

CROWBOROUGH TOWN COUNCIL

To all Members of the **COMMUNICATION AND EVENTS** Committee (with copies to all other members for information).

You are summoned to attend a meeting of the **Communication and Events Committee** on **Tuesday 17th October 2023** at **7.30pm** when it is proposed to transact the following business:

Caroline Miles, Town Clerk
11th October 2023

MEETINGS OF THE COUNCIL ARE OPEN TO THE PUBLIC.

QUESTIONS FROM MEMBERS OF THE PUBLIC (15 minutes maximum)

Members of the public are welcome to address the committee on items listed in this agenda.

Please note that those addressing the committee shall not speak for more than 3 minutes. Once public question time has concluded members of the public will not be allowed to interrupt the meeting. Council meetings are meetings held in public but are not public meetings.

1. APOLOGIES

2. DECLARATIONS OF INTEREST

3. MINUTES

3.1 Minutes of the meeting of 13th June 2023

4. FINANCIAL MATTERS

4.1 To **note** the finance report and **agree** any action

4.2 To **note** the report and **agree** any action

4.3 To **note** the budget report for 2024/25 and **agree** further action

5. ASHDOWN RADIO

5.1 To **note** the officer's report and **agree** any action

6. EVENTS

6.1 To **note** the officer's report on 2023 events and **agree** any action

6.2 To **note** the proposal for the programme of events for 2024 and **agree** further action

6.3 To **note** the CrowFest report and **agree** any action

7. TOWN MAP

7.1 To **note** the Town Map report and **agree** any action

8. WEBSITE

8.1 To **note** the Website report

9. URGENT MATTERS AT THE DISCRETION OF THE CHAIRMAN FOR NOTING



AGENDA ITEM NUMBER: 4

MEETING DATE: 17th October 2023

COUNCIL/COMMITTEE: Communications & Events Committee

TITLE: Finance Report

PURPOSE OF REPORT: This report covers C&E’s current income and expenditure against budget and Earmarked Reserves (EMR) position. Only significant variances have been reported on. This also sets out the draft C&E Committee Budget 2024/25 and the projected budgets for 2025/26 and 2026/27. The current 2023/24 budget is included for comparison.

SUPPORTING DOCUMENTS: Appendix A – Income & Expenditure Report
Appendix B - Earmarked Reserves
Appendix C - Proposed C&E Budget for 24/25

CONTACT OFFICER: RFO

OFFICER RECOMMENDATIONS:	
1	The Committee is RECOMMENDED to: (1) Note the Committee’s current income and expenditure position. Appendix A. (2) Note this Committee’s Earmarked Reserves. Appendix B. (3) Comment upon the draft Committee Budget 2024/25 and the projected budgets for 2025/26 and 2026/27 and recommend its proposal to the Finance and General Purposes Committee. Appendix C.

4.1. Income and Expenditure

Attached as Appendix A is the Income & Expenditure report for this Committee for the financial year 2023/24. **Significant variances are reported in bold.**

You will see an additional column on this report showing committed expenditure. We now have the software in place for purchase orders to be allocated to cost codes when they are raised so that Committee can clearly see what is remaining in the budget line.

Income

305/1012 – Summer Fair income has exceeded budget

305/1101 – Income Grants Received. A £2,000 grant was received from The National Lottery for the Kings Coronation and offsets the overspend in expenditure code 305/4212

Expenses

305/4212 – Town Decoration. See above and grant that was received that offsets this overspend

305/4605 – Poster/Notice Boards. This has exceeded budget due to lockable display cabinets being purchased to help promote all events

4.2 Earmarked Reserves

This Committees EMR's are attached as Appendix B.

4.3. Proposed Budget

Attached as Appendix C to this report is the draft Committee Budget 2024/25 and the projected budgets for 2025/26 and 2027/28.

To support the Committees understanding of the budgets, last year's budgets, this year's budgets and this year's spend to date are included on the spread sheet. It should be noted that staff costs are not included in the cost of each event.

Significant variances from the previous year's budget are shown at the bottom of the report with variances over 10% or £1,000 being reported.

The bottom line shows that overall, this Committee's budget will decrease by 9.6%. This is due in part to a reduction to the Special Events budget from 23/24 which was put in place for unexpected events.

Budgets have been projected until 2026/27 to inform long term planning. All known future expenditure has been included in these projections.

The Committee is required to recommend its budget requirement to F&GP to consider as part of the whole Council budget.

Detailed Income & Expenditure by Budget Heading 05/10/2023

Month No: 7

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>Communication & Events</u>								
<u>305 Communication and Events</u>								
1005 Income-Poster Boards	714	816	900	84			90.7%	
1011 Income-Fireworks	0	100	350	250			28.6%	
1012 Income-Summer Fair	5,405	1,295	500	(795)			259.0%	
1013 Income-Sussex Day	1,959	0	150	150			0.0%	
1014 Income-Christmas Fair	609	350	500	150			70.0%	
1101 Income-Grants Received	0	2,000	0	(2,000)			0.0%	
Communication and Events :- Income	8,686	4,561	2,400	(2,161)			190.0%	0
4021 Stationery and Printing	369	225	441	216		216	51.0%	
4101 Newsletter	1,600	1,600	1,769	169		169	90.4%	
4102 Hospitality/Civic Functions	485	7	650	643		643	1.1%	
4104 Public Entertainment Licences	344	692	2,000	1,308		1,308	34.6%	
4106 Fireworks	21,704	67	30,000	29,933	24,664	5,269	82.4%	
4109 Website	554	2,110	6,000	3,890		3,890	35.2%	
4201 Christmas Lights	11,011	2,400	18,000	15,600	14,667	933	94.8%	
4203 Summer Fair	16,944	12,473	15,000	2,527	957	1,569	89.5%	
4205 Boundary Walk	507	278	1,000	722		722	27.8%	
4207 Sussex Day	7,643	80	250	170		170	32.0%	
4208 Carol Service	1,616	0	2,000	2,000	620	1,380	31.0%	
4210 Christmas Fair	7,572	626	10,000	9,374	4,608	4,767	52.3%	
4211 Town Conference	229	75	400	325		325	18.8%	
4212 Town Decoration	0	4,500	2,500	(2,000)		(2,000)	180.0%	
4217 Special events	0	10,306	10,000	(306)		(306)	103.1%	
4255 Equipment	3,311	2,084	3,000	916		916	69.5%	
4605 Poster/notice boards	888	1,118	1,000	(118)		(118)	111.8%	
Communication and Events :- Indirect Expenditure	74,777	38,641	104,010	65,369	45,516	19,854	80.9%	0
Net Income over Expenditure	(66,091)	(34,080)	(101,610)	(67,530)				
<u>906 Earmarked C and E</u>								
9044 Festival	49,984	0	0	0		0	0.0%	
Earmarked C and E :- Indirect Expenditure	49,984	0	0	0	0	0		0
Net Expenditure	(49,984)	0	0	0				
6001 plus Transfer from EMR	49,984	0						
Movement to/(from) Gen Reserve	0	0						
Communication & Events :- Income	8,686	4,561	2,400	(2,161)			190.0%	
Expenditure	124,760	38,641	104,010	65,369	45,516	19,854	80.9%	
Net Income over Expenditure	(116,074)	(34,080)	(101,610)	(67,530)				
plus Transfer from EMR	49,984	0						

