

## Event Summary – Ashington Community Fair Day

AGENDA 9A, Enc v)

<b>Name of Event:</b>	Ashington Community Fair Day	<b>Date:</b>	Sunday 2 <sup>nd</sup> July 2023
<b>Location:</b>	Peoples Park & Institute Road Car Park		
<b>Budget:</b>	£12,000	<b>Comments:</b>	Slightly over budget, this was due to the higher than expected costs for NCC notices and operatives in regards road closures/car park closure.
<b>Total Spent:</b>	£13,420 (Income £13,000)		
<b>Description of Event:</b>	<p>This was a new venue for ATC. Due to the ongoing work on the new train station, we were unable to use Wilkos car park as in past years. However, the comments from the public on the day suggested that the park was a much better venue with lots of potential for the future.</p> <p>The days event included fairground rides from Richardson’s Amusements, stage, with walkabout dinosaur, PA system and bands provided by Guerilla PA and Event Hire. Displays from Ashington Sea Cadets and Tribe Zuza. Tea tent provided by Ashington Women’s Institute, craft activities with Ashington Family Hub, Facepainting with Carla from Hirst Park and 25 market stalls made up of community groups and traders.</p> <p>Northumbria Police also attended as well as Northumberland Fire and Rescue Service.</p>		
<b>Feedback:</b>	<p>Feedback comments from the day included:</p> <ul style="list-style-type: none"> <li>• <i>“It has been fantastic I have connected with a lot of customers I haven’t seen since the covid pandemic” Holistic Harmony</i></li> <li>• <i>“Thank you, not only have I sold quite a bit today I have lots of orders too” Made with Love by Lou</i></li> <li>• <i>“It has been a great day, we would definitely be interested in any future events like this” MandH Bakes</i></li> <li>• <i>“a canny little day, friendly people and the sun is shining” Resident.</i></li> <li>• <i>“Ben liked the music at the fair and the shows” Resident.</i></li> <li>• <i>“Adam is happy at the fair” Resident.</i></li> <li>• <i>“Various local talent, alcohol tent, the rides are too expensive and should use the whole field” Resident.</i></li> <li>• <i>“Nice to see events in Ashington” Resident.</i></li> <li>• <i>“Nice to see events in Ashington, better community feel” Resident.</i></li> <li>• <i>“More events” Resident.</i></li> <li>• <i>“Use whole field, bigger” Resident.</i></li> <li>• <i>“Vegan cake stall, few more rides for older kids” Resident.</i></li> <li>• <i>“Homemade stalls, creative crafts” Resident.</i></li> <li>• <i>“More free activities, better advertising” Resident.</i></li> <li>• <i>“Good times” Resident.</i></li> <li>• <i>“Big rides” Resident.</i></li> <li>• <i>“Should have alcohol tent, more stalls, local crafts, Greggs” Resident.</i></li> <li>• <i>“Alcohol tent” Resident.</i></li> <li>• <i>“Good” Resident.</i></li> </ul>		
<b>Numbers Attending:</b>	400-500	It was difficult to estimate numbers on the day as the area was much bigger than the area we usually use, and all the activities were well spaced out. Some stayed all day, some came and went, and perhaps came back later. The weather was poor with scattered, heavy showers throughout the day.	
<b>Summary:</b>	A well-received event with plenty to keep everyone entertained.		

	<p>The new venue proved much better both for organisation and attendance. The unfortunate thefts of the Heras fencing and one of the toilets are now with the insurers. Straughans and Nixon Hire have been very helpful in these matters. The Council has paid for the loss, which is being reclaimed via our insurance.</p>
<p><b>Thoughts for the future:</b></p>	<ul style="list-style-type: none"> <li>• From members of the public, it was suggested that there could be some bigger fairground rides, and another suggested more parking. One of the contractors on the day suggested a beer and wine van.</li> </ul> <p>Staff observations on the day include.</p> <ul style="list-style-type: none"> <li>• New gateway onto the grassed area from the car park, which would remain locked until access is needed. Also dropped curb for easier access.</li> <li>• Fairground rides and food vans situated on grassed area, leaving the car park to be used for parking.</li> <li>• Reduce the time to 11am to 4pm instead of 5pm, there were very few people after 4pm attending.</li> <li>• Price a marquee for market stalls, which could also be used as shelter if it rains.</li> <li>• Ideas for additional activities could include, dog agility display, vintage cars display, inflatable assault course, sports activities, petting zoo, and archery.</li> </ul> <p>An increased budget would be required to accommodate the above.</p>

Press release, video and photographs from the event can be viewed on the website and Facebook page.