

# Open-Air Music in the Park Event Report

Friday 5 July

6 – 8:30pm

St John's Park, Burgess Hill

**Budget:** £3500

**Spent:** £3690.85 as follows:

Stage - £1200

Compere - £150

Radios - £162

Disco B'stards - £500

Clementine - £450.83

Amber T - £325

Toilets - £250

First Aid - £132

Publicity materials - £144

Security - £204

Bins - £173.02

## **Aim:**

To provide a free outdoor music event for residents. We were looking to reach a large range of ages.

## **Number of attendees:**

Due to the poor weather, the number of attendees was lower than anticipated. Approximately 100 residents attended. Approx 300 were 'interested' or 'going' on the Facebook event, so 100 residents attending in poor weather was a good turnout considering.

## **Event Breakdown:**

We had three performers at the event:

- Amber T
- Georgia Thursting
- Disco B'stards

Mid Sussex Radio compered the event, and the stage was from Mobilestage Ltd. A sound engineer from Mobilestage was employed to monitor sound levels throughout the event, leading to a better audio experience for all attendees. The event allowed us to see a new provider in action, with a better quality of sound than we have had at an event before, with a new stage set up, allowing us to consider this for future events.

Two food providers were in attendance, Burgess Hill Bonfire Society and Olly's Fish Shack. Due to the poor weather, the original site map was reorganized to ensure that all food providers were sheltered from the wind.

We had organized three security guards and two first aiders for the event.

The weather on the day of the event was very poor, with rain and high winds. The decision was made not to cancel the event, and information was put out on social media and via the Help Point to inform residents that the event would be going ahead. The weather cleared up as the day went on, but there were still high winds throughout the event. This impacted the number of attendees, but the event was enjoyed by those who attended.

### **Publicity:**

The event was publicised in a variety of ways:

A full social media plan was created ahead of the event, with posts on Facebook, X and Instagram. All posts were published in the month leading up to the event, and a Facebook event was created, into which posts were also published.

Two event mailing lists were sent out to subscribers, one a month in advance and one the week before as a reminder.

Social media posts had a good interaction, with around 300 people registered as 'interested' or 'going' on the Facebook event.

Banners and correx boards were created, with banners up at the Triangle Roundabout and the McDonalds Roundabout. Two correx boards were placed in Worlds End Recreation Ground and St John's Park, in prominent locations.

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 separate page about the event itself on the website.

A press release was written ahead of the event and sent to press contacts. The Middy picked the article up both on their website, and in print.

A post-event social media post was published. It thanked all attendees and asked for feedback. This was well-received.

### **Feedback:**

The overall feedback for the event was positive, with all attendees putting the lower turnout down to the weather. Comments included:

***"It was such a shame about the weather as it was such a well organised event 🥳"***

***"Such a shame about the weather. You can plan everything to the last detail. But you can't plan the weather!!"***

***"Such a lovely event despite the weather!!! Thank you for having me 😊"***

***"Two fantastic bands with brilliant singers. Unfortunately, poor weather led to a lack of a crowd but I'm sure had the sun shone it would have been packed. So glad the council puts time and money into the event and for selecting two really decent and upcoming bands/singers."***

***"Music was great"***

Suggested improvements included the use of a marquee and the change of theme for a "last night at the proms" or tribute act evening.



**Molly Devine**  
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