Detailed Income & Expenditure by Budget Heading 05/10/2023

Month No: 7

Committee Report

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Movement to/(from) Gen Reserve	(66,091)	(34,080)						
Grand Totals:- Income	8,686	4,561	2,400	(2,161)			190.0%	
Expenditure	124,760	38,641	104,010	65,369	45,516	19,854	80.9%	
Net Income over Expenditure	(116,074)	(34,080)	(101,610)	(67,530)				
plus Transfer from EMR	49,984	0						
Movement to/(from) Gen Reserve	(66,091)	(34,080)						

<u>Nominal Code</u>	<u>Cost Centre</u>	<u>Earmarked Reserves</u>	<u>Opening Balance</u>	<u>In</u>	<u>Out</u>	<u>Balance as at</u>	<u>Committed</u>	<u>Projected</u>
			<u>01/04/2023</u>			<u>05/10/2023</u>		
317		Communications & Events						
9039	906	Christmas Lights	2,489			2,489		2,489
9040	906	Website	11,196			11,196		11,196
9043	906	Eco-Exhibition	7,000			7,000		7,000
317		C & E Total	20,685	0	0	20,685	0	20,685

To go towards 23/24 budget under Eco-Hub



AGENDA ITEM NUMBER: 5.1
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Eridge Field
PURPOSE OF REPORT: To consider a written proposal from a member
SUPPORTING DOCUMENTS:
OFFICER CONTACT: Town Clerk

OFFICER RECOMMENDATIONS:	
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In accordance with Section 9 of Standing Orders, the following written proposal has been received:

Proposal from Cllr Martyn Garrett

The field at Goldsmiths Recreation Ground running alongside the A26 and to the left of the car park (know by long serving councillors as Area 1) was bought purposely for use by the Communication and Events Committee for the Summer Fair and similar events. Although this year's Summer Fair was partially curtailed due to the forecast of high winds, the Council were able to successfully use the Eridge Road Field for this event on 15th July, 2023. However, the field is not ideal in its current state as it slopes towards the main road, the ground is uneven, it's covered in very coarse grass, does not have easy access, does not drain well, and the biggest drawback is the lack of a available electrical power supply. The nearest power supply is contained within the toilet block at Goldsmiths Recreation Ground, and this is the reason the post COVID-19 Crowfest and King's Coronation events were held on the football pitches adjoining the Children's play area and the stage area located close to the toilet block. On the day of the King's Coronation Event it rained hard all day, and the football pitch adjoining the pump cycle track received severe and lasting damage.

There are no funds currently allocated within the Communication and Events Committee budget for exploratory work on improving the Eridge Road Field, and to carry out all the works desirable would be extremely expensive.

The Committee will be asked to consider its budget for 2023/24 at meeting on 17th October, 2023.

