

Appendix 1

Here to Help

'Going for Gold Family Fun Day'

20 July 2024

Post Event Briefing



Event aims and objectives

1. On Saturday 20 July, the Fairer Stockton-on-Tees and Community Engagement teams held a 'Going for Gold Family Fun Day' in Stockton town centre as part of their Here to Help programme of events - the 'Going for Gold' title and marketing drew inspiration from the forthcoming Olympic Games. This event supports the Powering our Future Communities mission. The event provided access to support on offer within communities and encouraged residents to engage with and participate in the activities available. For example, a number of organisations spoke to residents about volunteering in their communities and the benefits this can have both for them personally and their wider community.
2. Previous smaller scale Here to Help events in local venues over the last year had not always attracted the numbers of residents we would have liked so a new approach was adopted. Our aim was to create a larger scale event that provided an offer that would attract residents, by hosting fun activities for all the family. In doing so, we would bring people together to spend the day in Stockton Town Centre, but most importantly, this would then give them access to a range of support services. We ensured support was available around physical health, mental health, income maximisation, employability, money and debt, food and clothing and all had a focus on supporting children, families and young people. We were especially keen to respond to the need for affordable school uniforms and an identified need around hygiene poverty. This would provide children and young people with the chance to take part in an event over the summer holidays, which many may not have done otherwise.

Communication and Marketing

3. Colleagues in Comms supported us in marketing this event in terms of social media, newsletters, posters, leaflets and banners. Please see appendix for a full report on social media statistics and the marketing approaches used.



Some examples of key outcomes:

- 1500 residents attending
- 300 preloved uniform items and 150 brand new items distributed.
- 50 games and toys provided to children.
- 200 brand new and 300 preloved books distributed.
- 475 hygiene products distributed.
- 30 + support agencies attending, each engaging with up to 500 individuals.
- 81 people visiting the library.
- Over 100 families engaging with sporting activities with MFC.

Delivery

4. Activities were held at several locations: High Street North, in the Parish Gardens, Stockton Library, Thirteen Touchpoint Store and Wellington Square. Thankfully, the weather was kind and around 1500 residents came down to join in the fun and accessed vital advice, support and information from a wide range of organisations attending.



5. Children took part in crafts, sports, face painting, planting, Lego activities, story time and a Love Exploring Going for Gold town centre trail, which took in all event sites including Wellington Square. Parents and carers were able to speak to representatives from local support services such as Citizen's Advice, Tees Credit Union, Teesside Mind, Thirteen Housing and Employability, NHS 0-19 Service, Red Balloons, Catalyst, Groundwork, Family Action, Family Hubs and many more.

School Uniforms

6. Our preloved school uniform 'Eco Shop' was very popular and gave parents the opportunity to stock up on uniform basics and branded items in preparation for the new school year in September. Our uniforms were provided by council staff and residents from across the borough at collection points in SBC buildings, Tees



Active, Family Hubs and libraries. A donation of £250 worth of new uniforms from Core Highways was also received and parents were so pleased to be able to take a new set of shirts or a new pair of trousers.

7. We estimate that around 300 items of preloved uniforms were given out to parents and around 150 brand new items from the Core Highways donations and other donations of new uniform from the public.
8. One parent told us that she was really pleased because she had, '... stocked up on uniforms for September. *This has saved me a lot of money.*' Another parent said, '*It is great to be able to come out on hot day and we managed to get uniform for all of my kids from the Eco shop.*' People praised the recycling element, branding it as an Eco Shop and promoting the recycling element seemed to reduce the stigma around preloved clothing. One primary aged child was so happy to be able to replace the school fleece he had recently lost and took one for his best friend. A single dad said, '*I can't believe you have these fleeces from my son's school. These fleeces cost over £25 to buy! I have never been able to afford one for my son, it was a luxury item. Thank you so much for allowing us to take one, now my son can fit in with the rest of the kids at school. He is over the moon, just look at his face he's buzzing! What a fantastic idea, this is really needed.*'

Wider Offer for Residents

9. Our shop also provided a selection of over 200 brand new books donated by the National Literacy Trust. These were very well received by children and families, as were our preloved books and toys. We gave out around 50 toys and games and around 300 preloved books which were all in excellent condition. One grandma was over the moon that she had a lovely pile of new books to share with her grandchildren when they come to stay. We also provided a range of sports and other children's clothing and shoes, including winter coats.

