

ST GEORGE'S DAY 2005

1 SUMMARY

- 1.1 This report addresses budget considerations, project prioritisation and any initial feedback from external bodies with regard to the Sub-Committee's suggestions for celebrating St George's Day 2005.

2 BACKGROUND

- 2.1 At its last meeting, the Sub-Committee gave initial consideration to the type of celebrations that could be appropriate for St George's Day 2005 and the involvement of other organisations. A number of suggestions were made about ways of celebrating the day and it was agreed that:-

- officers should give consideration to likely costs associated with these to facilitate a process of prioritisation;
- letters should be prepared for submission to the various organisations/bodies across the District that may be willing to contribute;
- a letter should be sent to all Members of the Council in advance of the Budget Awayday on 15 January indicating that the Sub-Committee was considering various ideas and would be asking for consideration to be given to the provision of an element of funding within the budget setting process.

3 DISCUSSION

Budget Away Day

- 3.1 At the Members Budget Away-Day on 15 January it was identified that a sum of £5,000 should be included in budget proposals for St George's Day celebrations. The inclusion of this amount will now be considered by Full Council at its meeting on 27 January 2005.

Celebration Projects

- 3.2 Set out at Appendix 1 is a schedule covering all the projects identified to date. Comment is included where information is known or there has been further research. Given the timeframe for delivery, there could be value in concentrating on areas that can be done well.

Activity of Other Organisations

- 3.3 A letter has now been dispatched to all non-profit making organisations (copy attached at Appendix 2). The detail of any responses received and associated costings will be made available at the meeting (item 1 of Appendix 1 refers).

Flying Flags on Council Property

- 3.4 This aspect is covered under Item 20 of Appendix 1.
- 3.5 In addition to flying flags the Council could also highlight its commitment to St George's day on the front page of its website.

4 RESOURCE IMPLICATIONS

- 4.1 These are as identified within Appendix 1. The total figure at the end of the appendix is arbitrary as it does not provide for additional monies that may be associated with Items 1,4, 5, 7, 11, 13 and 16.

5 RECOMMENDATION

It is proposed that the Sub-Committee further considers the approach it wishes to take with regard to the various projects identified at Appendix 1.

Sarah Fowler

Head of Administrative and Member Services

Background Papers:-

None

For further information please contact John Bostock on:-

Tel:- 01702 318140

E-Mail:- john.bostock@rochford.gov.uk

APPENDIX 1

| Aspect | Comment | Likely Cost (If Any) |
|--|---|--|
| 1 Supply of bunting, flags etc. to non-profit making organisations. | A letter to ascertain interest has been despatched. | The cost of providing an organisation with three 13ft lengths of bunting, one display flag, two sets of small flags (12 in a set) and two balloon packs (30 in a pack) would be £33 (including postage). Assistance to, say, 24 organisations would, therefore, cost £792. |
| 2 Arts Workshop with St George's Day theme in selected primary schools | Can be led by the Councils Arts Development Officer, Caroline Coates. | £1,000 (one day in five schools) |
| 3 Engendering support of local newspapers/ radio stations | Can be achieved by Press Releases/Letters/Interviews. | |
| 4 Asking churches and Parish/Town Councils to fly a St Georges flag | Can be achieved by letters/an article in Rochford District Matters. | Suitable large flags can be acquired at £25 per flag. Assistance for, say, 24 organisations would, therefore, cost £600. |
| 5 Involvement by local musical organisations | Rayleigh Brass has been consulted. They are interested but already committed on 23 April this year. They have indicated that they would be keen to be involved in future year(s). Letters could be sent to others. | On average local charging organisations would charge £250 per musician per event. |
| 6 Introduction of a mascot | The Chairman has made available a ceramic dragon to which an element of repair is required. This will be available at the meeting. Consideration will need to be given to appropriate uses. | |