Communication & Events Draft Budget

Code	Budget	Approved Budget 2022/23	Spend to date	Approved Budget 2023/24	Projected Budget 2024/25	Projected Budget 2025/26	Projected Budget 2026/27	Change	Information
305	Communication & Events								
1005	Income - Poster Boards	(900)	(816)	(900)	(900)	(900)	(900)	0.0%	£7 per board-
1011	Income - Fireworks	(350)	(100)	(350)	(350)	(350)	(350)	0.0%	Stall money up front
1012	Summer Fair / Festival	(400)	(1,295)	(500)	(3,500)	(1,000)	(1,000)	600.0%	Based on this years Summer fair income
1013	Sussex Day / Jubilee	(150)	-	(150)	(150)	(150)	(150)	0.0%	Stall money up front
1014	Christmas Fair	(400)	(350)	(500)	(500)	(500)	(500)	0.0%	Stall money up front
1101	Income - Grants Received		(2,000)						
	Income	(2,200)	(4,561)	(2,400)	(5,400)	(2,900)	(2,900)	125.0%	
4020	Telephone				500	500	500	#DIV/0!	Need to budget for this moving forward
4021	Stationery (paper & ink)	420	225	441	1,000	1,050	1,103	126.8%	Ink costs around £600 and paper on top
4101	Newsletter	1,685	1,600	1,769	1,858	1,951	2,048	5.0%	£750 twice a year + contingency
4102	Hospitality/Civic Functions	650	7	650	500	500	500	-23.1%	Refreshments - no water cooler
4104	Public Entertainment	1,680	692	2,000	3,000	3,150	3,308	50.0%	PPL and PMS licences for all venues/ events. increase budget moving forward
4106	Fireworks	22,500	67	30,000	30,000	30,000	30,000	0.0%	£22667 for three years to 2025
4109	Website	7,500	2,110	6,000	2,500	2,500	2,500	-58.3%	£250 licenses + accessibility work required following audit. £5k for 2 years for new website
4200	Twinning Reception	250	0	-	250	-	-		Biannual
4201	Christmas Lights	13,500	2,400	18,000	16,000	18,000	18,000	-11.1%	£14667 for three years to 2025. Use EMRS
4203	Summer Fair / Festival	15,000	12,473	15,000	15,000	15,000	86,000	0.0%	
4205	Boundary Walk	500	278	1,000	750	750	750	-25.0%	
4207	Sussex Day / Jubilee	10,000	80	250	2,500	2,500	2,500	900.0%	
4208	Carol Service	1,800	0	2,000	2,000	2,000	2,000	0.0%	
4210	Christmas Fair	7,500	626	10,000	12,000	12,000	12,000	20.0%	Change to stall holder hire has increased costs
4211	Town Conference	400	75	400	400	400	400	0.0%	
	Eco-Exhibition								£7k in EMR for eco-exhibition
4212	Town Decoration		4,500	2,500	2,500	2,500	0	0.0%	
4217	Special Events		10,306	10,000	2,500	2,500	2,500	-75.0%	To allow for any contingency in the event of extras needed due to weather conditions
4255	Equipment	3,000	2,084	3,000	2,000	2,000	2,000	-33.3%	
4605	Poster/Notice Boards	1,000	1,118	1,000	2,000	1,000	1,000	100.0%	Repainting of some boards on annual rotation
	Expenditure	86,965	38,641	104,010	97,258	98,301	167,108	-6.5%	
	Net Expenditure	84,765	34,080	101,610	91,858	95,401	164,208	-9.6%	
	C & E Expenditure	86,965	38,641	104,010	97,258	98,301	167,108	-6.5%	
	C & E Income	(2,200)	(4,561)	(2,400)	(5,400)	(2,900)	(2,900)	125.0%	
	C & E Expenditure Over Income	84,765	34,080	101,610	91,858	95,401	164,208	-9.6%	

Significant changes to Budgets 2024/25

Code	Budget	Approved Budget 2023/24	Proposed Budget 2024/25	Change >10%	Change >£1,000	Reason for change
1012	Summer Fair / Festival	(500)	(3,500)	600.0%	-3,000	Based on this years Summer fair income
4020	Telephone	-	500	#DIV/0!	500	Mobile phone cost
4021	Stationery (paper & ink)	441	1,000	126.8%	559	Ink costs around £600 and paper on top
4102	Hospitality/Civic Functions	650	500	-23.1%	-150	No water cooler
4104	Public Entertainment	2,000	3,000	50.0%	1,000	Increase to costs as events bigger
4109	Website	6,000	2,500	-58.3%	-3,500	Funds earmarked for website
4201	Christmas Lights	18,000	16,000	-11.1%	-2,000	New 3 year deal and use EMR 24/25
4205	Boundary Walk	1,000	250	-75.0%	-750	
4207	Sussex Day / Jubilee	250	2,500	900.0%	2,250	Increase to stall holder hire
4210	Christmas Fair	10,000	12,000	20.0%	2,000	Costs have historically been lower due to filming
4217	Special Events	10,000	2,500	-75.0%	-7,500	To allow for any contingency in the event of extras needed due to weather conditions
4255	Equipment	3,000	2,000	-33.3%	-1,000	
4605	Poster/Notice Boards	1,000	2,000	100.0%	1,000	Repainting of some boards on annual rotation



AGENDA ITEM NUMBER: 5.1
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Ashdown Radio
PURPOSE OF REPORT: To review CTC monthly interviews with Ashdown Radio
SUPPORTING DOCUMENTS:
OFFICER CONTACT: Town Clerk

OFFICER RECOMMENDATIONS:	
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Background

Please find below the resolution and comments made by the committee on 20.10.2022 in relation to CTC monthly slots on Ashdown Radio.

ASHDOWN RADIO

Members noted the report and agreed that Ashdown Radio be approached with regards to scheduling monthly interviews. It was agreed that each sub-committee take turns to raise awareness of the role they play in Town Council operations. Members instructed the Event Coordinator to create a schedule of interviews to ensure that topical matters be discussed within an optimum time frame. Members referred to the Media and Communication policy and noted those speaking on the radio must ensure they are familiar with the corporate position of the council and need to accurately reflect this. If they are asked to comment on issues, they should make it clear that this is a personal viewpoint.

9805 RESOLVED to accept a regular monthly slot with Ashdown Radio, with each Committee taking turns to represent the Town Council.

It was agreed to review this item in one year.

Members are asked to review the current arrangement with Ashdown Radio.

AGENDA ITEM NUMBER: 6.1
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Events
PURPOSE OF REPORT: To provide members with an update on events 2023
SUPPORTING DOCUMENTS: N/A
OFFICER CONTACT: Events Manager

OFFICER RECOMMENDATIONS:	
1	
2	

Update on events for 2023 since June

Sussex Day (16th June 2023)

Sussex Day went ahead according to plan. The event attracted a small audience. The Church bells rang at 09:00 followed by the flag being raised. In the afternoon at 16:00 the Church bells rang again followed by a welcome from Deputy Mayor Natalie Whittle. The Town Crier read the Sussex Charter followed by a special version for Crowborough. The event ended with the Scouts Trumpeters playing Sussex by the Sea and the National Anthem.

Summer Fair (15th July 2023)

The Summer fair went ahead as planned. However, due to the extreme high winds, there were some major unforeseen necessary changes to the event that had to be put in place last minute. In the lead up to the event, The MET office announced yellow warning for wind which were predicted to reach a constant high of 27mph and gusty winds up to 41 miles per hour. As a result, the pitch holders were informed they could no longer bring their gazebos as this would not have been safe for the public or anyone else at the event. Furthermore, the wind warning increased to gusty winds up to 60 miles per hour which led to Matts Marquees being forced to cancel their attendance. This then led to any activities that were meant to be held inside or under a marquee could not be provided with cover and therefore these were cancelled.

