

ABINGDON TOWN COUNCIL

Report to	Community Committee
Meeting date	3 September 2024
Report author	Victoria Moore
Agenda item	9

REPORT OF THE PROPERTIES & EVENTS OFFICER

1. **Purpose of the Report**

1.1 Summer event update.

2. **Summary**

2.1 Fun and Music in the Park update.

3. **Action required**

3.1 Members are asked to note points under section 5.

4. **Link to strategic plan and objectives.**

4.1 KO3: To manage the Council's assets efficiently and effectively to meet for the needs of the community now and in the future.

5. **Key information**

5.1 Summer Event – Fun and Music in the Park 2024

- Ticket sales to date (15.08.24) 224 tickets have been sold
- Income from ticket sales to date (15.08.24) £1,760.00

5.2 Costings spreadsheet

£

Tickets sold (to 15.8.24)		244
Income from ticket sales (15.8.24)	£1,760	

Expenditure		
- Utilities	5,480.00	
- Licensing	2,078.50	
- Stage	8,300.00	
- Security	5,200.00	
- Refuse	4,800.00	
- Advertising	600.00	
- Bands	5,500.00	
- Children's entertainment	5,300.00	
Total to date (no further expected spend)	37,618.50	
Current deficit	-35,858.50	

Budget	50,000.00	
- Current underspend	14,141.50	
- Estimated stall income	1,800.00	
Balance at 15.8.24	15,941.50	

The costing spreadsheet is subject to change. Money received from vendors and ticket sales will be accounted for after the event. Invoices still need to be received from bands.

- 5.3 Event staffing is very limited. The grounds team will help with initial set-up on Friday 6 September and Saturday 7 September AM until approx. 13:00. Staff/volunteers are still required for the entrance tent to sell and receive pre-paid tickets in exchange for a wrist band. All members have been emailed to ask for assistance in helping. One member has replied offering assistance. Additional costs may be incurred to source and pay for outside staffing.
- 5.4 Publicity promoting Fun & Music in the Park has mainly been done through social media and sign board advertising around the town. Sponsorship for this year's event was not obtained. Abingdon Clubs, Groups and Societies were all contacted and invited to participate in this year's event. Our mailing list for local clubs, groups and societies exceeds 100 contacts. This is always a great way of advertising our event.

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Advertising has also been via our performers' and entertainers' websites and media pages.

- 5.5 A number of stalls have booked and confirmed a pitch at Fun & Music in the Park

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