

# REPORT TO EVENTS WORKING GROUP

## RE-FRESH KNUTSFORD PROPOSAL

**Report Reference** E-21-11  
**Meeting Date** 12<sup>th</sup> July  
**Agenda Item** 11  
**Prepared by** Events Officer

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### 1.0 BACKGROUND

Knutsford is fortunate to be home to a variety of community groups, clubs, hobby groups, fitness classes and more which offer numerous activities for residents. The coronavirus pandemic has seen the closure of some groups, the creation of others and generally a great disruption to group activities. It is recognised that many residents are unaware of the wealth of groups on their doorstep and that a number of community organisations are always looking for new volunteers and members.

Following the Resident COVID Impact Survey, the council has agreed to organise a 'freshers style' community fair in the autumn to bring together community groups to promote their services, clubs and volunteering opportunities. Officers have subsequently prepared a proposal for a one-day event.

### 2.0 PROPOSAL

The idea of the event is similar in nature to a university 'Freshers Fair' where new students can attend and speak to representatives of various activity and sport groups, societies and more to find out more about them and sign up to get involved. In a similar vein, this event would be held on one day with the same aim: to promote as many clubs and groups in Knutsford as possible in a one-day fair known as 'Re-Fresh Knutsford'.

The proposed date for the event is Saturday 11<sup>th</sup> September, to run between 11-4pm. The event would be free to attend. Various venues including churches and rooms available for hire would be utilised to house all of the various groups who would receive an exhibition space to promote their services. A small map would be produced which pinpointed the various locations to help attendees find all points.

Groups would be separated into categories where possible (e.g. community organisations, sports clubs, hobby groups, children's groups etc) and grouped together in a venue to allow residents to efficiently visit groups they are interested in.

A list has been compiled of all known groups and clubs in Knutsford who would be contacted to gauge interest and participation should this initiative be approved.

### 3.0 BUDGET

The estimated costs of this event are £1,500, as follows:

Code	Cost Line	Budget
4151	Venue Hire Costs	750
4255	Events Costs	500
4300	Marketing and Publicity	250
	<i>Total Expenditure</i>	1,500

These costs are estimated on the current number of known groups in Knutsford and estimated equipment hire that would be required should every group wish to participate in the event. The budget for the event will be primarily covered by the deferral of the Young Artist of the Year Competition (£500) and the reduced bunting installation cost from the new contract (£900). It may be possible to obtain a sponsor for the event and this is being explored by officers.

#### 4.0 FINANCIAL RISK ASSESSMENT

Likelihood (Unlikely = 1, Likely = 2, Very Likely = 3) Impact (Low = 1, Moderate = 2, High = 3). Score = Likelihood x Impact.

Risk	Likelihood	Impact	Score	Mitigation / Explanation
Cost escalation	1	2	2	Budgeted costs are based on costs incurred from the council's contractors for similar events and allows for a degree of contingency.
Failure to attract exhibitors	1	3	3	Event can scale appropriately if uptake from community organisations is lower than expected by using fewer venues.
Excessive Officer Workload	1	3	3	The event is considered to be achievable; the advance office planning/administration is manageable within existing workloads and where appropriate volunteers will be sought to assist on the day.
Injury to attendees	1	2	2	Risk assessments will be undertaken of all activity, external contractors and traders will risk assess own activity. Event will be covered under the council's existing insurance.
Coronavirus impact	2	3	6	It is currently expected that social distancing requirements will be removed by September; however it would be possible to deliver within social distancing guidelines though the event with capacity controls and one-way systems at the event.

#### 5.0 DIRECTION REQUIRED

Members should review the outlined event.