There has been positive as well as negative feedback on the event. The people and the pitch holders who attended the event were pleased that the council decided to run the event and not to cancel like many others in the surrounding areas had done. The pump track opening was changed at the last minute due to the weather warnings, but the event was a success and attracted a large audience.

The Town Council will be looking at ways to plan for extreme weather. The health and safety aspect of the event is also currently being reviewed. It is proposed moving forward that a budget is set aside for extreme weather conditions.

Firework Display (4th November 2023)

Phoenix Fireworks, are currently in the process of designing the fireworks display. This year's music theme will be 'The Lion King'.

The timings are slightly extended on either side of the display. The reason for this is to assist with the dispersal of people at the start and the finish of the event. This will then reduce the risk to public safety when the attendees leave. This year there will be a marquee onsite that offers seating and refreshments for people attending the event.

As Goldsmiths Recreation Ground has a premises licence in place it permits the sale of alcohol on and off site. Therefore, it is now possible to have a licensed bar at the fireworks event. Rhino bars, have been contacted and can provide this service to the Council free of charge. There is a delivery fee of £60.00 plus a minimum spend of £1,000.00. Any sales over £1,000 will provide the Council with a 20% revenue share. If sales do not meet the £1,000 minimum, then the Council are liable for meeting any underspend costs up to this amount.

Members of the committee are asked to consider the idea of having a bar at the event.

Armistice Day (11th November 2023)

Planning has started and the programme has been finalised and can be viewed on the town council's website.

Remembrance (12th November 2023)

Planning has started and the programme has been finalised and can be viewed on the town council's website.

First aid has been booked, The staffed office are currently reviewing the health and safety aspects on all events and if the committee wish to change the current arrangements with St John Ambulance, a budget for this service in 2024 is required.

Members of the Committee are asked to decide if a budget should be allocated to the event to be used for First Aid.

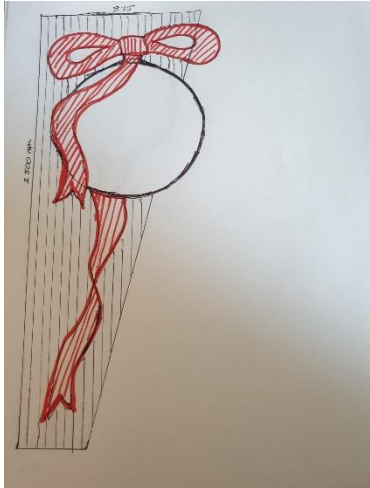
Christmas Fair (24th November 2023)

Planning is under progress; street entertainment and some stage performers have been booked. The Social Club will be hosting Santa's Grotto again this year and the land train will transport families to the grotto through the town. Vendors have been approached but not booked to date. A Father Christmas is still needed for the grotto.

The stall bookings open on the 1st of September and spaces are being booked up swiftly.

This year's Xmas lights design has already been confirmed by the Events Manager. The tendering process delayed the initial design / idea meeting with the light switch on company and the decision was made to ensure that the planning and the building of a design could begin from mid-September. The Committee will choose the design for 2024.

This year's scheme will display a large white and bright bauble with a red bow tied to it. The background frame will be covered in string lights to enhance the bauble. The Christmas tree will also have white bows in it in addition to the light strings.



Civic Carol Service (7th December 2023)

All Saint's Church is booked, together with the catering and brass band. Timings are available on the website.

AGENDA ITEM NUMBER: 6.2
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Events
PURPOSE OF REPORT: To **note** the proposal for the programme of events for 2024 and **agree** further action.
SUPPORTING DOCUMENTS: N/A
OFFICER CONTACT: Events Manager

OFFICER RECOMMENDATIONS:	
1	
2	

Events proposed for 2024

Town Conference – Wednesday 24th April 2024

Where: United Church Crowborough

Timings: The Surgery Tables will operate between 18:45 and 19:30pm after which the conference will commence.

Representatives from the Mayors charities will have the opportunity to be represented in the foyer as well as the Town Council. There will also be a guest speaker on the night.

Boundary Walk – Sunday 5th May 2024

Where: Goldsmith's Recreation Ground

Timings: Registration between 9.00am and 10.30am

As per 2023, the Council will provide chocolate bars, but not bottled water. Certificates will be emailed after the event upon request.

D Day - Thursday 6th June 2024 (proposed event)

Where: Goldsmiths Recreation Ground

Timings: 21:15

The 6th June 2024 marks the 80th anniversary of D-Day, when Allied forces mounted the largest amphibious invasion the world has ever witnessed. In 1944 Operation Overlord saw around 4,000 ships and landing craft set down about 132,500 troops on five Normandy beaches in an action that

would bring about the liberation of north-west Europe from Nazi occupation. Together with the rest of the United Kingdom, Channel Islands, Isle of Man and UK Overseas Territories its suggested that the Beacon is lit on this day to shine the light on and acknowledge the bravery and sacrifice of those people in securing the peace and freedom we enjoy today. The Events Manager has reached out to The Crowborough and District Veterans and Supports Association for ideas in addition to lighting the Beacon. Please note, currently there is no budget set aside for this event.

Members of the Committee are asked if they wish to commemorate this date with an event, if so, the committee is asked for ideas and thoughts.

If the committee wish to commemorate this event members are asked to consider a budget figure.

Sussex Day – Sunday 16th June 2024

Where: Chapel Green Crowborough

Timings: 09:00 Flag to be raised at All Saints Church

16:00 Town Crier reads Sussex Charter on Chapel Green

As this event falls on a Sunday in 2024, worth considering is if the timings should change to be in line with the Sunday service at All Saints Church. This might attract a larger audience. There could be a small stage with entertainment as well as food onsite to encourage people to come out and have a picnic on the green. There is currently a budget of £2500 set aside for this.