10. In response to many reports from services of hygiene poverty, we asked Nite Light CIC to attend and they brought with them a huge amount of hygiene products. This was used to stock a fantastic free toiletries stall, where people could come and choose five free items of their choice. Free fruit and ice pops were provided to all children attending. Everything in the shop was free to residents and feedback has shown that this was well received. An estimated 475 hygiene products were given out.



11. Any surplus items will be put to good use. Thirteen Housing have asked to use some of the excess uniforms collected in their Primrose Hill Community Centre and Sprouts have agreed to use the stock for a uniform stall at their 'Picnic in the Park' in Victoria Hall, Thornaby next month.

Community Transport for Clarences Residents

12. Staff arranged for residents from the Clarences to attend the event by booking Community Transport. One of Stockton Borough Council's Community Transport minibuses was used to transport 24 people to the event. Residents in the Clarences often feel that they can't attend similar events due to the lack of affordable transport. Local resident and Town Councillor, Maria Lacey, helped share the message with residents and encouraged them to take up the offer. Maria said that residents had enjoyed the event and accessed many items including school uniform support. She also praised the 'amazing' bus driver for being so kind and helpful. The same model will be used for future events such as SIRC and Stockton Sparkles and staff were also able to refer Clarences residents to the new Stockton Volunteer Driver Service to help them travel into Stockton and Billingham more regularly in the future.

Feedback from Families

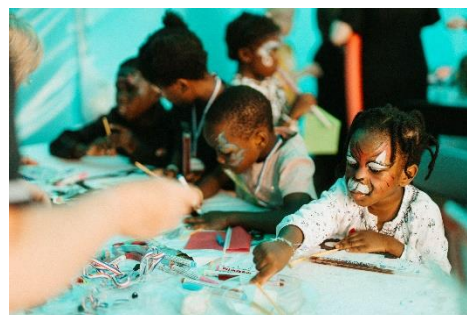
13. Feedback to staff and volunteers from the people attending the event was extremely positive, with many pleasantly surprised by the amount of help available. Families from a range of postcodes completed surveys with our Consultation Officer and a snapshot of the responses given is included:

- All 32 families surveyed said their children had enjoyed event and rated it at least 9 out of 10.
- Of 32 families surveyed, the following scores were given out of 10 for how useful the event was to them:
 - Score 10 given by 18 families
 - Score 9 given by 7 families
 - Score 8 given by 7 families



14. Families were asked about their favourite parts of the event. Here are some of their responses:

- Lots of information available, all in one place
- Everyone being very friendly and welcoming.
- Support system is lovely and help in times of need.
- It raises awareness and promotes services.
- Activities and free items, face painting, crafts
- It brought out lots of people and you could see the different organisations all wanting to help people.
- Getting useful free things like radiator keys and toiletries
- The weather and just being out and about and getting to have a kick about.



15. Families asked for more of these events in the future and for more activities for children over the summer holidays. They spoke about the event having a 'nice atmosphere' and said that they were having lots of fun. People praised the fact that everything was free and the layout of the pagodas was really useful. Some suggested all the activities should be in one place and linking the two main sites more clearly is something staff noted needed developing



next time. One resident said, 'It is nice to know that there are so many organisations out there interested in helping us.'

Feedback from Organisations

16. Over 30 support organisations and services attended the event and it was clear to see how busy they were with members of the public. Many provided interactive elements for the children to enjoy. For example, the NHS 0-19 service dressed as a toothbrush and toothpaste and showed children how to brush some giant teeth.



Groundwork planted seeds with the children, Mind

brought their elephant mascot and made dreamcatchers and jewellery and MFC Foundation taught ball skills and played mini matches. Feedback has been gathered using a survey which was sent out to all participating agencies after the event. Many of those surveyed said that they had engaged with over 100 people, with Cleveland Fire Brigade speaking to at least 150 and Cleveland Police interacting with up to 500.

