



**DISCOVER 2020**  
ROCHFORD DISTRICT FESTIVAL

# Discover 2020 Festival

Tourism Forum  
25<sup>th</sup> April 2019

# Themes and branding



**DISCOVER 2020**

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COASTS & RIVERS



**DISCOVER 2020**

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GUILDS, TRADES & FARMING



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HERITAGE



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ARTS



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NATURE & OPEN SPACES



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FOOD & DRINK

# Website and social media

- [www.discover2020.co.uk](http://www.discover2020.co.uk)
- Facebook - **discover2020**
- Twitter **@Discover\_2020**
- Instagram **discover2020festival**

# Rochford Town Team: Knitting our heritage together

- Where did this idea come from?
  - 2020 is the 1,000 year anniversary of St. Andrew's Ashingdon
  - The church's first priest (Stigand) is on the Bayeux Tapestry
- The project...
  - 10-12 framed historical scenes covering major events over the last 1,000 years and depicting life across the 14 parishes
  - Created using various forms of knitting and sewing
  - Involving groups from within the parishes
  - Exhibition on May 2020
- How can you help?
  - Participate (individuals & groups): artists, 'knitters', sewers, board makers, conservation framers, researchers, writers, organisers, ...
  - Premises: workspace, display areas, storage, ...
  - Funding: likely to cost around £10,000



# Beagle Event

- 30<sup>th</sup> and 31<sup>st</sup> May 2020 at Wallasea Island – inaugural event of the Festival – 3 themes:
  - The history of Darwin, Fitzroy and HMS Beagle
  - Celebrating the Wallasea Wetlands project, ecology conservation, engineering and nature
  - Social history of smuggling on the Essex coast – then and now
- Commemorative platform with planned digital views of HMS Beagle and lagoons named Darwin, Fitzroy & Beagle with planned signage and interpretation
- Outdoor activities “walking in the footsteps of Darwin” and community plays plus sailing community support
- Indoor exhibitions, talks and performances for all ages
- Now looking for sponsorship!!



# Participants' Pack

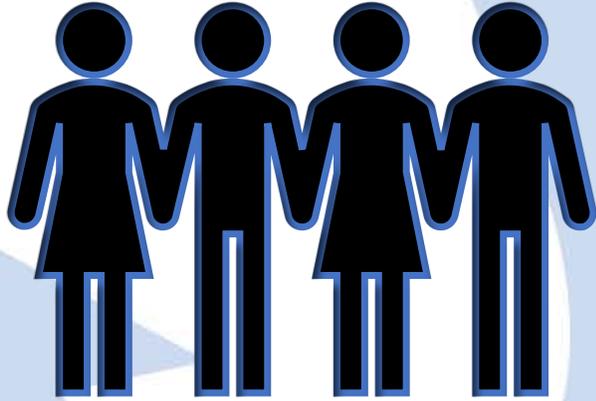
- **Event Plan** template – this aide memoir will help you to plan your project. We will need you to send us a copy of your Event Plan so that we can add it to the programme of events;
- **Event Management Plan** template - you will need to complete this document and follow the instructions within it if your planned event has any high risk elements e.g. licencing or road/traffic implications;
- **Scoring Matrix** – please complete the Scoring Matrix to help you understand whether you need to complete and submit a full Event Management Plan;
- **Branding Guidelines** – the rules around using the Discover 2020 branding to promote your event;
- **Discover 2020 Marketing and Audience Plan** – this sets out the audience engagement aspirations for the Discover 2020 Festival and you will need to make sure that your event meets these aspirations;
- **Feedback Form** – please complete this form at the conclusion of your event and send it to us so that we can measure the success of the Festival;
- **Using Volunteers Guidance** – essential guidance on your obligations as an event organiser if you are using volunteers; and
- **List of Potential Funding Streams** – a list of potential funding opportunities to support your event.

The background features several light blue, stylized arrows and wavy lines. One large arrow curves from the top left towards the bottom right. Another arrow curves from the bottom left towards the top right. A third arrow points upwards from the bottom left. The overall design is clean and modern, suggesting a process or flow.