Members of the committee are asked to consider the format for the event. In previous years when the event has fallen on a Sunday the council has hosted a three hour event in the afternoon.

Armed Forces Day – Saturday 29th June 2024

Where: Montargis Terrace

Timings: 11:00

This event is organised by The Crowborough and District Veterans and Supports Association. The Council will organise the flags for Montargis Terrace as well as publicising the event.

Canadian Memorial Service – Sunday 7th July 2024

Where: Canada Green

Timings: 11:00

This event is organised by The Crowborough and District Veterans and Supports Association.

Summer Fair – Saturday 13th July 2024 (Potentially increased programme if other option is decided)

Where: Eridge Field Goldsmiths – if unsuitable due to weather, pitch 3 will be considered

Timings: 14:00 -21:00

The Summer Fair is aimed to the whole family so there will entertainment like ring performances and children's activities. There will also be a range of food vendors and bar onsite as well as up to 40 pitch holders selling and displaying various products. If the Committee decides to hold a Summer Fair, its suggested that the event should replicated the 2023 plans.

Members of the Committee are asked to decide whether the Summer Fair is going ahead in 2024. See alternative options in Crowfest report.

Firework Display 5th November 2024 (Increased programme)

Where: Goldsmiths Recreation Ground

Timings: 18:00 -21:00

This annual event has an exciting display to music that changes every year. In order to accommodate the large audience for this event, there will be some entertainment as well as food and a bar onsite. This will assist with the staggering of the dispersal of people at the start and finish of the event. And will reduce the risk to public safety when the crowds all leave.

Remembrance – Sunday 10th November 2024

Where: War Memorial Chapel Green

Timings: 10:15 - Parade to assemble in Croft Road car park for march to War Memorial

Annual Remembrance Day parade, march, wreath laying ceremony and church service. The actual parade will assemble in the lower car park, Croft Road car park at 10:15am where it will march to Chapel Green for the traditional wreath laying ceremony followed by a service of remembrance at All Saints Church.

There will be a road closure in place on Church Road between 9:45-11:30am

Armistice Day 11th November 2024

Where: War Memorial at Chapel Green, Crowborough

Timings: 10.30am

At 10.30 am people to gather at the War Memorial at Chapel Green. There will be maroons fired off to signify the commencement of two minutes silence – a second maroon will end the period of silence.

Wreaths will be laid by pupils of local schools. Followed by music played through a PA system.

The whole ceremony will last for approximately 20 min. There is a road closure in place on Church Road between 10:30-12:00

Christmas Fair 29th November 2024

Where: Crowborough High Street

Timings: 16:00 – 18:30

Crowborough's Christmas Fair always takes place on the last Friday in November. The Christmas lights switch-on will be happening at 6.00pm and before that, local bands and local school choirs performs at the Piazza. There are also street performers to entertain visitors, up to 30 stalls displaying and selling products from local charities and business. Each year children will have the opportunity to meet Father Christmas at Santa's Grotto.

Civic Christmas Carol Service – December 2024 (All Saints to confirm date)

Where: All Saints Church

Timings: 19:30 followed by reception for all at 20:30

Crowborough Town Council organises a Civic Carol Service at All Saints Church every year. The event is well attended by local families and schools. All Saints Church choir, Wadhurst Brass Band as well as local school choirs will be performing throughout the evening.

Members of the Committee are asked to make a decision on the above events and dates for 2024 as well as the suggested plans.

The Committee will also need to consider, any increased activity to the events programme may require additional overtime hours for the Events Manager and other staff.



AGENDA ITEM NUMBER: 6.3
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Crowfest
PURPOSE OF REPORT: To provide members with a proposal for Crowfest
SUPPORTING DOCUMENTS: None
OFFICER CONTACT: Events Manager

OFFICER RECOMMENDATIONS:	
1	
2	

Background:

The minutes from the meeting of the 13th of June 2023 state:

Members discussed the officer's report. A discussion took place regarding whether or not to hold another event, in which year an event may take place, whether any potential event should be free to attend or ticketed, whether or not charging to park cars would result in additional on-road parking in the vicinity, what financial risk may be incurred by the council and how any such risk could be mitigated, and whether any potential event could include other arts as well as music.

The committee noted that the 2022 event had attracted several hundred positive comments from those attending and were keen to discuss this item in more depth. It was agreed that officers, including the Responsible Finance Officer, would investigate the costings and how the event could be funded. This would be done for a 2- and 3-day ticketed event, as well as a free to attend event such as the one held in 2022.

Actions Completed:

The Events Manager, RFO and Operations Manager, met with one of the directors of a nearby larger scale music festival that is ticketed. This allowed all staff members to ask questions and fact find about the risks and differences of holding a ticketed festival over a free to attend one.

Option 1 – Paid for Ticket Crowfest

From this meeting it was clear that transforming a free to attend festival into a paid for ticket event is a huge undertaking. Crowfest would be entering a competitive sector in this area which other nearby festivals are already established and have more resources and larger marketing budgets. It is a concern that we would be unable to sell enough tickets to justify the events costs. As a local authority it is important for committee to ensure that we are providing a service for the residents when using taxpayers' money.

Most of the income to fund the event would be from ticket sales and from the discussions taken place this can sometimes come very close to the event date. There is no insurance that can be provided that would top up any lack of ticket sales to fund the event and therefore if the council could not sell enough tickets this would risk public money being used to cover the shortfall. Public money should not be used to fund a private to attend event as it is meant for the benefit of the town.

Therefore, due to the added costs, risk of public funds and lack of resources it **cannot be recommended to charge for tickets to a Crowfest event.**

To hold this event option it is the recommendation that due to the amount of additional work an Events Assistant would be employed on a full-time basis solely for organising CrowFest.

Option 2 – Free to attend Crowfest.

