

Broadgreen Community Centre Street Food Festival

The Aim

The aim of the Broadgreen Community Centre Street Food Festival is to foster community cohesion in the Broadgreen area within the community and with the wider Swindon community. As such, the event is planned to be free to attend and will be held on the streets of Broadgreen that border the community centre and using the community centre.

It will be an opportunity to showcase the community centre and its facilities.

It is also an opportunity for the newly formed Parish Council to engage with its parishioners and offer them a community event that enhances belonging to the Parish.

The Event

The aim of the event is to foster community cohesion through food from different cultures with music and entertainment to reflect the diverse nature of the community of Swindon.

Attendance at the event is free.

The first event has been planned for Saturday 16th June 2018 11am-4pm to make it a family centred experience.

Car parking will be at Swindon Town Football Club. Their season will be finished by this date. There will be event banners on the entrance to the parking on County Road. Lions Club have been approached to steward the parking with their volunteers.

Salisbury Street, Gladstone Street and Broad Street, where they border Broadgreen Community Centre, will be closed and contain food, retail and charity stalls. There will be 2 event banners at all entrances to the site to mark out the area of the event (streets and alleyways)

There will be a stage on the playing field with live music from free performers.

There will be a bar in the Main Hall of the community centre with tables and seating in the parking bays of the community centre car park.

Costings

Such a large scale public event will have significant costs to ensure that it is a well-planned and a safe event. Additionally, it will need a minimum commitment of 3 years to allow it time to become established with a further two years commitment to become a regular fixture on the social calendar.

The commitment to the event must include a contingency for a loss whilst it is becoming established.

It will need a clear identity created at the outset so this will need to be invested in.

The event itself will have set costs. I am in the process of getting quotations for the costings and have made contact with all agencies but am still at the early stages of this. The following costings are based on an estimated capacity of 5,000 people for the event and will be populated as and when costs are known.

My initial estimation is that the event will have costs of £10,000 to stage and would hope to make £5,000 from the event in the first year so expect to budget for a loss of £5,000 in the first year.

Activity	Quantity	Costs
Road Closures		
SIA Staff	10	
Portaloos	20 toilets/10 Urinals	£1000/
Artwork		
Event Banners	20	
Stage Banner	1	
Staging	1	
Generator	1	
PA System	1	
Bar Staff		
Bar equipment		
Event Licence (alcohol sales)		£1000+
First Aid Cover	10am-5pm	
Banner Hanging Licence		
Printing/Publicity/Banners		

Volunteers

The event will need to use a significant number of volunteers to supplement the essential costs above. The use of centre staff, councillors, existing volunteers plus a substantial amount of new volunteers will be necessary to make the event a success.

Activity	Who	How Many
Risk Assessment	H&S Advisor has offered services for free	
Car Parking	Lions Club have been approached to supply marshalling at the car park	
Event Stewards		Directing people, lost children,
Litter Picking		
Bar Staff		
Green Room		
Information Desk		
Master of Ceremonies (Stage)	Shirley Ludford	
Performers	Swindon Concert Band Swindon Samba Swindon Bhangra and Dhol African Drumming	

Income

Whilst the event is free to attend, it will have significant costs and the aim is to recoup those costs and have the potential for profit once established. The following table is of the main sources of potential income for the event.

Activity	Cost (per unit)	Quantity	Potential Income
Hot Food Stalls – The aim is for established food retailers with good reputations. The reputation of the festival rests on the quality of the food experience and this cannot be in doubt. Choice of stallholders should be mindful of the dietary needs of the local communities	£250 (year 1. Subsequent years £500)	Possible restaurants to approach: Chennai Dosa Jewel in the Crown Los Gatos Moshan Grill Roosters Grill Shack Yak the Himalayan Kitchen Trident Fish & Chips Old Town Thai Swindon Rendezvous	£2,500 (year 1)
Non Hot Food Retail Stalls	£75 (year 1. £150 subsequent years)	10	£750 (year 1)
Charity Stalls	£15 (year 1. Subsequent years £30)	10	£150 (year 1)
Free Stalls – These will be available to funding organisations	<ul style="list-style-type: none"> - South Swindon PC - Fire Service (Fire Engine) - Migration Fund - Harbour Project/St Luke's Church (for use of car park for portaloos) - Lions Club (for volunteering to steward car parks) 	10	Nil
Bar – The bar will be run from the Main Hall of the Community Centre. It has the potential to make a significant amount of money.			Estimate £5,000