

Wowzer Wednesday Event Report

28 May 2025

11am – 3pm

St John's Park

Budget: £2,000

Breakdown: £1,600 Inflatables

£30.34 fruit

Spent: £1,756.34

£120.00 Mid Downs Radio

£6 Radios

Income: £147.80 Ice cream sales

Overview:

The first Wowzer Wednesday event of 2025 took place in St John's Park on Wednesday 28 May. The event was packed with family friendly activities and had a great atmosphere throughout the day.

Inflatables were provided by Brighton Bouncy Castles, including a 70ft Toxic Obstacle Course, a 3D jungle Combi Bounce & Slide, an Air Mountain Pillow Castle and Mobile Laser Tag.

The Triangle (Places Leisure) also supported the day by bringing soft play and setting up a quiet space for under 5s, which was really well received by parents with younger children.

The Burgess Hill Town Council gazebo was set up as a central point during the event. Councillors were on hand offering free water, fruit and biscuits. They also helped collect useful data from attendees. This included child age breakdowns, adult attendance and how people heard about the event.

Brighton Bouncy Castles also provided an ice cream van, with the Town Council receiving a percentage of the takings. Mid Downs Radio were on-site providing the PA, and first aid cover was in place with Brighton Bouncy Castles alongside two first aid trained officers from BHTC.

SEND Session Trial

For the first time, we trialled a dedicated SEND Session 30 minutes before the main event started. This quieter session was sponsored by Brighton Bouncy Castles and offered to families who had previously attended our April Family Fun session, as well as to those registered with us as young carers.

The response was good, 16 families registered and 13 attended on the day. Feedback was positive and we plan to trial the SEND session again at our next Wowzer Wednesday in July. Families were emailed in advance and asked to check in at the Town Council gazebo, where they were given a dedicated SEND wristband to show they had permission to access the inflatables early.

Attendance

708 people attended of which 448 were children.

3 to 7 years	317
8+ years	131
Adults	260

Social media was the most popular avenue for people hearing of the event, with passing by second. Please see list below.

Social Media	100	Passing by	45	Word of mouth	30
Posters	26	BHTC website	5	Previous attendee	1
School	3	Leaflets	1		

Feedback

We received some lovely comments on the Facebook post that went out the evening of the event:

- *Great work Burgess Hill Town Council*
- *Amazing*
- *Thank you, Burgess Hill Town Council, from Brighton Bouncy Castles team. Great event as always*
- *It was great, thank you!*
- *I didn't realise there was a dedicated Sen session. I've joined the mailing list will future send sessions be in the email so I can sign my son up xx*

The post reached 1.9K people, with 41 likes/reactions, 8 comments and 3 shares.

We didn't receive any feedback through our Google Form this time.

Evaluation:

The Wowzer Wednesday inflatable event continues to be one of our most popular. This year saw an increase in attendance compared to May 2024, with 708 attendees, up by 126. Events like these are always well received, especially being free to attend and packed with fun activities.

We trialled a dedicated SEND session for the first time, opening the site 30 minutes early for families who would benefit from a quieter environment. It was well received, with 13 out of 16 families attending. We'll look to include this again for the next Wowzer Wednesday in July.

Valentina Gaggero

Events, Communications and Administration Officer

Pictures on the next page