The second option is to put on a similar free to attend event as the Council did in 2022. This would involve making some changes to the event to firstly give it a purpose. The 2022 festival's purpose was to provide a free to attend music festival for local and upcoming music and bring residents together after Covid using funds underspent from the Covid event years. We are in a different position now and moving forwards the event needs a purpose beyond that of the first year.

It has been thought that in keeping with the Councils climate change policy point 2.8.2 [Through its presence at council events, the council will engage with residents to demonstrate how sustainability can be achieved.](#)

The purpose could revolve around a music/ arts festival for residents of Crowborough to learn, get information and for the promotion of sustainability whilst enjoying the free music and entertainment. This would then add a benefit to the community by increasing the awareness of sustainability and give a potential benefit to the environment as well.

The event itself would need to be planned so that event design options are chosen that are sustainable and promote the core message of the event to revolving around sustainability and environmentally friendly alternatives.

Due to this style/ size of event needing to be fenced off for security and licencing reasons it is recommended that although it would be free to attend, it would still be ticketed to ensure capacity numbers were not exceeded.

It is recommended that this event is held on the recreation grounds at goldsmiths and not in Eridge Field, as this would be used for overflow parking to prevent visitors parking in nearby residential roads.

To hold this event option it is the recommendation that due to the amount of additional work an Events Assistant would be employed on a part-time time basis solely for organising CrowFest.

Option 3 – Mini Crowfest

The third option would be to continue with the one or two-day summer fair event previously held, with the addition of a small stage for live music to be played. This would increase the summer fair budget but be the cheaper option than a full Crowfest festival. A variety of arts and crafts along with the music can be incorporated into this style event. Ideas such as stand-up comedy, poetry reading, dance displays, an artwork gallery can be added to this event.

The timings of the event could be extended between 1pm to 9pm to increase on site sales and entertainment provided.

There is also the option to provide this event as a one or two-day event. The work involved in setting up and taking down the event is the same for either a one or two-day event and although the cost is increased to run a second day, the income increases, and it allows for more residents to attend over the entire weekend and provide more entertainment.

This option could rebrand the summer fair into a mini Crowfest style event, a change of the name of the event to reflect a fresh new approach to the summer fair and attract more people to the event could be beneficial.

The layout of this event would be changed from the typical summer fair style to be more in line with a festival layout. Decoration of the event would be important to dress the event into a mini Crowfest but without the additional costs of it being a festival.

This event would need to be held on the recreation grounds of Goldsmiths as Eridge Field would need to be used as an overflow carpark to prevent visitors parking in nearby residential roads. If parking was charged for a cheaper rate of £2 a car for the day would cover staff costs but not put off potential attendees. All surrounding roads will have no waiting cones to prevent parking in these areas.

To hold this event option, due to the amount of additional work the Events Manager would incur overtime for an additional one day a week in organising Mini Crowfest.

Option 4 – Normal Summer Fair

To continue with the Summer Fair and not to repeat Crowfest.

Finances

Estimated costings for all four options have been included below in a comparative table. All figures are based on **full capacity of site**, which in turn would result in the estimated revenue share for income off the bar and food vendors. The figures for the Summer Fair and Mini Crowfest are a lot easier to provide accurate budget costings due to the many years of the Council running similar events. Free to attend Crowfest figures for expenditure can be relied upon as they have been gained from the 2022 event along with further research and other event costing experience. The income for the event is less reliable and could not be guaranteed as an event has never previously relied so heavily on the income source providing funding. Most of the income is generated on the event days, and this can be very dependent on the weather conditions for the event. The figures provided for the ticketed event are the least reliable. It is unknown how many tickets would sell, and this would then have a knock-on effect for all other income generated as it is very heavily reliant on having at least a 73% of tickets sold to potentially break even on the expenditure (2-day event example, 3-day is 59%). As an example, 73% of tickets works out at 5,110 tickets.

The committee do not have any money towards any of these event proposals currently. Therefore, they would have to allocate enough funds within the 2024/25 budget setting to provide sufficient funds for the option they choose. Below are examples of how much each option is in comparison of the precept.

	Option 1		Option 2		Option 3		Option 4
	2-Day	3-Day	2-Day	3-Day	1-Day	2-Day	1-Day
Budget Required	£181,000.00	£220,000.00	£86,000.00	£100,000.00	£28,000.00	£52,000.00	£12,000.00
% of Precept*	11.34%	13.78%	5.39%	6.27%	1.75%		0.75%

*Based on 2023/24 precept of £1,595,929.00

Risk Management

Risk of each option is difficult to quantify other than demonstrating the financial cost of each option along with the variables of income sources. If the risk is based on a last-minute cancellation of each of the options due to something such as weather, then the risk is purely financial to the Council and from experience and research it is expected that 80% of the costs involved in setting up the event is non recoverable. Insurance policies can be purchased a month prior to an event to protect against weather contingencies, however the exact cost of these is dependent on the weather forecasts and event costs. Therefore, these cannot be provided in advance. We have also been advised from the festival event organiser we met with that insurance policies tend to only pay for equipment needed to try and keep the event open, rather than cover any losses from the event.

In summary the options can be ordered in terms of risk to the Council from highest to lowest. This is demonstrated in the option numbers as Option 1 is the highest risk and option 4 is the lowest risk to public funds.

Options

All four options along with different event durations, have been provided with a breakdown of estimated budgeting for each option. A column for the income/ expenditure for 2022 Crowfest has also been included to give as a comparison.

