

EASTER TRAIL

Monday 7th – Thursday 17th April

Burgess Hill Town Centre

Budget: £450

Breakdown: £79.92 -eighty Horrible Science books (for older children)

£100.00 -one hundred picture books

£12 -three soft toys for main prizes

£21 -three large eggs for main prizes

£31.97 -small fail wrapped eggs, raisins and lollipops

Plus 76 books left over from previous trails

Spent: £247.89

Aim: To provide a free activity to families during the Easter Holidays, whilst supporting local businesses and bringing footfall to the town centre.

Number of shops displaying a graphic: 22

Number of completed forms received back: 199

Publicity:

The event was advertised:

- An article in the Mid Sussex Times, as part of the Easter Activity PR
- Banner at the McDonalds roundabout, Keymer Parade, London Road and in St John's Park
- Each graphic had a QR code that linked to our website for those who saw a graphic but hadn't seen the trail advertised elsewhere
- The Help Point window
- Across the Town council social media pages
- On the Town Council website
- On all the notice boards across Burgess Hill
- Event notification via Mailchimp

Event breakdown:

Children were invited to collect a form from the Help Point and follow the trail around the town to collect the items Bramble had dropped. They were all items he would need to make his Easter bonnet, such a ribbon, buttons and gems. The forms had the names of the shops and the children needed to right the items down, then once completed they returned the form to the Help Point and chose a book and small sweet treat.

After the trail ended, three winners were chosen to receive a large egg and soft toy.

Feedback:

There was lots of verbal feedback received from parents/carers, when the children returned with the forms and were given a book in return. Many were surprised it was a full-sized book and were very grateful. All the main prize winners were very happy with the additional prize too.

One of the prize winners' parents said – "Thank you so much! The picture turned out beautifully! (name redacted) was thrilled to receive her prize!! We truly appreciate all the effort you put into organizing the event, it is always pleasure to see people come together and enjoying it. We are looking forward to seeing you again at future events!"

We also had some comments on our social media post, after the trail had finished:

- Well done Burgess Hill Town Council for organising and businesses for supporting
- It was so good to see groups of children with parents etc, walking about with paper and pens and having a great time.
- Great to hear a positive story.

Evaluation:

Previously we had written clues as to which shops the children needed to visit and then they wrote the shop names down, this time we provided the names of the shops and then the children wrote down what they found. Writing the shop names on the forms, rather than clues, worked better for two reasons: one it was easier for younger children to do without too much help and two, it saved time as we didn't need to write a story.

Around 115 children completed the trail in the first week and just over 80 in the second week. This is as expected as there was only 4 working days in the second week.

We had no issues with shops not displaying the graphic at the start of the trail, which we have done previously. The graphics were delivered on Monday 31st March and then we checked on Friday 4th that they were all up, going into the shops not yet displaying the graphic, to remind them, this worked well.

At a spend of £1.20 per child, the trail is a good value for money, and whilst we can't check whether families spent money within the shops whilst completing the trail, we can assume that some at least did. Which means the trail met its objectives!

Kayleigh Elliott-Davidson
Events, Communication and Administration Officer
24/4/2024

Photos of prize winners



Easter fun events in Burgess Hill keep children and young people busy

By Julie Holden
Contributor

Children and young people were kept busy this Easter holidays with free events in Burgess Hill!

The Easter Trail proved popular with nearly 300 children completing the trail across the holiday period. 22 local businesses got involved displaying items from Bunny's lost items, for the children to find. All the children received a book when they returned their map and three children, Niamh, Sebastian and Nakshatra, won the main prize of a soft toy (Framble and his two friends) and an Easter egg!

There were taster sport sessions to join with qualified coach, Zaire Taylor, from Worthing Thunder teaching basketball skills and Jimmy Smith and his team, from Incees Tennis teaching tennis skills. A large number of children attended the 5 sessions over the holidays and picked up new skills!

Over 50 Children visited the Kiln for Easter bonnet making with the Burgess Hill Creative Community on Monday 14th. The children then paraded from the Kiln and headed on a loop around Church Walk, so the children could show off their wonderful creations! After all the hard work the children tucked into a yummy picnic back at the Kiln!

On Tuesday 8 coach Niki, from Gosport BMX had children and young people (even the teenagers!!) fully engaged during the Rock Up and Ride coaching sessions. They learnt how to use the track better and make their jumps higher, whilst DJ Matt blared out the best tunes!

38 families attended the Family Fun Sessions, for families of children with SEND on Monday 7. Children enjoyed a whole range of activities including graffiti art with Tom on inflatable assault course and the Hot Wheel tracks from WOW Sussex. They also enjoyed story time with author Julie Aileen McDonald and learnt sign language with Makaton Jenny. There were also several organisations attending with information for families.

If you attended, we would love to hear your feedback as it helps us plan future



Coach Niki at the Rock Up and Ride event. SUBMITTED



Children enjoying the track at Rock Up and Ride event. SUBMITTED



Graffiti art at the family Fun sessions. SUBMITTED



Children at the tennis session at St. John's Park. SUBMITTED



Coach Jenny with children at the tennis session at St. John's Park. SUBMITTED

event. Please complete the Google form: <https://docs.google.com/forms/d/e/FAIpQLSeNFLkvwLIVhy6Xu6V4LnZWzW0UkCxbAbbqzMIpKLIQYLQ/viewform> Missed out on all the wonderful events!! Sign up

our mailing list and you will be emailed directly about events organised by us: <https://www.burgesshill.gov.uk/town-community/town-events/events-mailing-list/> The Family Fun Sessions were sponsored by The Bud-

ding Foundation and co-organised by Burgess Hill Town Council and The King's Church. Rock up and Ride was funded by The Mid Sussex Partnership, and organised by Burgess Hill Town Council in coordination with

Gosport BMX and Respect Youth Club. The Easter bonnet making was planned and run in association with The Burgess Hill Creative Community, Burgess Hill Town Council and Central Sussex Rotary, with donations from Burgess Hill Yambombers and sandwiches donated by The Mustard Seed Cafe. The sports sessions and Easter trail were funded and organized by Burgess Hill Town Council.

Our thanks goes to the



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