

# Proposal to hold a Cinema in the Park Event

## Resolution

The resolution is to hold a self-funded open-air Cinema in the Park event.

## Background

The proposal before council is to host an open-air cinema event on the field at Broomhall Recreation Ground in September 2025. Suggest dates are 13<sup>th</sup> or 20<sup>th</sup> September 2025

In September 2023 and 2024 Cordes Hall Cinema organised an outdoor cinema event with great success. On both occasions, they raised money for Cordes Hall and the Novello Theatre. Sunningdale Parish Council provided a fenced off area of the field, use of car park and toilet facilities free of charge. Cordes Hall Cinema were approached to run the event this year but declined as they were too busy.

As this has become an established annual community event, Sunningdale Parish Council propose to take on the organisation, cost and administration.

Historically Sunningdale Parish Council have hosted and/or supported several outdoor events at Broomhall Recreation Ground including The Sunningdale Carnival, The Big Jubilee Lunch: Picnic in the Park and The Lighting of the Tree at Christmas and more recently the Summer Bouncy Fun Days. These events have brought the community together in celebration.

## Proposed Format

The event would be tagged – Cinema in the Park. This would be hosted by Sunningdale Parish Council at Broomhall Recreation Ground at a date to be confirmed in September 2025. The proposed timings would be from 6pm to 10.30pm. This would allow time for picnicking with the film showing commencing at 7.30/8.00pm.

It is recommended by the Admin and Events Officer that this be a free of charge ticketed event. There are available funds from the approved annual events budget (£10,000.00) to cover the cost associated with running the event. Tickets can be obtained through a ticketing agency such as Eventbrite or Ticket Source at no additional cost to The Council. There will be a limited number of tickets available to ensure the event can be run safely. It is suggested the maximum number in the audience be limited to 300. If there are any remaining tickets; these can be issued on the evening of the event at the entrance by an event assistant. Ticket checks can be made by viewing either a paper ticket or an electronic ticket.

The intention would be to:

- Set up the cinema viewing space in a fenced off area of the field accessed via the children's playground via the yellow gate.
- Refreshments will be provided by local businesses, namely, Curly Wurly Café including a paid bar and Naan & Sizzle will be invited to sell food as well.
- The area outside of the fenced space can still be used by other park users, e.g. dog walkers.

The cinema screen and sound equipment will be sited in front of the adult fitness equipment, with an electrical feed provided from The Pavilion building. The main site will be outside of the playground as close to the Pavilion as possible but allowing vehicular access to the field, in case of emergency.

Proscreens, who worked closely with Cordes Hall Cinema in 2023 and 2024, have been approached to provide a screen, projector and sound equipment. They are familiar with the site and layout of the event.

Film licencing will be obtained courtesy of Cordes Hall's film licence membership.

First Aid provision is required and will be available throughout the event.

Three additional event staff will be required to marshal the carpark, check/issue tickets on entry and steward the event area and secure the site/toilets and remove the fencing at the end of the event.

Promoting the event can be achieved by siting large banners around the area; through social media; emailing the Sunningdale Parish Council's mailing list; allotment mailing list; traders' mailing list; via school newsletters and leaflet drops at shops and businesses. A local printing company will be approached to quote to supply banners etc.

Through marketing and communications, attendees will be encouraged to walk or cycle to avoid congestion at the Broomhall Recreation Ground car park.

## Recommendation

It is intended to continue the event in the same vein as previously, except as a free community event.

## Budget Requirement

The costings for the event are based upon quotations obtained by the Admin and Events Officer's research. Firmed up costs will be sought should this resolution be approved by Council.

Admin and Events Officer time for organisation of event x 30 hours.

Expenditure	£
Hire and installation of screen, projection and sound equipment from Proscreens	850.00
Film licence and film hire (1)	270.00
First Aid cover (2)	220.00
Event staff x 3	210.00
Design and printing, leaflet, banners and addition signage	420.00
Inclement weather insurance (3)	100.00
Total	2,070.00

(1) Providing the event is free of charge but is advertised.

(2) If a local certified first aider is used the cost could be reduced considerably.

(3) Inclement weather insurance – needs further investigation.