



## Gosport Partnership Board meeting 9 Sept 2009

### Item 2 - Gosport's Big Day Out

#### 1. Background

Gosport's Big Day Out was held for the first time in 2008 with the aim of encouraging local residents to discover the range of activities, attractions and opportunities available on their doorstep. By raising awareness and giving residents the chance to explore the borough or try a new activity, the Big Day Out encourages repeat visits (often with visitors) in the future, challenges negative perceptions of Gosport and helps to raise participation in sports and other healthy activities, such as cycling and walking. Last year approximately 10,000 people participated in the event.

During the day (10.00 am-4.00 pm) opportunities are available across the Borough, with all activities free or discounted. From 4.00-8.00 pm, activity is concentrated at Stokes Bay. This provides a relatively informal opportunity for all the family to enjoy, either bringing along their own picnic or purchasing food/drink from a range of catering outlets. A mix of music and activities are provided free.

The event is supported by businesses and organisations across the Borough, a number of which are part of a small working group responsible for planning the event, led by Gosport Borough Council's Economic Prosperity team. The primary sponsor for the event is The Gosport Partnership.

#### 2. Summary of 2009 Event

The second Big Day Out was held this year on Sunday 14<sup>th</sup> June 2009, supported by a working group of local agencies and businesses.

All the organisations and businesses who participated last year again supported the event, with an additional 13 venues becoming involved this year; bringing the total to 39.

Numbers participating doubled from last year to an estimated 20,000 participants. Appendix A details the venues and visitor figures for the 10.00 am – 4.00 pm period; with thousands more attending the evening event at Stokes Bay. The event came in under budget at £8,500; giving an estimated beneficiary cost of 43p per head. A summary of the budget is shown below, detailing publicity costs and expenditure on day time and evening activities. It is important to remember that a significant amount of 'in kind' funding is provided through staff time and the goodwill of partners.

Publicity	£1,000
Day time activities (10.00 am to 4.00 pm)	£1,500
Evening event at Stokes Bay (4.00-8.00 pm)	£6,000
<b>Total</b>	<b>£8,500</b>

Overall the event was a great success, aided by good weather. Feedback from both participating attractions and members of the public has been overwhelmingly positive. Summaries of feedback on the day and emails received following the event are attached at Appendix B.

#### 3. Big Day Out 2010 (Sunday 13<sup>th</sup> June)

Whilst there is overwhelming enthusiasm from partners to continue with the event in 2010, it is recognised that the growth in numbers participating requires a broader commitment to servicing and managing the event.

Activities during the day are the responsibility of the participating venues and/or organised and managed by the Council's Economic Prosperity team, with the support of business volunteers and staff from the Tourist Information Centre. There are economic and social benefits from the 'day time' element of Big Day Out

and all partners are committed to seeing this continue in 2010, assuming a budget of approximately £3,000 (including publicity) and the continuing goodwill and in kind support of partners.

Evening activities have also been organised by the Council's Economic Prosperity team, with support and 'on site' management provided by the Council's Arts Officer. Staff and volunteers have been relied upon to help out by supervising activities, litter picking etc.

A combination of factors, including 'free' inflatable activities for children and increased consumption of alcohol, did lead to some irresponsible behaviour by a small number of parents and adults this year. Although this was quickly dealt with and managed by staff, it highlighted the need to reconsider the purpose, format and future management of all aspects of the evening event.

Whilst the planning group has expressed its desire to see the evening element continue as part of the Big Day Out, it is recognised that this now functions as a 'community event' and as such falls outside the remit of the Council's Economic Prosperity team. The latter also do not have the capacity to organise the evening activities without this negatively impacting on other areas of work. The planning group also recognises the rising costs associated with the provision of free activities, music, facilities (portable toilets, first aid, rubbish bins, signage etc) and security – for which there is currently no assigned budget.

A number of early discussions have therefore taken place to explore options that will address these issues in 2010. The following are recommendations for consideration by members of The Gosport Partnership:

- The Council's Economic Prosperity team to retain responsibility for daytime activities;
- The Council's Arts Officer to assume responsibility for the evening event;
- The Big Day Out planning group to be responsible for agreeing the format, content and publicity materials for the whole Day on behalf of The Gosport Partnership;
- The evening event be expanded to incorporate 'Alive & Kicking', ie showcase community groups during day/from lunch time onwards at Stokes Bay site and provide 'arena' events as part of the evening festivities. This would allow Council funding and resources to be 'pooled'.

Adopting the above approach would mean that the costs of running the Big Day Out could potentially become 'mainstreamed' and free-up funding for The Gosport Partnership to allocate to other initiatives that will help address Community Strategy priorities.

Subject to the views of The Gosport Partnership, a report recommending the above will be taken to the Council's Community & Environment Board for their approval in November.

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