		Option 1		Option 2		Option 3		Option 4		Example
		Ticketed Crowfest		Free to attend Crowfest		Mini Crowfest		Normal Summer Fair		2022 Crowfest Expense
Expenditure	Income	2 Day	3 Day	2 Day	3 Day	1 Day	2 Day	1 Day		2 Day
	Ticket Sales ⁽¹⁾	£188,000	£282,000	£0.00	£0.00	N/A	N/A	N/A	N/A	N/A
	Parking Ticket ⁽³⁾	£2,843.75	£4,265.63	£2,843.75	£4,265.63	£700.00	£1,400.00	N/A	N/A	N/A
	Bar Sales revenue share ⁽⁵⁾	£7,000.00	£10,500.00	£7,000.00	£10,500.00	£2,000.00	£4,000.00	£1,000.00	N/A	£3,856.40
	Reusable Cup Sales ⁽⁶⁾	£5,000.00	£7,500.00	£5,000.00	£7,500.00	£2,000.00	£4,000.00	£1,000.00	N/A	N/A
	Stalls pitch hire ⁽⁸⁾	£3,840.00	£5,760.00	£3,840.00	£5,760.00	£800.00	£1,600.00	£800.00	N/A	£760.00
	Food Sales revenue share ⁽⁹⁾	£5,600.00	£8,400.00	£5,600.00	£8,400.00	£1,000.00	£2,000.00	£750.00	N/A	£788.60
	VIP Ticket Sales ⁽¹⁰⁾	£6,683.75	£10,025.63	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Advertising ⁽¹¹⁾	£10,000.00	£15,000.00	£10,000.00	£15,000.00	£3,000.00	£6,000.00	N/A	N/A	N/A
	Total Estimated Income:	£228,967.50	£343,451.26	£34,283.75	£51,425.63	£9,500.00	£19,000.00	£3,550.00		
Ticket Sales Processing Fees ⁽²⁾		-£21,022.66	-£31,533.99	£0.00	£0.00	£0.00	£0.00	£0.00	N/A	None
Parking Ticket Sales Processing Fees ⁽⁴⁾		-£656.26	-£984.39	-£656.26	-£984.39	None	None	N/A	N/A	None
Reusable Cup Product ⁽⁷⁾		-£6,700.00	-£10,050.00	-£1,900.00	-£2,850.00	-£920.00	-£1,840.00	-£510.00	N/A	None
Stage Hire		-£10,750.00	-£13,750.00	-£6,000.00	-£7,000.00	-£3,150.00	-£5,000.00	N/A	N/A	£4,000.00
Stage Lighting		-£3,000.00	-£3,000.00	-£1,000.00	-£1,000.00	-£500.00	-£1,000.00	N/A	N/A	£935.00
Stage Sound		-£11,500.00	-£11,500.00	-£7,000.00	-£7,000.00	-£500.00	-£2,000.00	N/A	N/A	£7,071.84
Stage Crew ⁽¹²⁾		-£10,000.00	-£15,000.00	-£6,500.00	-£9,750.00	-£400.00	-£800.00	N/A	N/A	£5,800.00
Stage Green Room		-£2,500.00	-£2,500.00	-£1,000.00	-£1,000.00	-£500.00	-£1,000.00	N/A	N/A	£600.00
Stage Instruments		-£2,000.00	-£2,000.00	-£500.00	-£500.00	-£500.00	-£1,000.00	N/A	N/A	£0.00
Stage MC		-£1,500.00	-£2,250.00	-£500.00	-£750.00	-£50.00	-£100.00	N/A	N/A	£800.00
Artists		-£23,500.00	-£34,750.00	-£5,000.00	-£7,500.00	-£2,000.00	-£4,000.00	N/A	N/A	£1,500.00
Advertising TV Screen		-£5,000.00	-£5,000.00	-£2,500.00	-£2,500.00	-£1,650.00	-£2,250.00	N/A	N/A	£0.00
Staff Break Room		-£1,500.00	-£1,500.00	-£500.00	-£500.00	-£250.00	-£500.00	N/A	N/A	£0.00

	Total Estimated Expenditure:	- £192,678.92	- £233,748.38	- £97,116.26	- £113,124.39	- £34,870.00	-£63,780.00	- £16,320.00	£0.00	£68,211.00
	Event Budget Required (less Eco EMR and Staff Overtime)	£181,000.00	£220,000.00	£86,000.00	£100,000.00	£28,000.00	£52,000.00	£12,000.00		
	Increase to Personnel Staff budget for overtime costs	£9,000.00	£12,000.00	£9,000.00	£12,000.00	£4,500.00	£ 6,500.00	£1,500.00	N/A	
	Income/Expenditure	£36,288.58	£109,702.88	£62,832.51	-£61,698.76	£25,370.00	-£44,780.00	£12,770.00		

- (1) Ticket Sales: This figure is an estimate based on an average ticket price of £13.42 and 7000 tickets being sold. (5000 adult and 2000 child). This does not allow for unsold tickets. Per day sale of tickets based on 5000 adult at £16.00, 1750 child at £8.00 and 250 under5's free. This does not allow for any promotional ticket selling.
- (2) Ticket Sales Processing Fees: Based on selling tickets through an external company 'Event Brite' fees incurred are £0.59 per ticket sale plus 6.95% of ticket price. Averaged on 7000 sales per day at £13.42 average ticket price.
- (3) Parking Ticket: This figure allows for a single charge of £5.00 per car per day for parking in Eridge Field (Option 1&2). Based on 350 cars parking in field. The main car park on site would still be free to use. Option 3 could charge £2.00 for all day parking, this generates income but doesn't encourage on street parking.
- (4) Parking Ticket Processing Fee: Based on selling tickets through an external company 'Event Brite' fees incurred are £0.59 per ticket sale plus 6.95% of ticket price. Averaged on 350 sales per day at £5.00 average ticket price.
- (5) Bar Sales: Estimated Council's revenue share from sales. Based on a single sale average price of £5.00 per drink and then averaged on number of sales dependant on 3500 sales with 1 drink sale. Revenue share of 20% to the Council. These figures are unreliable for income as purely estimated.
- (6) Reusable Cup Sales: Based on a sale price of £2.00 a cup, Crowfest incurring 5000 cup sales per day and summer fair sales of 1000 for expanded and 500 for normal summer fair.
- (7) Reusable Cup Product Cost: Based on an individual purchase price of 67p for Crowfest bulk quantities, 92p for expanded summer fair and £1.02 for normal summer fair.
- (8) Stall Pitch Hire: Crowfest events are based on having 20 pitches with electricity charged at £60.00 per day, 18 pitches without electricity charged at £40.00 per day. No concession for charities. For Summer Fair events 40 nonelectric pitches at £40.00. Concession of 50% attending being charity and getting pitch for free.
- (9) Food Sales Revenue Share: Based on Crowfest events having 14 food vendors across the site, each with £1,000 of sales daily, providing the Council with a 20% revenue share. Summer fair events are based on a pitch fee of £150 for the event with no revenue share.
- (10) Private marquee with bar and seating and food vendor for VIP ticket holders. Ticket price would be in addition to normal entry ticket. Tickets priced at £15.00 and limited to 250 tickets per day.
- (11) Advertising TV Screen: Calculated on selling 50 advertising spaces that include 50 x 5 second advert slots on a large TV screen on site. Also include an advert within a programme handed out at event.
- (12) Stage Crew: This figure includes any overnight accommodation required for the stage crews. This will allow for all technical, sound, lighting, management staffing of the stages.

