

Project Brief



The Project Brief is the **first** thing to do. It should be completed before **any** activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.

Project Name	Selby Park: Picnic Brass Events Programme 2019. 'Celebrating the Park in this - the 950th anniversary of Selby Abbey'.
Project Manager	Keith L Bergman
Document Author (if different from Project Manager)	
Organisation Name	Wigan Leisure and Culture Trust. Trading as Inspiring Healthy Lifestyles (IHL).

Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

Selby Park - its development and encouraging access to the Park is a key element of the Central CEF Community Development Plan. With funding intervention, this events programme will provide the following benefits:

- Encouraging increased numbers of Selby residents into the Park.
- Encouraging external 'tourism' visits.
- Generating local pride and the 'Selby Feel Good' factor.
- Providing access to leisure and cultural activity.
- Engagement with local communities and encouraging volunteer support.
- Supporting local artists and performance.

The events programme is deliberately timed to coincide and celebrate the wider Selby 950 Programme. Thus offering a vehicle to further raise the spotlight on the town in 2019.

Details of the Project

Please list the details of your project

A Summer season of brass band concerts featuring some of the region's best bands. Along with traditional and fun children's entertainment. Set within picturesque Selby Park – under the shadow of the historic Selby Abbey. A programme that celebrates Selby 950 and offers a stronger spotlight on the Town. Culminating in a family firework finale. Admission would be free. The programme comprises two elements:

Summer Sunday afternoon concerts in the Park. Featuring local brass bands and children's entertainment. The events target families. These are known as 'Picnic Brass' Events. These culminate in a finale of Picnic Proms. taking place on the same evening of the national Proms in the Park

Picnic Brass Dates: Sunday May 26th, Sunday June 23rd, Sunday 21st July, Sunday 25th August.

The Finale...The Picnic Proms, Saturday 7th September. A free open air concert. A regional brass band and accompanying singer to perform well known music including 'Prom' classics. A 'flag- waving' evening that will culminate with the traditional Proms overture and firework finale.

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

Attract 3000 people to the Park.
Engage and support 10 local / regional bands and performers.
Involve minimum 10 volunteers providing minimum 80 volunteer hours.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Non-financial benefits:

Raising awareness of the Park and Selby Town Centre.
Encouraging increased numbers of Selby residents into the Park.
Encouraging external 'tourism' visits.
Generating secondary spend within Town.
Generating local pride and the 'Selby Feel Good' factor.
Providing access to leisure and cultural activity.
Engagement with local communities and encouraging volunteer support.
Supporting local artists and performance.
Supporting Selby 950 and providing opportunity of a further spotlight in 2019.
Generating positive public relations activity.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

Delivered by a strong Central CEF Partnership. Including IHL (Selby District Council Leisure Provider), Selby District Council, Selby Parish Council, Groundwork Trust.

Programme development will be by IHL Destination Parks Manager. IHL and its Destination Parks Manager have a great deal of experience of developing and delivering successful events in Parks. Including successful series of Brass in the Park and Picnic Proms events.

The programme will be supported with Event Management Plans, Risk Assessments and Marketing Communications Plans.

Programme delivery will be by IHL supported by key officers of Selby Council.

Event delivery will be with the support of volunteers.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

(October: Funding Approval)

November 2018: Programme development.

January 2019. Initial Media launch.

April 2019. Marketing campaign commencement.

Picnic Brass Dates: Sunday May 26th. Sunday June 23rd. Sunday 21st July. Sunday 25th August.

Saturday 7th September - The Picnic Proms.

October 2019: Delivery of end of programme report.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs –**

The Picnic Brass Events will cost:

Brass Bands (16 - 24 piece). Circa £250 per event. Total: £1000.00

Children's Entertainment. £250 per event. Total: £1000.00

PA system. Hire. £250 per event. Total: £1000.00

Additional funding would be sought for the grand finale

The Picnic Proms Finale would cost:

Band. £150

Firework Show. £2500.00

Children's Entertainment. £250.00

PA system / lighting / technical. £1200.00

Infrastructure and stewarding. £900.00

Series Marketing. £1000. 00

Accordingly, the total cost of the summer series (CEF Application) is: £10,050.00.

- **People –**

10 x volunteers across programme.

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

CEF Funding: £3000

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Programme development. Programme will not take place without financial intervention.
Programme delivery. Requires effective partnership working and ability to recruit volunteers.
Weather. Poor weather would undermine the delivery of the event and attendance.
Reputation. Poor management and poor event delivery will impact on audience experience and reputation of Park, Council and Council partners.
Damage to Park assets. Damage through anti-social behavior and audience movement within Park spaces.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This programme forms part of Selby Park development activity. The Park itself sits within the Central CEF Development Plan under the Key Objective of:

Health and Wellbeing.

'Reinvigorating and increasing use of Selby Park'. The programme success is reliant on funding however, it is not reliant on other programme delivery.