

Summer Fayre Event Report

Sunday 23 June 2024

11am – 3pm

St John's Park, Burgess Hill

Budget: £4000 from Town Council
£1000 from Burgess Hill District Lions
£1500 budgeted for parade materials

Income: £1690.16 as follows:
Pitch fees – £1190
Donations – £113.56
Fairground – £175
Ice cream sales – £211.60

Expenditure after income: £5712.12

Spent: £7402.83 as follows:

Walkabout entertainer - £1350
Huxleys Birds of Prey - £400
Inflatables - £675
Portable radios - £162
First aid cover - £132
Music provider - £400
Bins - £178.83
Burgess Hill Marching Youth - £250
Sussex Green Living - £800
Publicity materials - £55
Toilets - £300
Slackline - £1100

Same Sky parade workshops - £1600

Aim:

The aim of the Summer Fayre was to deliver a low-cost, fun day out for families, with a mixture of activities, and to create a platform for local community groups and businesses to raise funds and profiles.

Working on the success of last year's event, with the introduction of the Summer Fayre parade, the aim was to further expand the event, with more stalls and a larger parade.

Number of attendees:

Across the day, over 3000 residents attended the Summer Fayre. Whilst the parade element ensured a large number of attendees, with parents and families watching their children in the parade; there was a steady number of people at the event across the whole four hours, with no particular drop-off point.

Event Breakdown:

There were 85 stallholders due to attend the Summer Fayre, including five paid providers. On the day, only four groups did not attend. Two of these groups contacted us on the day/ the day before the event, two were no-shows. Where there were gaps on the field, the team reacted well to fill them and there was no obvious difference to the event.

The Fayre was opened with the parade, following on from its introduction in 2023. Burgess Hill Marching Youth led five local primary schools (London Meed, Manor Field, The Gattons, Birchwood Grove and Sheddingdean), Burgess Hill Youth's young carers and the Girl Guides. The parade lapped St John's Park, passing all

stall holders on-route.

The schools worked with Same Sky, a local community arts charity to create their art pieces for the parade. Each school picked an animal to create (fox, badger, seahorse, hedgehog and deer), following the environmental theme to match with the introduction of the eco-zone.

A full event programme was created ahead of the event and was available on the Town Council website and in the Help Point as a physical copy. QR codes were created and taken around the site by councillor volunteers to encourage members of the public to scan and review the full event programme.

Activities for children and families included:

- Fairground games (swing boats, mini-roundabout, striker, hook-a-prize etc.) – this was the only activity that had to be paid for, the fairground set their own prices and gave a cut of profits to BHTC,
- Free inflatables (10ft platform slide and basketball game)
- Free Crafts with Burgess Hill Creative Community (create your own glitter globe and colouring)
- Free Slacklining
- Free Birds of Prey displays
- Free Walkabout entertainment (Zelva the Giant Tortoise)
- Free DJ Workshops
- Free Woodland lorry (recycled activities and games)
- Free Eco-float (GYO gardening and games) – they had some items for sale, including their refill shop, but their games and gardening were free.

The dog show was run by Heath Vets. There were five categories into which dogs could enter:

- Perfect Puppy (under 18 months)
- Most Handsome Hound
- Prettiest Pooch
- Best Rescue
- Best Trick

Each class was £1 to enter, with a maximum of 20 dogs per class. All proceeds were donated to Heath Vets' charity of choice: Holbrook Animal Rescue. Town Mayor, Janice Henwood chose Best in Show (the winners of each category were entered into Best in Show).

Community groups and businesses were given the opportunity for a demonstration at the event:

- The Triangle's Acro Squad
- Ariel Academy
- Burgess Hill Rugby Club
- Burgess Hill District Lions games final

Free talks and displays were organized throughout the day:

- GYO Gardening with Sussex Green Living
- Falconry displays
- Connecting with Nature talks by Sussex Green Living
- National Highways brought their Traffic Officer Vehicle
- West Sussex Fire and Rescue brought their fire engine
- Joyous Flow Arts provided free circus workshops

Publicity:

The event was publicised across a range of platforms.

A social media campaign was planned in advance with posts on Facebook and Instagram in the month leading up to the event. Posts were shared into the dedicated Facebook event created for the Summer Fayre. Topics covered included information on the dog show, what entertainment would be happening throughout the day, food providers, the Summer Fayre parade and more. The posts on social media were very popular, as indicated by the large turnout on the day.

A digital programme was created and advertised on social media and on our website. Physical copies were available from the Help Point for those not on social media. The programme was 26 pages long and detailed all activities happening at the event. Every attending organisation at the event was named in the document with information on what they were bringing to the Summer Fayre.

Posters were put in every Town Council noticeboard across Burgess Hill, the noticeboard outside Trading Spaces, and in the Help Point window. The event was visible on the front page of the website, with a full detailed page on the event and what attendees could expect.

Press releases were written before and after the event, with the Mid Sussex Times publishing these both on their website and in print. The paper sent their photographer to the event to cover it. The event was also published in RH Uncovered magazine and a save the date was printed in About Town.

