

Frodsham Town Council – Events Committee

Financial Report: Food & Drink Festival and Picnic in the Park 2025

Date: 29 October 2025

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1. Overview

This report summarises the financial outcomes for two key community events held in 2025: Food & Drink Festival (June) and Picnic in the Park (July–August). Figures are drawn from the Council's Nominal Ledger (Accounts 4738 and 4739, Centre 140: Events).

2. Food & Drink Festival (June 2025)

Annual Budget: £3,000

Total Expenditure: £2,786.76

Variance (Under Budget): £213.24

Expenditure Breakdown:

Description	Amount (£)
Marquee hire	1,159.00
Circus acts	300.00
Countyloos (toilet hire)	770.00
TENS licence	21.00
General expenses	300.00
Toilet cleaning	236.76
Total	2,786.76

Summary:

The event was delivered within budget, achieving a saving of £213.24. The largest expense was marquee hire, followed by toilet hire. Despite modest ancillary costs, the festival provided good value while maintaining high visitor satisfaction and smooth logistics.

3. Picnic in the Park (July–August 2025)

Annual Budget: £20,000

Total Expenditure: £6,473.89

Variance (Under Budget): £13,526.11

Expenditure Breakdown:

Description	Amount (£)
TENS licence	21.00

Description	Amount (£)
Flyers & design	180.00
Deposit for bouncy castle	100.00
Castle Park hire	138.00
Entertainers (multiple)	320.00
First Aid cover	348.75
Stage hire	895.00
Banners & signage	410.00
General expenses (incl. supplies)	674.31
Toilet facilities (cleaning & hire)	857.50
Face painter	840.00
Inflatables	1,315.00
DJ	280.00
Total	6,473.89

Summary:

The Picnic in the Park event incurred significantly lower costs than budgeted, using only 32% of the allocated funds. This was achieved through effective supplier negotiations and a focus on local entertainment. Major costs related to staging, inflatables, and sanitation, all essential for the family-oriented nature of the event. The remaining funds could support future event development or contingency reserves.

4. Overall Financial Summary

Event	Budget (£)	Expenditure (£)	Variance (£)	% of Budget Used
Food & Drink Festival	3,000	2,786.76	213.24 (Under)	93%
Picnic in the Park	20,000	6,473.89	13,526.11 (Under)	32%
Total	23,000	9,260.65	13,739.35 (Under)	40%

Combined Outcome:

Both events were delivered successfully under budget, with a combined saving of approximately £13,739. This reflects strong financial management and efficient use of allocated funds.