| Aspect | Comment | Likely Cost (If Any) |
|---|---|--|
| 7 Encouraging shop keepers to celebrate | Can be achieved by letters and an article in Rochford District Matters. A view needs to be taken on whether to offer bunting/flags etc. to commercial organisations. | £33 per pack (including postage) – cost dependent on take-up. |
| 8 Asking Branches of the Womens' Institute if they could organise tea/coffee events. | First letter to gauge interest despatched. Can be followed up as appropriate. | |
| 9 Contacting local farmers markets on identifying English products as a connection with the day. | Can be achieved by letters, although such markets are only on the first Saturday of each month. | |
| 10 Highlight the connections of Canewdon Church and the Battle of Agincourt/the significance of Ashingdon Church and the Battle of Ashingdon. | Can be included in associated press releases/item in Rochford District Matters. A poster display could be created for use in, say, Council reception areas. Some research required. | The cost of 10 posters would be £250. |
| 11 Identifying a hall or other venue that could be available for a themed event for Councillors. | A review of availability has identified that Hawkwell Village Hall could be available, although this has limited facilities more suited to activities such as a quiz night with an English theme. | £200 for hall hire plus catering, entertainment etc. However, a charity event could be self-financing and generate a surplus for, say, the Chairman's Charity. |
| 12 Contact with Golf Clubs on flags being flown at club premises and by golfers (smaller flags). | Suitable flags are not readily available for this purpose, but this could be further investigated if needed. | |
| 13 Inviting Morris Dancers to be involved. | May be a charge and further investigation required. | Dancing groups tend to charge approximately £300 per event. |

| Aspect | Comment | Likely Cost (If Any) |
|--|---|---|
| 14 The identification of sites appropriate for celebration, including areas away from the main towns. | Would need to gain land-owner's permission for non-Council owned sites. This is tied in with 16 below. | |
| 15 Sponsorship possibilities | Comments awaited from Holmes Place. Local businesses may be prepared to offer prizes for events. Businesses may be more willing to contribute to an event with a charitable purpose. | |
| 16 Asking all Members if they have any suggestions for events that they would be willing to take responsibility for and promote (either on their own or with groups of Councillors). | Can be achieved by letters and personal contact by Sub-Committee Members. Arrangements would need to include the undertaking of a risk assessment and consideration of health and safety issues. | There may be requests for financial assistance. |
| 17 Possibility of monies being available from funding associated with heritage work at the Windmill for the purposes of St George theming. | There are no monies available from this source. | |
| 18 Dedication of a page in next addition of Rochford District Mattes. | This can be achieved. | £400 |
| 19 Assistance from Holmes Place. | Holmes Place have been approached and a response is awaited. | |
| 20 Flying flags at Council premises. | The flag is already available and flown for St. George's Day at the Civic Suite and the Council's leisure facilities. | |

| Aspect | Comment | Likely Cost (If Any) |
|--------|---|--|
| | As mentioned in report paragraph 3.5, the Council's web site could also highlight the Council's commitment. | |
| | Approximate Total | £3,000. Note: this total is arbitrary, being dependent on demand/further activities associated with items being considered. |

APPENDIX 2

P. Warren, BA(Hons), MRTPI, DMS
Chief Executive

Corporate Policy Unit

My Ref:
Your Ref:

Ask for: Helen Collins
Ext: 3513
Direct Dial: 01702 318144

Email: helen.collins@rochford.gov.uk
Website: www.rochford.gov.uk



**Rochford District
Council**

Council Offices South Street
Rochford Essex SS4 1BW

Telephone: 01702 546366
DX 39751 Rochford
Facsimile: 01702 545737

Date: January 2005

Dear Sir or Madam

St George's Day – Saturday 23rd April 2005



Are you celebrating St George's Day on 23rd April, the national day of celebration for the patron saint of England?

If you have an event planned, or are keen to arrange something, please let us know here at the Council. Perhaps you would like to add a St George's Day theme to an existing function your group holds, fly a flag, or display information about the patron saint or the history of your building or area. We would like to publicise and promote this valuable national day and will be providing free listings of St George themed events in the March edition of our council newspaper, Rochford District Matters.

In addition we may be able to help you with supplies of bunting and flags etc for your celebration. We are currently gauging how much interest there would be in this and are keen to hear if this would be of value to local groups. It would be most helpful if you could get in touch by the end of January to register your interest.

I look forward to hearing from you soon and if you would like any further information please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Helen Collins'.

Helen Collins
Civic and Public Relations Officer