

Burgess Hill Teddy Bears' Picnic

27th June 2022

11.30am -2.00pm

St John's Park

Budget: £595

Breakdown: £250 ambulance

£200 Poi Passion

Spent: £592.50

£100 Mid Downs Radio

£42.50 Food for Students/volunteers

Aim:

The teddy bears' picnic was a free event aimed at families with babies and pre-schoolers, previously it was run by West Sussex County Council prior to Covid but they no longer were able to plan it. We organised it alongside The King's Church and Central Sussex Rotary, with funding from Burgess Hill District Lions.

Number of Pitches providing an activity: 10

Estimated number of attendees: 400

Publicity:

The event was advertised;

- On all the notice boards across Burgess Hill
- In the Mid Sussex Times, on the Thursday prior to the event
- St John's Park by attaching posters to the railing near the cricket pavilion
- The Help Point window
- Across the Town council social media pages including a 5-day countdown, reminder the morning of the event and stories during the event (these were also shared by various other organisations)
- Flyers were given to the preschools closest to the park, Dickerhouse, The Pantry, The King's Church, The Library and The Triangle
- On the Town Council website
- Via a Facebook event page

Event breakdown:

Various groups attending and provided entertainment, which we staggered timings as well as crossed them over in an effort to ensure nothing was oversubscribed;

- Burgess Hill Library held 2 rhyme time session, as well as a sensory story session
- The King's Church led parachute song times with their own parachute and one borrowed from Burgess Hill Youth.
- Poi Passion provided bubble and hula hooping workshops (Kate was paid to attend by BHTC, using Burgess Hill District Lions funding)
- Kindermusik attended until 1pm with musical workshops.

And there were activities also available;

- The King's Church provided soft play equipment and ride on trikes, as well as craft activities

- The Triangle Leisure Centre brought soft play equipment and were supported by the Maintenance team who collected the items from the Triangle and delivered them to site, and returned them afterwards
- West Sussex County Council Waste Prevention team bought a recycling game along
- Platform 3 preschool brought along had building bricks and musical instruments to play with free of charge
- The library supplied a craft activity
- A Police Community Support Officer attended with a police car

The only things that required payment were;

- Dickerhouse attended with a teddy bears tombola which was £1, they raised £56
- Dame Vera Lynn Children's Charity had a lucky dip for 50p
- The Kiosk in the Park were open for refreshments and had their ice cream trike out too

We paid for Mid Downs Radio to attend for background music, use of the microphone as well as a lost child point. We also paid for Event Medic Services to attend for all first aid incidents, there were none.

Central Sussex Rotary arranged for 13 students to come from Ardingly College to volunteer for the day. They helped with marshalling cars on/off site and with individual pitches setting up and packing down, including unloading vehicles. They also took it in turns to wear the teddy bear costume from Dame Vera Lynn Children's Charity and walk around taking pictures with the children, this was well received. As a thank you we purchased pizzas for the students.

The event was well attended with roughly 400 people visiting. There were many childminders in attendance as well as a nursery who visited with their children. Activities seemed to be well received by all and were generally busy for the duration of the event.

Unfortunately, it rained at about 1.30pm, effectively clearing the field, so the event was packed up slightly earlier than planned, however it was very busy until that point.

Evaluation:

Planning of the event was a good example of mixed organisations coming together to plan a successful event. Having the access to the different community reach of each group made it easier to publicise the event to a wider community.

The event was well attended and there was plenty of space between stalls to allow sufficient access, and using a large semi-circular shape set up allowed there to be plenty of space for picnics.

The different timings worked well with activities not being overrun by people at any single time

Looking to next year I would endeavour to have a single larger craft-based activity and possibly a bouncy castle.

Feedback:

We created a QR code which is available at the events to scan as well as in notice boards afterwards. The code is linked to a Google form which we can keep adding events to without changing the code itself. The form simply asks what event you have attended, 'what went well' and 'it would be even better if...'

Here are some of the responses received for this event;

What went well?

- Lots of different stalls and lots of things for toddlers to do, lots of space. The highlights were the Parachute play, police car and giant teddy.
- Was very well organized. My 3year old and 11-month-old both enjoyed it equally as there was something for them both to do.
- Me and my friends enjoyed it most especially our little ones. We went around and all the booth was amazing. Hope you continue to do this again.
- It was a lovely atmosphere with a good number of stalls and activities going on.
- Great organisation. Lots going on for everyone. Lovely opportunity to bring families together and build community spirit. Those who have run the events have been friendly, welcoming and informative.
- I thought all events were really well done, very family and children oriented. We had a really good time at everything we attended.
- Good turnout. Good having music/DJ. Liked the music toddler taster sessions. More picnic stuff offered.
- Lots of attendees
- Loved the events. Sitting in the police car was a highlight for my son. The bubbles and ride on toys and teddy bear mascots were also really popular

It would be even better if...

- It started a bit earlier (due to nap times) or on for longer
- There was a food stall for those that didn't have a picnic and were walking past
- It was a bit clearer on what times certain activities began and what age group they were appropriate for
- These events had more hot food options available
- We had more of the same! On a regular basis
- More on the schedule. Made a bigger deal by the people leading activities.
- More shade needed
- More emergency vehicles to sit in/ uniforms to try etc my son loved this

Kayleigh Davidson
Event and Administration Officer
June 2022