Banners were placed on the Triangle roundabout and McDonalds Roundabout. Correx boards were placed in Worlds End, the bandstand in Church Walk and in St John's Park.

Two events mailing lists were sent out; one a month before the event, and one shortly before which linked to the programme. Another mailing list was sent at the beginning of the year to seek stallholders.

A social media post was posted on social media following the event. It thanked all attendees and asked for feedback. This was very well received.

Feedback:

A separate feedback form was created for the Summer Fayre, requesting attendees' thoughts on the event and what they would like to see at the Summer Fayre in 2025.

Attendees were asked how they had heard about the event:

How did you hear about the event?	Number of responses
Town Council social media	19
Events Mailing List	10
Town Council Website	5
Facebook Group/ shared by a friend	11
Word of mouth	11
Posters in the town council noticeboard	12
About Town	2
School mailing list	2
Poster by the Triangle	1
Beavers group	1

The next question on the form covered what people enjoyed at the event:

What did you enjoy?	Number of responses
Giant Tortoise	3
Birds of Prey display	4
Food stands	3
Kids inflatables	1
Community feel at the event	10
Triangle gymnastics performance	2
Eco Fayre	3
Children's parade	5
Funfair	1
DJ tent/ music	5
Advertisement	1
Dog show	2
Fire engine	1

37 people filled in the google form, with more commenting online. Below are a range of comments from members of the public:

- ***“So many stalls, and lots of variety. I also loved the Triangle gymnastics demonstration- they were incredible! Loved the eco section of the fair. Loved finding out more about recycling and looking after nature etc. I Loved the craft stalls- especially the pottery.”***
- ***“A really great vibe with lots of local groups displaying their deliveries. The funfair was good. Lots of great food and drink options and the DJ tent and musical interludes added to the atmosphere without being***

overwhelming. A great turnout for the town with all ages enjoying the day.”

- **“Variety of stalls and a lovely community atmosphere (it was my first time at this event). I really enjoyed the parade at the beginning - a great way to start and energising. The music and the DJ sets. The event has a good flow. A nice mix of community and stall holders.”**
- **“Variety of stalls and things to do, sand sculptures, giant tortoise, birds of prey and the fire engine were highlights for my family.”**
- **“First time I’ve been and it was amazing! So much to do and no chance for kids to get bored - we were there for pretty much the whole time and everyone loved it!”**

Suggested improvements included:

What could have been improved?	Number of responses
Nothing	8
Sound at dog show	1
More food/ drink options	13
Veggie/ vegan only food stalls	2
Bring back mini railway	1
Face painter	1
Interactive stalls by charities	1
Paper programme	1
Less leaflet stalls	1
More to do for adults	1

Looking through the suggested improvements, it’s clear that we need a larger food area in 2025, with some stalls dedicated to catering for vegetarians and vegans. Whilst all food stalls had a veggie/ vegan offering, it’s important to have more.

The suggestion of less leaflet stalls/ having charities make their stalls more interactive is difficult, as it is down to the individual group to decide what they bring with them on the day. All groups were asked to provide an activity when signing up, but as individual organisations, we don’t have the power to control their decision-making process when it comes to what they will be bringing to the events. This is something that we can work on, by consistently mentioning it in our correspondence with attendees.

The introduction of a paper programme would require a higher budget for the event, as we would look to get these professionally printed. A copy of the digital programme was available on our website in advance of the day, advertised on social media and sent in an event mailing list to subscribers. The Help Point had a paper copy available to view ahead of the event. On the day itself, the councillors stand had paper copies and QR codes that individuals could scan to get the programme up on their phone.

We asked stall holders to provide us with feedback and information on funds raised. Whilst not all organisations responded, the information we were sent is below:

Organisation	Funds Raised
Burgess Hill Creative Community	£32
8 th Scouts	£570
Lily's Cottage	£149
Horticultural Society	£186
Burgess Hill in Bloom	£25
Sussex Fudge and Cupcake Co.	£250
Jo, Amy and Charlie	£70
Burgess Hill NSPCC	£216.10
Ice cream sales	£1058
Park View Kiosk	£765.50
Party Bounce	£188
Cricket Club Bar	£1800
Burgess Hill Bonfire Society	£750
Total:	£6059.60

Looking at the figures from the 13 organisations that responded with information on their takings/ funds raised, we can safely say that more was raised on the day, than was spent on the event itself, which is incredibly positive and demonstrates the need for events like the Summer Fayre.

