

Summer Fayre Event Report

Sunday 25 June 2023

11am – 3pm

St John's Park, Burgess Hill

Budget: £2000 from Town Council
£1500 from Burgess Hill District Lions
£1000 budgeted for parade materials

Spent: £4258.20

Funds raised: £2648.75

Income: £1462.82 as follows:

Pitch fees - £665

Donations from inflatables - £292.32

Miniature Railway – £192.50

Fairground – £160

Ice cream sales – £153

Expenditure after income: £2795.38

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.

Number of Attendees:

Approximately 2500 visitors throughout the day. The element of the parade ensured a higher level of attendees, as many families came along to see their child in the parade.

Event Breakdown:

There were forty-four stall holders due to attend the event, plus paid providers. There were some cancellations on the day of the event, meaning the site map had to be rearranged on the day. The team reacted well and there was no discernible difference in the event.

The Fayre was opened with its first-ever parade. This was led by Burgess Hill Marching Youth and multiple organisations joined in with the parade. Flower lanterns were created by children from five local schools (Manorfield, London Meed, Southway, Sheddingdean and Birchwood Grove) as well as by the young carers at Burgess Hill Youth, following a workshop with local community arts charity, Same Sky – these were funded by the Town Council. Other organisations that walked in the parade included: the Girl Guides, Walkhouse School of Dance, Sussex Supremes Baton Twirlers and Burgess Hill Swift Supporters. The parade did a lap of St John's Park to open the event.

Activities for children and families included:

- Fairground games (hook-a-duck, coconut shy, striker etc.)

- Free inflatable assault course
- Crafts with Burgess Hill Youth (t-shirt decorating)
- Miniature railway
- Walkabout entertainment (Bill Oddity's Bewildered Beasts)

Due to the heat, the dog show that had been organised in conjunction with Heath Vets had to be cancelled. The vets set up a dog cooling station, for anyone who had brought their pet along to the event. Both the cancellation and the cooling station were well received by the public.

We organised a collection of food items at the event which was advertised in our publicity campaign, following the success of the Coronation donation drive. Unfortunately, the donations were not as good at this event, but those that were collected were happily received by the Food Bank and the Pantry.

Publicity:

The event was publicised widely through a variation of methods.

On Facebook, an event was created, which reached 7,465 people, with 276 people registering themselves as 'going' to the event online. Posts were regularly published across all three social media platforms (Facebook, Twitter and Instagram) in the lead up to the event. The first posts were made at the beginning of May following the Same Sky workshop. Regular posts were then made for the month leading up to the event, with a post every day in the week leading up to the event day.

A 'save the date' graphic was placed in About Town Magazine. Posters were placed in all Town Council noticeboards, including the one outside the Trading Spaces unit. We had two correx boards on the Bandstand in Church Walk and by the Kiosk in St John's Park. Two banners were placed on McDonald's roundabout and by the Triangle.

Two press releases, one for stall holders and one with event information were sent ahead of the event. A post-event press release was then circulated on the Monday following.

Our events mailing list subscribers received two notifications regarding the event; a 'save the date' a month ahead, and another with more information two weeks before the event.

The Mid Sussex Times published a piece about the event ahead of time, following the second press release.

Following the event, three posts were put on social media, one thanking everyone for attending and asking for feedback, one with pictures of the parade participants, and one thanking attendees for their food donations.

The event was picked up by the Mid Sussex Times following the post event press release and placed on their website:

<https://www.sussexexpress.co.uk/news/people/burgess-hill-summer-fayre-held-at-st-johns-park-4197249?fbclid=IwAR1Jx6uaq1V3bJfWvJDIAFCq9BdBZgDwC9o5EmPyApn87e1qC>

[mz78b7dWwY](#)). The Mid Sussex Times also gave the event front page coverage, and a double page spread in the middle of the newspaper, with images of the event.

Feedback:

All stall holders at the event were sent a thank you email, following the event. Feedback from all stall holders has been positive, as well as all feedback from the public online.

Many groups found that the event was good for raising both profile and funds for their organisation. The event allowed ten attending groups to raise **£2648.75** as follows:

Forward Facing - £300	Paws and Claws - £178
Escape Youth Club - £155.70	St Peter and St James - £256.60
Royal British Legion - £144.20	Swift Supporters - £68
Friends of Woodlands Meed - £35	8 th Scouts - £705.25
Walkhouse School of Dance - £26	Bonfire Society - £780

Almost all attendees were raising money, but not all gave us information on funds raised.

Feedback from groups included:

*It was a great event! Thank you for the amazing organisation as ever! – **Triangle Leisure Centre***

*Thank you so much for a great event. We found it very easy to set up and pack away. Organisation was communicated brilliantly and the event was enjoyed by everyone – **Forward Facing***

*A really good event, thanks Molly! We recruited three new members and had several conversations about u3a with people. And I have been invited to speak to two organisations. So, a very successful day for us. – **Burgess Hill u3a***

*Thank you, Molly, we enjoyed the day and it was good to meet lots of people! I really enjoyed the parade at the beginning and the Turkey was quite funny not sure where it came from! – **Royal British Legion***

*Congratulations on organising a very slick event, it seemed to run like clockwork and not only did the public seem to be enjoying themselves but the exhibitors did too, which speaks volumes well done. - **St Peter and St James***

*Just wanted to say thank you for Sunday. In my eyes it ran very smoothly and you guys were as brilliantly organised as ever. Looking forward to the next one! – **Friends of Woodlands Meed***

*We had a great day. We took £68 on various sales & we added several people to our mailing list & to our waiting list for nesting boxes. In the parade, we got talking to a teacher from Manor Field School & they might be able to take a nesting box! Without the parade that would not have happened. – **Swift Supporters***

What a fantastic day it turned out to be. Brilliant idea to start the day with the procession as it brought the people out early and made people aware the fayre was taking place. It made the start of the day fantastic. We think everyone on our stalls enjoyed themselves, even though the weather might have been a little hot, much better than rain. – 8th Scouts

Thanks so much for organising the Burgess Hill Fayre, my students loved the day and it was a wonderful opportunity for them to dance and perform with each other. We raised £26 but our aim of the day is to be part of the Burgess Hill community and to celebrate our dancers which we definitely achieved. Thanks again for all of the hard work that goes into organising this event, we love it! – Walkhouse School of Dance

A small amount of constructive criticism was given including the ideas to not bill the parade as a 'children's' parade, in case it put off community groups from participating, and the possibility of separate entry and exit points for vehicles (unfortunately there is nothing to be done about this suggestion, due to the layout of the park).

Positive feedback regarding the event was sent in online:

Amazing just like old times , making Burgess Hill a community to be proud of 😊

It was a really good fayre. I loved the parade

It was a great event. Well done to the organising team at BHTC!

Best one for many a year. The parade was a really nice addition and meant there was a real buzz of people from the off. The Rugby Club would like to thank the organisers for putting on such a great event for our community.

Thank you for another amazing event, sadly I missed the parade which having worked in childcare I really wanted to see but they changed the date of my Race For Life to the same day but managed to get there and support my favourite charities in the end and meet our new councillors 😊.

Feedback was also sent in via our Google form:

Seemed well organised and very family friendly. The free obstacle inflatable was a hit with my 3-year-old. Great pizza and ice cream too. The fire engine was a bonus!

The only constructive criticism received from the public was:

Even better if... There was one or two more food options. The pizza was our preferred choice over BBQ as we have a young family and that was the healthier child friendly option.

Overall, the feedback was overwhelmingly positive, and it appears that the event was well received by the community with many enjoying the all-new parade element.

Molly Devine
Events and Administration Officer