# Engaging with stakeholders

PRACTICAL TIPS FOR ENGAGING WITH YOUR COMMUNITIES  
AND STAKEHOLDERS INCLUDING WORKING WITH  
VOLUNTEERS

KELLY REDSTON – RDC STRATEGIC PARTNERSHIPS OFFICER



Start by considering groups that have already expressed interest in your activity or event, such as local schools, sports, community and faith organisations. But don't forget less visible stakeholders, such as playgroups, youth groups, carers and neighbours. Communities are groups of individuals, linked by:

- Issues that interest or concern them
- Identity defined by sets of beliefs, values or experiences
- Interaction through social relationships or shared geography

Step 1: Identify your community stakeholders and get to know them



## Event Community Groups and Stakeholders

The table provides space for you to enter the information you have collected. Gather basic information about stakeholders and their connections to your Event

Organisation Group	Do we have an existing relationship?	Contact person and details	Interests and purpose of group	How could they help with the event	Action

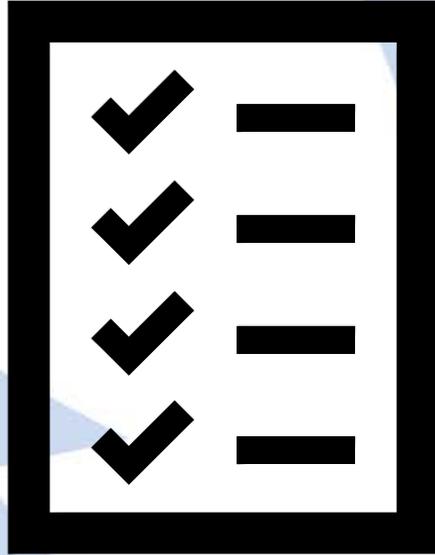
Having identified your community stakeholders, prioritise those you want to focus on and identify opportunities to communicate information about your event and what you wish to gain from the stakeholders.

- Think about how you want them to be involved:
  - investment
  - Involvement
  - Integration

Before launching into your event you need to ensure you have the right support from the community to make it successful.

Step 2: Choose your engagement strategy





**“investment”** use techniques like flyers or ads to provide more information and invite people to get in contact.

**“involvement”** activities like surveys or public meetings or attending groups other are already running.

**“integration”** If the community or organisations want to get more involved in the event or other projects form joint working groups or brainstorming sessions, sponsorship opportunities or challenge the existing ideas for your event to make improvements.

Step 3: Plan your engagement process, selecting suitable practices and techniques

Remember that by developing these relationships with our communities and local stakeholders we are creating opportunities for future co-production and shared goals.

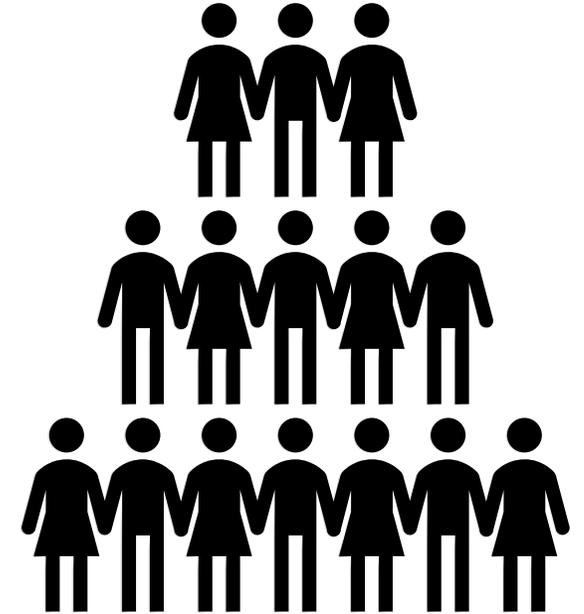
By working together as communities we will always achieve greater outcomes for all of our residents and contribute to a greater local future for all.



Step 4: Make community engagement permanent

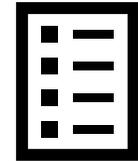
## Why volunteer?

