

Swaffham Beach – Swaffham’s own summer long festival, a celebration of families, fun, music and the arts.

Introduction

Welcome to the first sight of a feel good event for the whole of Swaffham.

2019 has been difficult and everyone needs something to lift their spirits, with covid still very much on everyone’s radar and in their memories we need to put something together to give the town some way to enjoy the summer and put Swaffham on the map, with stay cations and local tourism tipped to increase this year an event such as this will encourage people to come to the town

This plan is ambitious but if you care to research the summer beach concept has been played out annually and very successfully over the years in towns and cities across the country, to aid you I would encourage you to google Nottingham city beach and Thetford beach.

[Nottingham Beach - Official Nottingham Beach 2020; City-by-the-sea!](#)

[GALLERY: Can you spot yourself at Thetford on the beach? | Eastern Daily Press \(edp24.co.uk\)](#)

The concept and Intention

To build and provide a beach style event area on Swaffham recreation area to encourage families and groups to use the area casually and to attend town council lead events for the duration of the school summer holidays. (26 July 21 – 01 Sept 21)

It is intended to fund as much of the set up and running cost by sponsorship and by allowing vendors to sell food, drinks and ice cream within the area on payment to the Town Council.

Further revenue can also be gained by organising a number of market style events with vendors again paying for a stall.

Once set up the possible uses of this area are practically endless and I openly encourage groups and individuals to get involved to get as much value from the set up to give as much to the town as possible. The ideas below serve only as the basis of an idea.

Concept

To manage the planning of what is a very ambitious project the areas are broken down to three key concepts;

1. THE BEACH: Free public access large (10m2?) sand filled area “swaffham beach” to allow families to play and socialise 7 days a week, cost covered by sponsorship and revenue stream such as vendors and deck chair hire.
The open access area sited on the “rec” where toilets and other play equipment is available. The aim of the area is to encourage people to come and use the facility to picnic, socialise and play.
If revenue is to be created and the facility maintained in top condition then some manpower may be required, if revenue forecast allows then perhaps some summer employment can be offered as a beach lifeguard type job, Manning the area 10am to 6pm.
Set up costs are quite variable depending on the final layout plan, cost can be saved by attracting sponsorship of the sand and wood required from a local builders merchant, perhaps the local and newly formed mens shed group could be approached to build ?

2. PERFORMANCE AND LIVE ACTS: 6 live music/performance events on Saturday evenings, 6pm until 10pm comprising of compare/dj warm up, a single live act and an ending compare dj set.

Weekly Saturday events will attract people to the area, while the intention is to have the events as free to the public there is an attached cost in terms of acts, dj/compare and equipment (I have these contacts and I assure you they are chomping at the bit to get out and perform). We should be looking at local acts that satisfy all age group, entertainment will not be excessively lively or loud as that would annoy local residents.

Current thinking aligns with family friendly acts such as Blues bands (Norfolk blues society), Swaffham's own shanty singing group (very on trend). Where acts can be secured at lower than average cost the budget can be shifted to a couple of higher profile acts, there is a local abba tribute act that is very very good.

The exact genre and style of acts can be 100% flexible, what do you want to see on the rec? The thought of cost is never far away and the intention is not only to cover the cost of the night but to make some extra to fund other events in the future so, where people gather food and ice cream are desirable, where food is served drinks are requested.

The plan is to license the days and approach local businesses to sell food and drink, licensing is covered separately below.

3. LETS USE THIS AREA: While the area is set up and people are attending we plan to utilise this to the benefit of not only funding the set up and running but again possibly raise funds for the future by running a series of market style events.

Up to 6 market style events on Saturday afternoons, food festival, beer festival, local business day, the idea is to set up the town councils gazebos and effectively rent them out for the day (into the evening for those that want to stay)

Lastly on this point, is the fair due to visit this summer? If not lets extend an invite, it could be another way to attract people and produce revenue.

I don't see the market style set up conflicting with the market but invites to some of the traders is possible to extend their Saturday trading opportunities.

Licensing/Alcohol

The entire event is situated in the area known as the rec, this area is currently registered for events with Breckland council.

In order to sell alcohol by retail a temporary events notice with alcohol would be requires (TEN), these are obtained from Breckland council licensing team and cost £21.00 per notice, these can be valid for up to 7 days, but with restrictions of 24 hour between each application. With that in mind if we are to apply and get the best value out of them we should apply to license under a TEN for the entire weekend, this gives us flexibility to do more if plan change closer to the events

There are a couple of options to licensing the events,

1. The town council set up and operate to bars, obviously this is manpower heavy but the revenue produced would be very good and breweries will set up for us.
2. We approach the towns pubs and offer them the chance to set up and sell, this will give them a much needed boost after a bad years. A sufficient charge should be made for this and I suggest that to satisfy the 4 licensing objectives of the TEN we make it a condition that when they supply the bar they are responsible for hiring and supplying a door supervisor to police the needs.

For reference to licensing

[What is a Temporary Event Notice \(TEN\) - Breckland Council](#)

Resources

Initial set up is resource heavy but the exact need once set up will reduce to upkeep, the town council staff will hopefully take this on in support of committee volunteers and that of yourselves I hope.

Event days will require a little more management but by using a well formed committee these can be reduced, the input of Claire, Richard and Sue would be required for these days. While my past is in events it is in event management not production, I am happy to be available each event to keep things running smoothly.

Sound and equipment for events is required, I am already in talks with the person I use as a sound engineer and stage runner. There is a cost to his service which is still to be advised.

Funding/Sponsorship

A very loose estimate would be the total event costing £6000-£8000 with much of this being recovered from funding and sponsorship and funding.

Funding: There is some indication that something may be available from Breckland being as the event is geared toward tourism. I have emailed to find more about this.

Sponsorship: Taking the business model from your average football club we have a local sign printer who is happy to put together sign boards for local business and site them around the rec, the cost the sponsor spends covers the cost of the board and gives the council revenue.

The same business has offered to sponsor T shirts for council staff (you all get a free t shirt)

Larger parts of the plan will hopefully be sponsored by individual businesses.

Conclusion

This is a big undertaking and lots of work but there is chance to do something no less than epic, to support the towns people, the businesses and raise the profile of the town council in people's eyes.

Lets be brave and dream big, I have not raised all the issues there will be but I am confident that there is a solution to any problem and together we can do this.

I am sure there are questions and I am happy to try and answer them.

What about COVID, at the time of writing this things are looking very positive with unlock dates planned, it is easier to un plan than it is to plan so I would like to get this on the agenda and look to form a committee as soon as possible to move plans forward.

Lets not miss the bus this summer.