

Project Brief		 SELBY <small>DISTRICT COUNCIL</small> <small>Making services work for you</small>			
<i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i>					
Project Name	“Party in the Park”				
Project Manager	John Boyd				
Document Author (if different from Project Manager)	As above				
Details of the Project					
<i>Please list the details of your project</i>					
<p>The applicant, Sherburn in Elmet Teasel CIC (SiET CIC), with Western Area CEF's assistance, would put on a brand new event, "Party in the Park". An open-air music festival, combined with a beer festival that would take place in Eversley Park, Sherburn in Elmet on the August Bank Holiday, Sunday 25th August 2019 between 5pm – 8pm. The event would be, 'free to enter', and would be for the benefit of local communities and be badged as a "CEF" event. There will be a number of food vendors on the park, offering for sale a wide variety of regional foods, children's fun fair rides and bouncy type castles.</p> <p>It is intended to use selected quality performers who will attract, engage and interact with the audience, encouraging them to get involved in the music and dancing. The performers will use a professional stage and sound equipment and will be assisted by a sound engineer. The event would have all necessary supporting infrastructure, e.g. first aid, security staff, toilets, waste bins etc. It would be a licenced and insured event, managed and run by people with previous experience in event management.</p> <p>The grant requested from Western Area CEF to fund this project is £4,000</p> <p>Whilst the event would be a 'free to enter', it would give the organisers an opportunity to encourage attendees to make some form of charitable donation. Collection boxes would be presented and placed in key positions and with some promotion it could raise a significant amount. The choice of the charity or good cause that would benefit from the collected monies could be agreed jointly by CEF and SiET CIC.</p>					

Benefit
<i>Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.</i>
Improving the quality of life for individuals across the Western CEF area
By putting on this event, attendees will be able to
<ul style="list-style-type: none"> • relax in a safe family environment and experience the feeling of ‘community’ that has been present at the previous Sherburn Festivals. • enjoy and engage with the performances of quality entertainers, who will encourage them to dance and burn off a few calories, raising their spirits in the process • indulge in the wide selection of quality foods and sample a variety of real ales that will be available. <p>The whole experience will improve the sense of wellbeing and cohesion within the community through their mutual enjoyment of an event together. Giving them a feeling of civic pride in the area and in the support that Local Government through CEF can be seen to be providing.</p> <p>Observing and experiencing what can be achieved by a group of volunteers, organising and running the Festival, may encourage them to get involved in other events and voluntary work for the benefit of the community.</p> <p>The Party in the Park will be supporting local businesses by advertising and promoting their services, making attendees more aware of what is available on their doorstep.</p> <p>The proposed charitable collection made at the event could be used to support a local charity/good causes thereby benefiting the local community they serve.</p>
Project Objectives
<i>What will the project deliver, or what changes will it bring about and how are these linked to the CEF’s Community development plan (CDP) for the area?</i>
Benefiting the Western CEF area and the need for this proposal
This is an opportunity for CEF to get involved with SiET CIC, at a vastly reduced cost, in a brand new initiative, to provide the residents of Sherburn in Elmet and surrounding villages with a ‘Party in the Park’ music and beer festival event, that would be ‘free to enter’. By utilising the resources, materials, existing plans and investment provided by the SiET CIC for their Sherburn Festival, the CEF could achieve much by providing the grant subject of this application.
The grant would enable the organisers to hire quality performers who will interact with the audience and provide those who attend with a memorable family event, in a safe environment, that would add value to the overall experience of the Bank Holiday weekend. It would enable

the event to be “free to enter” and as such will encourage more people to attend. Without this grant, SiET CIC would struggle to meet their objectives of providing a “free to attend” quality live music event, open to all.

Through promotion of CEF’s involvement and in ‘badging’ the event it would raise the profile of the CEF to help demystify what it is and does, how communities benefit from its work and where it sits in local government.

The benefits of attending music festivals are well documented, Researchers have found attending live musical events can have a significant beneficial effect on health, promote feelings of inclusion, reduce levels of stress; and improve health status. Some statements from academic research.

- “Music brings people together. So, whether attendees go with their best friends or people they’re just starting to get to know, music festivals are a great place to bond”.
- “Music festivals are the perfect place to meet new people”
- “There’s so much love inside a festival, people give that love out to friends, family, and even strangers”.
- “Music festivals are a great place to relax, be themselves and not have to worry about judgement”.

In summary

- This is a fantastic opportunity to put on a free event for the benefit and enjoyment of the residents of Sherburn and the rest of the Western CEF area.
- It will bring people together and will create a sense of pride in the community and what it offers and also pride in the Selby Council through CEF’s involvement.
- It will give old and new residents of Sherburn an opportunity to integrate in a community event and encourage them to get involved in community activities.
- It will create an opportunity to raise money for a local charity/good cause.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Providing solutions for community issues and trialling new ideas that will benefit residents and improve the local area

Sherburn in Elmet is a rapidly expanding village that has grown significantly in population and size over the past three years. New large housing estates have been created overnight. The vast majority of the new residents have come from outside the village and district.

There is still some resentment felt by those who have lived in the village for some time towards the newcomers, who they feel are putting additional demands on the already strained infrastructure. In turn the new residents feel they are classed as 'outsiders' and are not accepted as 'part of the community'. They are unsure about what community activities there are, what they have to offer and how to get involved.

By putting on this new venture of having a 'Party in the Park' and making it free to enter, it will attract far more visitors from both groups. By mixing and socialising together, observing and experiencing this community activity, it will help to break down barriers, increase awareness and assist in the building of bridges and the sense of community and village pride. It will encourage those who are new to the village to become more involved in community activities and to be embraced by those who have lived here for some time.

It will be a vehicle to raise funds for the nominated charity/good cause.