- Feel rewarded - Using your time to give something back feels amazing. Each one of our volunteer roles helps make a real difference to the success of the event.
- Meet like-minded people - Volunteers are as diverse as our roles available. Volunteering is a great way to meet other people with similar interests within your community.
- Use your skills to help others - Whether you want to put your existing skills to good use or learn something new, we have a range of roles and training to support you.
- Flexible - Whether you can give minutes, hours, or days, our volunteer roles are designed to fit around your available time leading up to the event and on the day.
- Keep busy and active - We have a range of activities to boost your physical and mental wellbeing.



# Attracting Volunteers to your event

- **Event Day Volunteer** - You'll be helping us to set up the event which may include putting up banners or getting equipment around the event space. If you're looking for a role that's hands on and if you have loads of enthusiasm then sign up today.
- **Marshal Volunteer** - You'll inspire, cheer and guide people around the event by covering one of the marshal points. This role is really important as you'll help to ensure that the event runs smoothly. If you're a team player with great communication skills who can use their initiative when dealing with anything that may occur.
- **Enquiries and Administration Volunteer** - You'll be responsible for setting up the administration points and helping assist with any queries. We're looking for people with great communication and organisational skills, a proactive attitude and, ideally, some administrative experience.
- **Meet and Greet volunteer** - You'll be located at the entrance with our Meet and Greet team. You'll help to welcome visitors to the event and guide them through the activities, and sharing information on the events through the day.



## Volunteer Role Examples



**RRAVS**

Rayleigh Rochford and District Association for Voluntary Service

RRAVS' vision is of a strong voluntary sector which is at the heart of a vibrant and caring Rochford District where people are able to fulfill their potential through voluntary and community action. The Rochford district includes the towns of Rayleigh, Hockley, Ashingdon, Great Wakering, Canewdon and Hullbridge.

RRAVS' works to promote, support and represent the interests of all voluntary and community groups in the Rochford District. This is achieved through representation at strategic bodies, the promotion of volunteer opportunities, giving advice including advice about funding and training.

