

Councillors Written Questions to Cabinet Members and the Responses

Full Council – 18 July 2018

1. From Councillor Crow to the Cabinet Member for Wellbeing?

Question 1 –

What is the trend of participation for the indoor bowls hall at K2 Crawley? Please provide figures to show the total number of annual visitors for each of the last five financial years from 2013/14 up to 2017/2018.

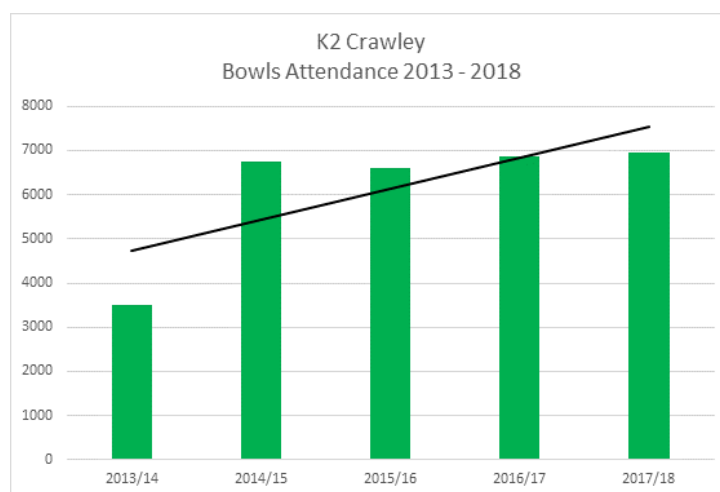
Response –

The table below shows attendance figures for the K2 Crawley bowls facility for each of the last five years.

<i>K2 Crawley Bowls Attendance Figures</i>	
<i>Year</i>	<i>Total Attendance</i>
<i>2013/14</i>	<i>3496</i>
<i>2014/15</i>	<i>6756</i>
<i>2015/16</i>	<i>6597</i>
<i>2016/17</i>	<i>6871</i>
<i>2017/18</i>	<i>6944</i>

The chart below shows the same data but includes a trendline which shows an upward trend in attendances over the same period.

It will be noted that attendance increased significantly (93%) in 2014/15 following a joint marketing campaign by Crawley Wellbeing and Freedom Leisure. After a small fall in 2015/16 (-2%) attendances have continued modest year on year growth since then.



2. From Councillor Pendlington to the Cabinet Member for Public Protection and Community Engagement:

Question –

There has been additional spending in the Council's budget this year on public events, most noticeably in the town centre.

- 1) *What arrangements are in place to measure footfall at events in the town centre?*
- 2) *What mechanisms are in place to gain feedback from people attending events in the town centre?*
- 3) *How is any information gained through footfall and feedback being used to ensure that public money is being used in the best possible way to deliver the events that people want to attend?*

Response –

The Council footfall at our events by observing audience numbers at regular intervals. This also helps to ensure spectator safety.

We monitor feedback by:

- *Using the town centre footfall counters to compare visitor numbers on event days compared to non-event days*
- *Regularly asking questions of town centre businesses about events – both before and after*
- *Receiving informal feedback from retailers following events*
- *Using event staff / volunteers to ask attendees for comments*
- *Checking on comments left on social media channels.*

We also ask for residents to get involved in the planning of our events. For example, we ask for film ideas for our three nights of outdoor cinema in September.

The purpose of our events is to:

- *Increase footfall in the town centre*
- *Promote community engagement and cultural interaction across the town*
- *Generate income in our facilities and within our parks.*

In addition, we support many more events – council, voluntary and private sector – across the town with promotion and we have a growing number of commercial events being booked in our parks and open spaces.