17. Family Action said, *'It was lovely to just chat with members of the public. We were able to talk about various things including our HAF provision and volunteering. We were also engaging with the community about other topics as we were talking and giving out the leaflets that were next to our stall.'*

18. Foster Northeast said, *'For us we felt it worthwhile to have a presence at an event which is at the heart of the community. We spoke to 5-6 of our fostering families who attended and we gave out 30 of our tote bags and had a short conversation with everyone who took one about who we are, raising awareness of fostering. Looking around the event, I thought it was very well organised and set-up. The info and freebies being given out could make a real difference to some people. With the market on, I thought the event and the town had a real buzz about it.'*

19. At Stockton Central Library, 81 children and their carers took part in a new Lego coding activity run by library staff. They said, *'It gave us the opportunity for a trial run of the new LEGO kits and it looks like these could be very popular. We did see a number of families who have never been to the library before. The event was also a great opportunity to showcase the brand new electric mobile library bus and lots of children enjoyed stepping on board and listening to a story.'*

20. Thirteen Group said, *'It was a great opportunity to work together as a collective to deliver a fun packed day to support customers.'*

21. Catalyst said, *'Having a Saturday event really helped attract the crowds. The area in Parish Gardens was a little quieter than on the main high street, however this didn't stop people coming and getting involved in the stalls and activities. Having the seated area for families to sit and relax was a brilliant idea, and watching families and children play was lovely as usually the area is not utilised. Overall, it*

was a fantastic event and we really enjoyed being there as an organisation and enjoyed seeing the people of Stockton engage and have fun! ‘

- 22. Salvation Army said, *‘It was a fabulous day, very well organised and very well received. The parents who interacted with everyone in our tent were full of praise for the event. We could have more space on the High St next time. We have a regional emergency van we could bring and serve refreshments from.’*
- 23. The event was also used by Stockton Council to gather some insights and views on the draft Council Plan.

Next Steps and Learning

- 24. We hope that feedback from this event has proved that it has the potential to become a regular annual event in Stockton. There are elements that the team have identified that could improve the event further in the future and our partner organisations have also offered some great suggestions.
- 25. We all agreed that we needed to find a way to link the different sites more obviously for those attending. The Parish Gardens site was quieter than the High Street, despite signage being in place. There were people who enjoyed relaxing on the deckchairs in the Parish Gardens and watching their children play, but there was scope for more activities there. Some music, an entertainer or a food offer would have attracted more to that site and improved the offer. One resident suggested some old-fashioned fairground/school fair type games which could potentially be loaned to us and keep costs down. An ice cream van/stall would have been a big draw and would have removed the task of keeping ice pops frozen!
- 26. Another suggestion was to move all the activities to one site on the High Street, including the sports and games, so that the event would have a clearer footprint and would help promote more of the High Street. Road closures may need to be considered for this option.
- 27. Our NHS providers from the 0-19 service, Sun Safety and Stop Smoking Services suggested that a broader range of NHS services could have filled a whole pagoda and made an NHS tent. There were suggestions of more adult NHS services being there to do blood pressure checks.
- 28. Food, other than a free ice pop and fruit, was part of the offer. We had been unable to a VCSE food provider and were keen not to away trade from the town centre shops and market. This could be reconsidered, with some food stalls on the Parish Gardens. Cost would need to be considered as having expensive food stalls would go against the ethos of the Here to Help event.



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29. Although some support was secured from businesses, this needed more time and is something that could be developed for a future event. Further collaboration with Catalyst around gaining CSR funding for specific elements could allow us to enhance the event.
30. We need to use our learning around school uniforms to make sure that we are working smarter to get uniforms to where they need to be. There have been discussions about how we could store and allow people to order preloved uniform. Some schools have developed open access uniform exchange facilities, promoting as we did, the recycling benefits of using preloved uniforms. A swap style model helps people to feel positive about this so that they feel they are giving back something someone else can use.
31. We will invite local community groups as well as larger or more established VCSE organisations so that they can promote their offer and also demonstrate the success of their group which could inspire others. For example, at the next event at the Pavilion, the Warm Welcome group could have a stall to tell people about the group and encourage people to visit. The session will be on at that time so residents can go along and sample what is on offer. Leaders of the group could talk to other community members about how they got set up and offer their support to others with similar ideas, working towards the Powering our Future – Communities mission.