**Address: Civic Suite, 2 Hockley Road, Rayleigh, Essex, SS6 8EB**

**Tel: 01268 772796**

**Website: <http://www.rravs.org>**

**<https://www.volunteersex.org/>**

Key Contacts

# Engaging with businesses



- Cheryl Milton White
- Dan Kudla

# Why engage with businesses?

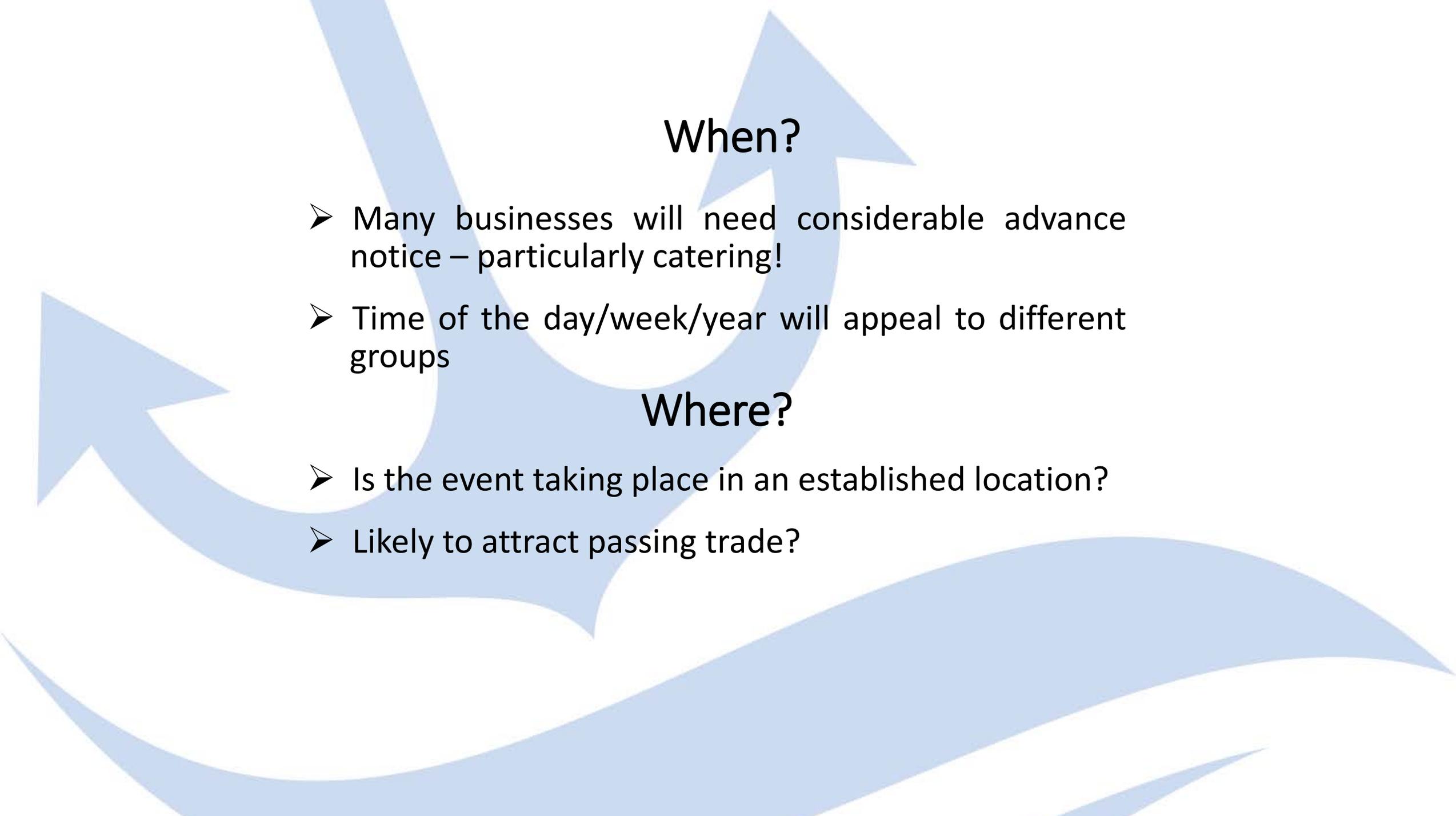
- Diversifying the offer of your event
- Exciting products, food, drink, services etc can attract visitors and increase dwell time
- Sponsorship opportunities
- Businesses can help to promote and publicise event through own channels
- Can provide organisational expertise
- Local supply chain

# What businesses will need to know

- Details of the event - **What? When? Where?**

## **What?**

- How many visitors are you expecting? i.e. what type of exposure can the business expect?
- What are the demographics of those attending, age, families, local people? Average spend?
- What type of event (e.g. traditional, heritage, cultural, food & drink)?
- What type of promotion is being used for the event (e.g. website, social media, local press)?
- Established or new event?



## When?

- Many businesses will need considerable advance notice – particularly catering!
- Time of the day/week/year will appeal to different groups

## Where?

- Is the event taking place in an established location?
- Likely to attract passing trade?

# Identifying businesses

As a local community representative, you will already have a good idea of local business community. However, some things to consider...