Some comments from organisations included:

“On behalf of the 8th Burgess Hill Scout Group we would like say a big thank you to the team for organising a fantastic experience. The weather was perfect and a joy to see so many people attending. The group were able to raise £570.00. funds for the scout group to help support young people through Scouting skills.” – 8th Scouts

“Thank you so much for inviting us to your event. We thoroughly enjoyed ourselves. It was great to see so many people there, considering how many fairs there have been going on this Summer. You must have worked so hard to get it all together. Plenty of room and choice of entertainment and food. In chatting to residents, they all expressed the hope that you would keep putting on events like the fair. I told them about all you had planned for this Summer. You all helped put Burgess Hill on the map for community spirit.” – Burgess Hill in Bloom

“Molly, many thanks for organising such an efficient and successful event. We had a lot of conversations with visitors and had a good time!” – u3a

“Thank you so much for a fantastic event. We spoke to 170 people during the day which is an excellent number for us. Thanks again for holding such a well organised and well attended event.” – Waste Prevention

“Thank you very much for a great location for my activity station and for all the support your team has given us during the event!” – Sand Art

“I just wanted to say how brilliantly organised I thought it was yesterday, and what a great day we had. The ease of getting onto the site and off and everything in

between was brilliant. We had a great day and we are looking forward to the next one 😊. Thank you all for all your hard work.” – Jo, Amy and Charlie

“We just wanted to say how well this was organised and all the people involved worked so hard. We as a small local business will definitely want to be part of this event in the future.” – iFit Fire and Flues

“Thank you so much for organising a great event! It was really lovely to be involved. We had some great feedback to our survey about volunteering and people were really engaged with talking to us about what MSVA does. My kids also had an awesome time watching the shows and trying a bit of DJ’ing.” - MSVA

“I’d like to say how well organised the entering and leaving of our pitch was handled. The Marshalls did a great job directing vehicles and I hope they are recognised for this. Also, the whole day really was a community event. Well done and thank you.” – Burgess Hill NSPCC

“In our experience, it was a family, friendly day filled with joy, laughter and good vibes. The parade at the opening of the Fayre was very entertaining, beautiful to watch, exciting and very therapeutic. You and your Team really know how to put on a good show. A very well done to you all.” – Party Bounce

“So firstly, what an absolutely awesome Summer Fayre you managed to pull off!!! Honestly, we have never been as busy as we were at the BBQ, I didn't know whether to laugh or cry every time I looked up and saw the queue and due to that I'm so pleased to tell you we made just over £750 profit!!! 😊😊 and we ran out even after upping our quantities from last year. So, from a stall point of view, we had an amazing time and raised some much-needed funds to put on our night.” – Burgess Hill Bonfire Society

Suggested improvements made by stallholders included:

- Toilet conditions – this was something that the team tried to mitigate ahead of the event, getting in touch with the team at MSDC to request cleaning and fixing of the pavilion toilets (inside and outside). We got two portaloos at short notice, as we had been made aware of issues with the toilets. On this occasion, this was out of our control and we worked well to find alternatives.
- Speakers in all areas of the park – if we were to get speakers in other parts of the park, we would require a higher budget, and there would be lots to look at from a health and safety point of view, due to the possibility of trailing cables etc.
- Some stall holders felt their entry time was too early, whilst others felt theirs was too late – entry times were determined by location on the park, and with over 80 stallholders it was important to ensure that all stallholders had a set entry time, to avoid bottlenecks and ensure all stallholders were on and off-site again before the parade began to gather at 10:30am. We could perhaps mitigate this by asking on the google form how long groups require to set up their stalls.

Future Event Ideas:

As part of the feedback form, we sought information from members of the public as to what they would like to see at the Summer Fayre in 2025.

Activities for 2025	Number of Responses
Same as 2024	13
Adult singing performances	1
More activities for the adults	2
Pantomime horse racing	1
Climbing wall	2
Local sports clubs	1
Farmers Market stalls	1
Rounders	1
More crafts	2
Grand raffle for charity	1
Miniature train	1
Local bands	1
Donkey rides	1

Talks/ displays for 2025	Number of responses
Same as 2024	16
Baby swimming talk	1
Kids learning and games	1
Displays from local artists	1
Skateboard display	1
Bowls demonstration	1
Jive dancers	1
Flower/ produce show	1
Taekwondo	1
Information on the Beehive	1
Drumming workshop	1
Steel band	1
Walking jazz musicians	1
Healthier lifestyles	1
Acts of kindness	1
Kids club demonstrations	2
Water safety in the summer	1
Police – how to reduce crime	1
Military display	1
Sports Clubs	3
St John's Ambulance demonstrations	1
Dog obedience training	1
Bike ability for kids	1
Talks on town plans	1

Thoughts were also sought regarding what people would like to see as the parade theme for 2025:

Parade theme	Number of Responses
Same as 2024 (Environment)	5
Under the sea	2
Neighbourly spirit	1
Looking after our town (litter picking, volunteering etc)	3
Local area – BH history etc	6
Community of the town	6
Food	1
Mental health and wellbeing	1
Recycling	3
Kindness	2
Being safe in summer	1
Diversity	1
Mardi Gras	1
Family	1

When planning for 2025, the above feedback will be taken into consideration, and we will review all options; aiming for a good value for money, whilst ensuring that the event remains fresh, trying not to recycle too many aspects of prior events. It's important to look at what works well and what is popular with residents.

For the parade theme specifically, we will liaise with Same Sky, as we will need to ensure that the parade theme is something that we can easily make parade items for. In 2024, the environment theme was a good starting point for each school to decide on an animal and make their pieces to fit the theme. The theme for 2025 will need to be one that the children can use to create more creative parade pieces.

Molly Devine
Events, Communications and Administration Officer