- (13) Water Supply: Potable water supply is required to be provided at the event free of charge. For the larger festival options this would involve hiring in portable water containers that are refilled with drinking water. For the smaller mini festival or summer fair water can be provided from the Kiosk or bar.
- (14) Eco Activities: This would be the evolution of the Eco hub to expand the sustainability message across the event. This amount comes from the Eco Hub EMR.
- (15) Staff/ Artists food: It was required at the previous Crowfest to provide food to all the staff contracted in and the music artists, this also included CTC staff as they were required to stay on site. For the larger festivals it is proposed to have a on site food vendor just for the staff food as it was not successful at the 2022 event providing people with food tokens to use at any food vendor. At the mini festival/ summer fair, food tokens would be used for internal staff only as this is a successful and cheaper option.
- (16) Staff Costs: All overtime and staff expenses come from the personnel budget, however as this event could have a large impact on the personnel budget it has been included to give a representation of the additional costs personnel would have to budget for. This amount does not get included in the event budget.
- (17) Security: Security costs vary greatly between a festival and a mini festival/ summer fair. At the smaller events very, little is left on site overnight before or after the event as most items are brought and set up on the day of the event and removed the same day. Therefore, the event does not require fencing off or much over night security. Being smaller events during the event running time only requires security during the bar opening times. When the event is turned into a festival it requires more set up time, more expensive equipment on site and a fenced off area to allow safe set up of the event. This then results in a larger 24hr security team to be on site from set up to take down and the cost increases significantly.
- (18) External Consultants: Various external consultants would need to be used for the larger festivals, including designers, music artist consultants, social media consultants etc.

Summary

The committee should ensure that they have sufficient funds to agree to any of the options presented in this report.

It is **not recommended** that the committee chooses option 1 due to reasons mentioned previously in this report.

The committee does not have sufficient funds for option 2 but could allow money in the budget for this to occur in 2025. It is **not recommended** to increase the budget to cover all the costs in the 2024/25 budget for the event to be held in 2024, due to the increase in precept and it would also **not be recommended** to expect the Events Manager to plan and pay for the option 2 from April 2024 with the event occurring in July 2024.

The committee may wish to consider option 3 as an alternative to repeating Crowfest in 2024. The committee would, however, have to allocate the sufficient funds in their budget setting to allow for this style event to take place.

The committee have previously allowed the same funds for the summer fair to continue and therefore this option would be within the normal budget setting for the committee.

Resolutions

- 1. For committee to decide if they wish to choose any of the options detailed within this report**
- 2. For committee to decide how many days they wish to hold the event over.**
- 3. For committee to decide if the event is held in 2024, if so to set a date.**
- 4. For committee to decide how to finance the event choice.**
- 5. If options 1,2 or 3 are chosen: For committee to give the Events Manager delegated authority to make expenditures over £5,000 using the provided budget.**



AGENDA ITEM NUMBER: 7.1
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Town Map
PURPOSE OF REPORT: To provide members with a quote for printing
SUPPORTING DOCUMENTS: None
OFFICER CONTACT: Deputy Town Clerk

OFFICER RECOMMENDATIONS:	
1	
2	

Background

During 2022 and early 2023 the committee worked with a local cartographer to update the town map. The final version of the map was noted by the committee on 13th June 2023.

Current Situation

Following the meeting in June the Deputy Town Clerk arranged for the large versions of the map situated around the town to be printed and displayed. At this time a quote was also obtained to print new A3 pads of the map (100 maps per pad).

The first version of the map was printed in 2018. Thirty pads were purchased at a cost of £321.

Of these 30 pads, 21 remain unused.

Quote to print 20 pads £360.00

Quote to print 30 pads £453.00

Whilst this spend is within the delegated power of the Deputy Town Clerk, due to the high number of unused pads, the committee is asked to confirm whether it wishes to print A3 paper maps this time and, if so, how many.



AGENDA ITEM NUMBER: 8.1
MEETING DATE: 17th October 2023
COUNCIL/COMMITTEE: Communication and Events
TITLE: Website
PURPOSE OF REPORT: To inform members of work on the website
SUPPORTING DOCUMENTS: None
OFFICER CONTACT: Deputy Town Clerk

OFFICER RECOMMENDATIONS:	
1	
2	

Background

The current website was designed in 2018 and went live in early 2019.

Website work

Over the past four years more and more items have been added to the site, making it difficult for members of the public to use. Additionally, website design has changed, and the current site is looking more out-of-date.

Longer term the committee is setting aside monies to fund a re-design and re-structure of the entire website. However, work was still needed to make the current site more accessible and user-friendly for members of the public. Therefore, the Deputy Town Clerk has been working with the newly appointed Community Engagement Officer and the council's web designer to refresh and tidy up the current site so that it can be used for the next 12-18 months.

The new homepage will be available to view at the committee's meeting. Work will then be ongoing as the Community Engagement Officer reviews each of the pages of the site over the upcoming months.