

BRECKLAND COUNCIL

Report of Strategic Director - Services to Policy Development and Review Panel 2 – 16 October 2008

Breckfest update report

1. Purpose of Report

1.1 The purpose of this report is to provide an overview and feedback of the Breckfest programme.

2. Recommendations

It is recommended that the Council/Committee:

2.1 Note the contents of the report.

Note: In preparing this report, due regard has been had to equality of opportunity, human rights, prevention of crime and disorder, environmental and risk management considerations as appropriate. Relevant officers have been consulted in relation to any legal, financial or human resources implications and comments received are reflected in the report.

3. Information, Issues and Options

3.1 Background

3.1.1 To celebrate the hand over from Beijing to London 2012 a small working group was established (the Breckfest Team) to deliver a 3 week programme of high quality and diverse sport and cultural activity. The activity programme consisted of activities organised and delivered by community groups and clubs which the Council promoted, activities organised by the Council directly and activities organised by the Council in partnership with other organisations. The aim of the programme was to increase participation in sports and cultural activity through active participation, volunteering and audience participation. The Breckfest programme has encompassed a range of sporting and cultural activities during the official handover period from 24th August – 17th September.

3.1.2 The Breckfest programme was designed to encourage and promote local celebratory events and activities whilst linking with the National Olympic handover events. Community groups were encouraged to inform the Breckfest team of activities and events in their parishes and these have been promoted on the Breckfest website. Community activities have included village fetes, bell ringing, fun days and exhibitions.

3.1.3 The Breckfest team also worked in partnership with a range of local groups and organisations to deliver a range of activities across the district. The Crossing The Line project was delivered in partnership with Norfolk Music Works and Parkwood Leisure. It comprised of a series of music and singing workshop events during the school summer holiday period and culminated in a large performance at Dereham Leisure centre. The performance combined swimmers from Dereham Otters with musical performances both in and out of the water.

3.1.4 The Breckfest main event was a music concert on the recreation ground in Attleborough on 13th September. 3 local youth bands provided the warm up for performances by Showaddywaddy, Hot Chocolate and Suzi Quatro. Approximately 1800 people attended the event for an evening of entertainment. The event was very well received from all those who attended and the professional bands themselves.

3.2 Issues

- 3.2.1 In May 2008 the Breckfest team worked with Creative Sponge Marketing to design a logo for the Breckfest programme which could be used to brand all the events during the handover period and be used by community groups supporting the programme. It was essential that the logo was compliant with the guidelines issued by the London Organising committee and was therefore submitted and subsequently approved by them.



- 3.2.2 The Breckfest main event was the first event of this scale that the Council had put on before and therefore employed an event organiser to assist with the event and provide expertise where necessary. Initially it was thought that the health and safety remit for the event would also be outsourced however this proved problematic in terms of communication so was later brought in house. The Council Environmental health team provided assistance and guidance in terms of risk assessment for the event and statutory obligations.
- 3.2.3 The main event was delivered with the support of the Attleborough Town Council as owners of the recreation ground. The licensee for the recreation ground provided support in terms of ancillary services and vendors. A larger multi agency work group was also established to ensure that the event was a success. This included representatives from the police, fire service, Security Company, Council procurement, Environmental health and the Breckfest team.
- 3.2.4 A marketing strategy was also developed in house and the Breckfest website was designed and launched. This will be used to promote activities in the future as part of the Breckfest legacy and is open to community groups and clubs to assist them with promoting future activity.
- 3.2.5 Feedback from people that attended the event has been very positive. The Breckfest team have received emails, phone calls and thank you cards from a range of people. In addition the Council has received feedback from Suzi Quatro's online blog and her fan club stating that the event was a huge success with 'a great atmosphere'.
- 3.2.6 This year's rural summer holiday programme was also delivered under the Breckfest banner. The arts programme delivered a number of sessions in the lead up to the crossing the line performance. In terms of sport, the multi sport sessions were again a huge success district wide. Approx 1000 children took part in the programme and had the opportunity to play a number of sports led by professional coaches. They included football, hockey, basketball, dodge ball, and cricket as well as some creative games. Based on the ongoing success of this programme the October programme has been developed and will be advertised in the next issue of Voice magazine.
- 3.2.7 The boxing event due to be delivered during the Breckfest programme was sadly cancelled due to issues with the return of competitors and officials licences, these were not returned by the National Governing body in time for the event. As a result the Council in conjunction with the club will look to reschedule this event in the New Year.
- 3.2.8 The Icen Swimming Gala, hosted by Dereham Otters and supported by the Council was a huge success this year with 330 swimmers taking part in 1400 swims from clubs throughout the east. The event drew in a crowd of over 500 spectators and received good press coverage.

3.3 Options

- 3.3.1 To note the contents of the report.

3.4 Reasons for Recommendation(s)

3.4.1 Report for information only

4. Risk and Financial Implications

4.1 Risk

4.1.1 There are no risks attached to the contents of this report

4.2 Financial

4.2.1 None

5. Legal Implications

5.1 None

6. Other Implications

a) Equalities: The Council is committed to providing fair and equitable services.

b) Section 17, Crime & Disorder Act 1998: None

c) Section 40, Natural Environment & Rural Communities Act 2006: None

d) Human Resources: None

e) Human Rights: None

f) Other: [e.g. Children's Act 2004] None

7. Alignment to Council Priorities

7.1 Functions and activities relating to sports development arts development and leisure services support the delivery of the following Council Priorities:

- Stronger Communities
- Prosperous Communities

8. Ward/Community Affected

8.1 The cultural services within the district are available to all members of the community.

Background Papers

None

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Key Decision Status (Executive Decisions only):

This is not a key decision

Appendices attached to this report:

N/A