

From: Garry Turner [mailto:gktturner@gmail.com]
Sent: 26 September 2017 12:20
To: CllrMSaxon@croxleygreen-pc.gov.uk; Croxley Green Parish Council
Cc: David Bass; Stephen Crabtree; BarryGrant
Subject: Feedback and subscription request

Dear Mr Clerk and Cllr Saxon,

Thank you so much for the opportunity of providing feedback to Members at the last finance meeting I hope you all found it informative. As requested I have provided the following summary from the meeting for you to share with other Members. I also confirm that we shall provide audited accounts once available which will be in January 2018 but in the mean time I will make available our latest budgets for 2017 - I have emailed our treasurer and will forward details once received.

Please also may I formally request the CGPC continues to provide the annual subscription (£5,500) to the Croxley Green Society for 2018.

Summary Croxfest

Event Day

Total attendance over the day 7172

Audience Peak at 5pm 4236

Vast majority local residents or with direct Croxley connections (family members etc) – analytics from social media.

Audience attendance profile consistent with previous years – families from 12 noon to 5pm, then crossover with evening audience.

2017 figures demonstrate more people stayed for longer than in previous years.

Positive feed back from Police – no reported incidents. No complaints to TRDC.

General Ethos

Maintain free entry for public.

Provide as much as possible for free for the audience.

No sale of alcohol

Reach

30,000 web site hits across the year for single day event.

Overwhelming positive response to event – over 98% positive feedback received since data collection commenced.

100 Band applications per annum.

Positive impact on local economy.

A volunteer force of 100 people over the set up / event day / clearance day. (Estimates 110 volunteers x 8 hours work average over 3 days multiplied by £10.00 per hour = **£8,800 saving**)

Financials

Costs c£18,000 for 2017

2017 anticipated donation to CGPC Chairmans Charities £500

Income spread 35% commercial (sponsorship / stalls / banners), 25% public (crowd funding and collection) 20% food concessions, 15% Parish Council, 5% event support (merchandise / music quiz / revels stall)

CGPC subscription represents a contribution of c15% of 2017 operating costs and is one of five developed income streams.

A total of £2071 donated to CGPC Chairmans charities for period 2013-16.

Commercial, Partners, Charities, Awareness Groups

2017 – over 50 businesses, stall holders, groups, partners and individuals involved in the event, almost all locally based.

Sponsors range from sole traders to national companies.

Summary Revels

We strive as organisers to provide a balance in providing a good mixture of traditional and modern entertainment, reflecting the heritage of the village. Our aim is to appeal to all age groups and to promote participation in the Revels and, as a consequence, in the community as a whole.

80 stalls in 2017 ranging from the Parish Council, schools, voluntary organisations and local clubs etc.

Arena events attracting participation from Gymnastic displays to dance shows, the school's Pushball tournament to Maypole dancing. The Revels Princess is paraded in the procession before being crowned formally in the arena.

Periphery interests include children's farm, story telling, roving steel band; classic bicycles and police and fire engines. All the fun of the fair! As people roam the Revels site they are exposed to stalls and entertainments run by most of the local clubs, societies and local charities.

Financials

£11,000 estimated for 2017 - Income is spread across local sponsorship, stall fees and the subscription from Parish Council which represents about 17% of expenditure

Overall summary

In terms of both events the likely expenditure is likely to be £29,000.

We sincerely hope that the CGPC being partners in both the Revels and Croxfest events offers real value and reputational enhancement. Furthermore, we must acknowledge the enormous economic benefit to Croxley businesses the events bring (and we refer to all events inc fireworks/dog show etc). A strong local economy relies on supporting local businesses.

This year we have worked hard to be more inclusive and encourage collaboration with the CGPC.

We think as discussed it is important that the CGPC communicates and endorses the subscription and partnership working in terms of the events between CGPC and CGS in My Croxley/Parish Pump articles and uses the media/ CGPC web site consultation page to seek views/representations from residents in respect of their wishes and aspirations for events and funding? These events offer value for money in respect of subscription versus numbers attending but it is important we seek clarification from residents. **We would welcome feedback on this point.**

Finally, in terms of our reserves we hold in our account this is vital in order we may operate in an effective manner. Reserves provide a variance for cash flow peaks and troughs throughout the year, provide resilience for unexpected emergencies and provide funds for earmarked commitments.

If you require more information, ideas going forward for more joint collaboration then please let us know.

Kind Regards

Garry

Garry Turner
Secretary Croxley Green Society