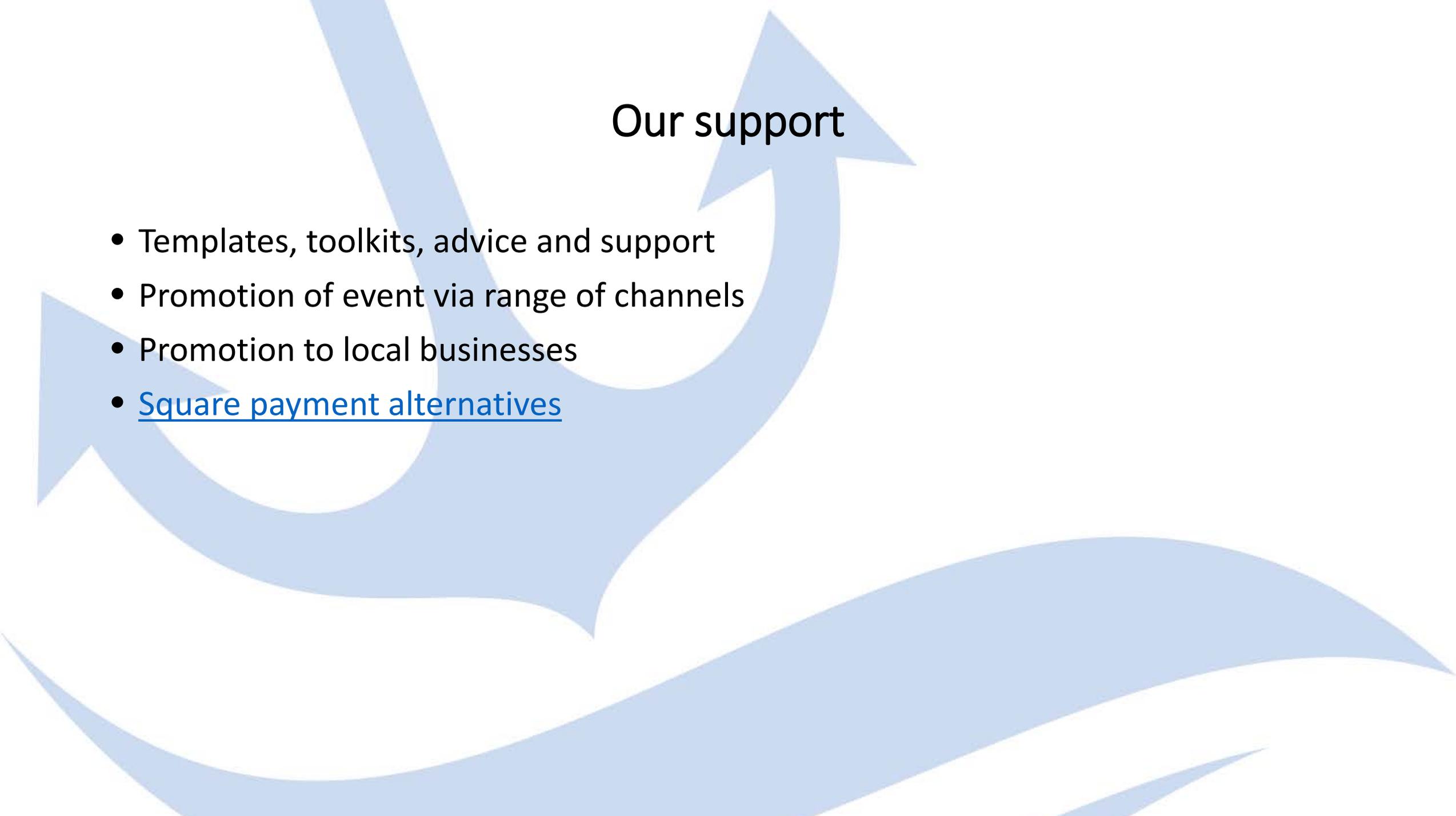
- Established businesses can be useful focal points and provide facilities (e.g. pubs, cafes, shops, farms) – involve wherever possible.
- Home-based businesses/hobbyists: the District is full of them!
- Farmers and rural businesses – diversification.
- Market to as wide a range of businesses as possible  
Using your connections; local/community Facebook pages; Twitter; local publications; printed advertisements; notice boards.
- 3 Chambers of Trade - [www.3chambers.co.uk](http://www.3chambers.co.uk)

## What can you offer businesses?

- Put your request in writing, Offer something in return
- Sponsorship opportunities/discounts linked to event
- Logo on posters, leaflets, banners
- Page on event programme
- Link to their website from your page
- Article in programme
- Increased exposure and income from visitors/passing (set out the offer of the opportunity)

# Theming your event

- Discover 2020 will provide full range of branding and website, helping promote local events to a far wider audience.
- Could you theme your event for 2020 to tie in with broad themes below?
  - Arts
  - Food and Drink
  - Nature and Open Spaces
  - Heritage
  - Guilds, Trades and Farming
  - Coast and River

The background features several large, light blue decorative elements. There are two curved arrows: one pointing upwards and to the right, and another pointing downwards and to the left. At the bottom, there are several wavy, ribbon-like shapes in the same light blue color.

## Our support

- Templates, toolkits, advice and support
- Promotion of event via range of channels
- Promotion to local businesses
- [Square payment alternatives](#)

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## Over to you!

- Which businesses do you already engage with?
- What difficulties do you face in attracting businesses to participate?
- How could you widen your reach?
- How could RDC help further with promoting?