Here to Help Future Events Programme – next planned events

32. We are planning our next Here to Help event for late autumn. This event will have a focus on older people and preparedness for the winter. Many of the team collaborated on the Stockton Winter Wellbeing Festival for over 50s last year. This took place at Thornaby Pavilion in November and was a popular event, bringing around 50 support services under one roof to advise on health, benefits, fuel, social activities etc. As with our summer event, there were activities to attract residents such as musical performances, crafts and refreshments. We are planning to hold a similar event again at the Pavilion this November and develop the activities on offer.
33. We also have plans for a third event to be held in Billingham in the new year and for that to have a focus on mental health and wellbeing. Engagement with the public has shown us on many occasions that mental health is a huge area of need and the time following Christmas, when the days are short and finances can be even tighter, is a time of concern for many. We will collaborate with partners to provide positive experiences coupled with access to mental health services and groups providing a range of social activities.



Briefing appendix

Going for Gold Comms Report

Social Media

Facebook

20 July

Impressions: 11,035, Reach: 10,857, Engagement: 200, Likes: 4, Comments: 3, Shares: 13

17 July

Impressions: 10,668, Reach: 10,491, Engagement: 113, Likes: 9, Comments: 1, Shares: 16

11 July

Impressions: 9,459, Reach: 9,267, Engagement: 49, Likes: 7, Shares: 6

3 July

Impressions: 20,682, Reach: 19,182, Engagement: 219, Likes: 11, Comments: 1, Shares: 39

25 June

Impressions: 10,998, Reach: 9,816, Engagement: 242, Likes: 17, Comments: 2, Shares: 34

20 June (about school uniform donations but mentions G4G)

Impressions: 10,091, Reach: 9,497, Engagement: 159, Likes: 3, Comments: 6, Shares: 21

17 June

Impressions: 11,516, Reach: 11,341, Engagement: 222, Likes: 15, Comments: 4, Shares: 29

14 June (about school uniform donations but mentions G4G)

Impressions: 19,508, Reach: 18,098, Engagement: 431, Likes: 25, Comments: 8, Shares: 76

20 July <https://x.com/stocktoncouncil/status/1814554643747205403>

Views: 316

17 July <https://x.com/stocktoncouncil/status/1813603371514777768>

Views: 260

11 July <https://x.com/stocktoncouncil/status/1811429053519315373>

Views: 317

3 July <https://x.com/stocktoncouncil/status/1808514839964172641>

Views: 255

25 June <https://x.com/stocktoncouncil/status/1805630841277608281>

Views: 263

17 June <https://x.com/stocktoncouncil/status/1802716642100584573>

Views: 321

LinkedIn

20 July - Likes: 4, Reposts: 1

17 July - Likes: 1

11 July

https://www.linkedin.com/posts/stocktoncouncil_going-for-gold-family-fun-day-1-week-activity-7217194747403141120-JMzS?utm_source=share&utm_medium=member_desktop

Likes: 1

3 July - Likes: 5, Reposts: 2

June - Reposts: 2

KYIT

- 19 July
 - <https://intranet.stockton.gov.uk/kyit/19-july-2024/>
- 21 June – 12 July
 - <https://intranet.stockton.gov.uk/kyit/12-july-2024/>
 - <https://intranet.stockton.gov.uk/kyit/5-july-2024/>
 - <https://intranet.stockton.gov.uk/kyit/28-june-2024/>
 - <https://intranet.stockton.gov.uk/kyit/21-june-2024/>

Examples of Service / Parter newsletters

- Healthy Schools Newsletter (May and July editions).
- Catalyst E-Bulletin 17 July
- Catalyst E-Bulletin 19 June (online version)
- Family Hubs email newsletter 12 July
- Cost of Living Briefing

Intranet banner

Displayed from w/c 17 June until 20 July.

Digital screens

External facing (Wellington Square, Tees Active venues, and Thirteen's window) and internal facing (SBC offices and depots) displayed from w/c 17 June until 20 July.

Other

- Posters and flyers distributed.

- Shared with schools.
- Listing on TVCA Visit Tees Valley: [Going for Gold: Family Fun Day - Events in Tees Valley \(teesvalley-ca.gov.uk\)](https://www.teesvalley-ca.gov.uk)
- Stockton-on-Tees News article, in circulation from w/c 15 July.
- Selfie frame and postcard created.
- Photography arranged. Link to photos has been shared.