

Report To Nash Mills Parish Council

April 17th 2023

Working Group Name	Nash Mills Community Expo '23
Meeting Held	20 March 2023
Present at Meeting	Nicola Cobb Michele Berkeley Lisa Bailey Mandy Lester (via Zoom) Steve Roberts (Chair and Reporting)
Apologies	n/a
Agenda Items for Resolution/Decisions Needed	<ul style="list-style-type: none">• Council to receive the report

Background

This document summarises the review and lessons learned process relating to the Nash Mills Community Expo '23 event held on Saturday 4th March at Nash Mills CoE Primary School.

The process was in two parts:

- A survey of working group members and the clerk to capture their feedback on the event. Which covered the following:
 - How they would rate the event overall
 - What went well and what could be done better
 - The contribution of individual participants
 - The suitability of the venue
 - The start/end times of the event
 - The planning process
 - Costs
 - Publicity
- A meeting was then held to build on the results of that survey

This document is a summary report of those discussions under the following headings:

- "What went well", to capture the positives, and
- "It would be even better if..." statements, by way of responding to areas highlighted for improvement or new ideas suggested for consideration next time.

Summary of discussions

Topic	What went well	It would be even better if...
Invitees	<ul style="list-style-type: none"> • Contributed and cooperated well • Had a positive impact on attendance vs it just being a NMPC presentation. 	<ul style="list-style-type: none"> • We allowed local businesses to be promoted – either in-person or via a display board • Had the Fire Brigade • Had food available (vans in playground) • Invited businesses/organisations to buy a pitch • We invited Neighbourhood Watch • Used announcements regarding things taking place • Consider having more activities running for the whole day
NMPC Displays	<ul style="list-style-type: none"> • Looked impressive • Good to have the use of the blue display boards • Very visual • Good planning of what was going where 	
Venue	<ul style="list-style-type: none"> • Great cooperation from the school in advance and on the day • Easily accessed location for residents • Good to have use of a variety of spaces – hall, classrooms, hub, playground • Good value for money 	<ul style="list-style-type: none"> • Publicity was clearer that this was not an event organised by the school • They'd put the heating on! • We had a way of counting attendees.
Publicity	<ul style="list-style-type: none"> • Use of a variety of channels for communication – flyers, banner, school newsletter, Facebook, web site, magazine • Regularly updating Facebook page to build interest and awareness of what would be happening 	<ul style="list-style-type: none"> • We'd used a 'flash' on the front page of the magazine • Boosted the Facebook posts (small cost) to widen exposure • Pinned posts on Facebook • Delivered flyers • Organised a photographer (with appropriate disclaimers)
Budget	<ul style="list-style-type: none"> • Total cost was £596 • Good use of funds for the number of people who attended 	<ul style="list-style-type: none"> • Spend less on refreshments now we have some idea of how many people may attend
Planning	<ul style="list-style-type: none"> • Cadence of meetings, especially in the latter stages • Use of Dropbox to share documents • Having a plan of the hall 	