenges and Areas for Improvement

Review the site layout and visitor flow

This is the most significant operational issue raised in the feedback.

Some stallholders felt their pitches were:

- Too far from the main route
- Positioned behind other stalls
- In areas with lower footfall
- Too spread out from the main activities

There was also a suggestion from visitors to bring stalls closer together.

Improve communication about the programme

Visitors wanted clearer information about what was happening and when.

Suggestions included:

- A timetable before the event
- Information boards around the site
- Clear information at the entrance
- More consistent announcements during the day

Some visitors indicated that they had missed activities they would have liked to attend simply because they did not know they were happening.

Whilst some of this information was in place (timetable before the event, information boards around the site and at the entrance), feedback indicates this needs to be communicated more clearly.

Review sound and stage positioning

The entertainment was a success, but the sound system created difficulties for some stalls and activities located close to the speakers.

The aim should be to retain the quality and energy of the entertainment, whilst considering the needs of stalls that rely on conversation and engagement.

Review food vendor numbers and mix

Some food traders felt there were too many food vendors for the available footfall, with some overlap in the types of food being offered,

This is worth reviewing alongside the layout of the food area, and consideration of whether a more balanced range and clearer food area would benefit both visitors and traders.

Consider accessibility and practical facilities

Specific suggestions included:

- Reviewing disabled parking arrangements
- Considering walking distance for elderly visitors
- Providing clearer information about toilet locations
- Potentially adding extra toilet facilities

5. 2026 Staff and Operational Debrief

A staff debrief took place on Friday 28 August, and broadly reflected the positive feedback that was later received from visitors and stallholders, whilst also highlighting several operational and strategic issues that were less visible in the public and stallholder feedback.

Additional strengths

Strong financial performance

The event generated approximately £2,760 in income from traders and sponsorship. The team also identified opportunities to build on this through sponsorship and community refreshments in future years.

Additional areas for improvement

Parking and traffic management

This was a significant operational issue raised by staff, and adds more context to the feedback received about disabled parking.

Problems included:

- Unauthorised parking near the tennis courts despite barriers being in place
- Congestion caused by vehicles accessing areas that were not intended for general parking
- Performers and vendors requesting or attempting to use reserved parking without prior agreement
- Disabled parking spaces being used by people who did not appear to require them

Pitch allocation and stallholder compliance

The debrief identified a more fundamental issue which may have resulted in some of the layout problems: some traders ignored their allocated pitches and selected their own locations.

This created:

- Confusion on the day, including between stallholders
- Difficulties maintaining the planned site layout
- Additional pressure on the event team

The attempt to provide traders with pitch zones in advance of the event, rather than precise locations, did not resolve the problem.

Earlier deadlines and clearer pre-event communication

The 31 July booking deadline was intended to allow the site plan and stallholder communications to be finalized. However, bookings continued beyond the deadline, resulting in late changes and additional administrative work.

PA system reliability

The staff feedback adds in an important technical issue regarding the sound-system. The location of the first aid mobile unit interfered with the radio signal between the microphone and speakers.

This suggests that the sound problems were not simply about volume. There were also technical and equipment-positioning considerations that should be addressed before next year's event.

Governance and early decision-making

The debrief identified the need for earlier strategic agreement about the event, for example:

- Agreeing the event at an earlier stage
- Establishing clear aims and measurable objectives
- Clarifying roles and delegated responsibilities
- Allowing more time for sponsorship and bookings

6. 2026 Financial Overview

2026	Total income	£2,860.00
	Total expenditure	£3,429.62
	Use of event budget:	£569.62

This was within the council's budget for the event.

Income		Expenditure	
Standard pitch hire	£990	Licences and permits	£21
Food and drink traders	£1,070	Event infrastructure	£1,576.21
Fairground ride income	£100	Event branding and promotion	£286.38
Sponsorship	£700	Event signage and information	£181.03
		Entertainment and activities	£1,365
Total Income	£2860	Total Expenditure	£3,429.62

2025 Event:

2025	Total income	£1,700.92
	Total expenditure	£2,141.96
	Use of event budget:	£441.04

7. 2027 Proposed Event

Date: Saturday 21 August 2027

Location: Saxilby Public Recreation Ground

Admission: Free

Format: Stalls, live music, community groups, fundraising, family entertainment, and workshops

Notes

Resolved P26/129(b)
Currently available for above date

Expected attendance:	2,000 – 3,000 people	Based on previous events
Expected participation:	Around 40 stallholders, performers, and community organisations	Based on previous events

Expressions of interest have been received from 20 potential stallholders and performers following the 2026 event. Subject to council approval, these contacts could be approached as part of the initial planning process, alongside wider recruitment.

Early confirmation of the event taking place also allows applications to be made for entertainment and attractions with early closing dates. For example, applications for the popular BBMF flypast close on 31 October 2026.

The final programme and event arrangements will be developed as planning progresses, taking account of available resources, funding, and participant interest.

8. 2027 Pitch Fees and Terms and Conditions

It is proposed that a tiered pitch-fee structure is retained for 2027, with different rates for local community groups, small businesses, larger businesses, and food and drink traders. Additional discounts are proposed for returning vendors who submitted feedback on the 2026 event, and for groups, businesses and traders that are based within the parish, to encourage more local groups and retain the strong community ethos of the event.

Proposed fee ranges are £15 - £60 for stalls. Further information can be found in Appendix A.

Pitch fees for food and drink traders have not yet been finalised, as further consideration is required to establish an appropriate fee structure. These fees will be brought forward for consideration at a later stage, and bookings for food and drink traders will not open until the arrangements have been agreed.

Terms and Conditions for event participants have been updated and revised based on learning from the 2026 event (Appendix B). These set out the requirements for participation including stallholder responsibilities, safety requirements, and cancellation arrangements.

9. Financial Considerations

The cost of the 2026 event was £3,429.62, with income of £2,860. This resulted in a net deficit of £569.62, which was covered from the council's events budget.

For initial planning purposes, the 2027 event is expected to cost a similar amount, although this is an estimate rather than an agreed budget. No budget has yet been allocated for the event.

Opportunities to increase income through stallholder fees and sponsorship will be explored as planning progresses. The final budget and any funding requirement will be considered in line with the council's usual financial procedures.

10. Planning and Delivery

The existing event plan will be reviewed and updated to reflect the 2027 event. Consideration will also be given to improving the site layout, clarifying responsibilities, and making better use of staff, councillors, and volunteers.

Staff capacity and funding remain potential constraints. The scale and detail of the event will therefore be developed in line with the resources available. Further operational arrangements will be addressed as planning progresses.