The Party in the Park will be supporting local businesses by advertising and promoting their services, making attendees more aware of what is available on their doorstep and in the local area. The event will attract attendees into the village who through their spending will help boost the local economy.

The event and its promotion will also raise their awareness of the CEF and their activities.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The overall cost of staging this event is significant and if anyone were to consider putting on something similar the cost of doing so would far exceed the amount that is being requested in this application (£4000). The reason why this opportunity is available to CEF, is because "Party in the Park" will be able to share the use of essential equipment, support and resources put into place by SiET CIC for their 'Sherburn Festival' that runs over the Bank Holiday weekend between 10am and 5pm daily.

If SiET CIC were to run this event without the support of CEF, the additional costs of putting on the "Party in the Park" element would require them, either to increase the price of entry to the Festival significantly or to charge an additional entrance fee for the evening's entertainment, both of which would discourage potential attendees. As mentioned previously, they would like to make this event 'free to enter' and the grant from CEF would make the "Party in the Park" 'something special' and would allow them to do so.

Whilst it would be a 'free to enter' event, it would give the organisers an opportunity to encourage attendees to make some form of charitable donation. Collection boxes would be presented and placed in key positions and with some promotion it could raise a significant amount. The choice of the charity or good cause that would benefit from the collected monies could be agreed jointly by CEF and SiET CIC.

The Party in the Park would:

- be a fully licenced event (Licensed by Selby District Council)
- be a fully insured event
- have an 'Event Management Plan' approved by the Selby District 'Safety Advisory Group' (SAG) (police, fire, ambulance, environmental health organisations)
- have an 'event manager' with support staff including SIA security personnel and first aid providers
- have a professional stage and sound system with a sound quality engineer
- have generators for power
- have a marquee for shelter in the event of adverse weather with seating and tables
- have toilets, waste bins, waste disposal and necessary safety equipment
- have a variety of food and drink stalls
- have the benefit of a car parking area with a shuttlebus service

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

The timescales of the proposed "Party in the Park" are tied in with the timescales of the Sherburn Festival in that most of the infrastructure that would be used for the "Party" event is required for the Festival. Much of that infrastructure has already been sourced and booked.

The organisers would appreciate being informed at the earliest opportunity whether CEF will support the application in order that the entertainment can be booked and additional arrangements made for the anticipated numbers of attendees, completion of the supporting administration and for advertising and promotion of the event.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

• Costs	Whilst we cannot give a breakdown of the actual price for each individual item, the following is list of areas that will incur additional
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	<p>expenditure by putting on Party in the Park event. The grant will be used to offset this expenditure.</p> <ul style="list-style-type: none"> • performers and entertainers • security • insurance • first aid provision • toilets • waste disposal • generators and power • bar/beer supplies • advertising and promotion material • collection bins • shuttle bus services • field clean up
• People	<p>Additional human resources will be required to provide hands on assistance at the actual event and there will be an increase in the amount of work required in the general administration and preparation. Areas will include (though not limited to):</p> <ul style="list-style-type: none"> • event management • staff/communications • performers and entertainers support • sound engineer • bar staff • security staff • volunteers • promotion preparation • changes to programmes documentation

	<ul style="list-style-type: none"> • car parking and shuttlebus provision
Funding	<p><i>Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received</i></p>
	<p>When the SiET CC was set up, there was a requirement from Selby Council that it would run the Sherburn Festival for a minimum of five years. In order to do this, the SiET CIC retain sufficient funds earned from the previous year's event to ensure that the following year's event can take place. Any additional profits made from the Festival are donated to local good causes, charities, and interest groups. No one, who helps or assists in the organisation and running of Sherburn Festival, receives any re-numeration either financial or in kind.</p> <p>Whilst the SiET CIC currently have sufficient funds to be able to ensure that this year's Festival will go ahead. They are keen to expand and develop the Festival. Feedback from previous Festivals attendees, support their intention of developing and extending the entertainment element so that the event closes later. They do however have to be mindful that they do not eat away at the income that will be generated from this year's event, to solely put on this year's event, to the detriment of being able to finance the 2020 event.</p> <p>The "Party in the Park" as previously discussed will use in common much of the equipment and infrastructure put into place by the SiET CIC for their Sherburn Festival .</p>
Risks / Issues	<p><i>Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.</i></p> <p>The most significant risk to the success of the 'Party in the Park' is the weather that will prevail immediately before and during the event. Experience has shown that attendance will be seriously reduced by adverse weather, as this event takes place largely in the open air. The organisers will be providing a large marquee that adjoins the entertainment area and overlooks the stage that will offer protection from the elements. The beer festival will be housed in that marquee.</p> <p>It is anticipated that the grant made available by the CEF will allow SiET CIC to obtain entertainers of a calibre that will attract and draw in an audience, even if there should be the more unsettled type of weather conditions.</p> <p>The supply of a grant will help considerably with cash flow in accessing materials and equipment required for the event.</p> <p>Being able to advertise and use the fact that the event is being sponsored by a grant from CEF, provides the SiET CIC with some kudos which may assist in their obtaining further sponsorship</p>

for this and future events.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

The SiET CIC are totally reliant on the hard work and efforts that are made by the voluntary staff who make the event work. The SiET CIC has three bands of volunteers; a small group of committee members who have overall responsibility for the Festival, a larger group who take on the responsibilities for specific elements of the Festival, and thirdly the volunteers who help on the days before, during and after the event helping in the setting up, running and its dismantling. Fortunately, there have been sufficient volunteers to enable the Festivals to function effectively. The commitment of the volunteers is valued. Many of them are recruited from other voluntary groups and organisations and cognisance of their level of contribution is taken into consideration when deciding the distribution of the profits made.