KEMPLEY DAFFODIL WEEKEND
GCC BUILD BACK BETTER MARKET TOWNS FUND EXPENDITURE REPORT
by Arin Spencer

# Overview

The re-launch of the Kempley Daffodil Weekend, following two years of cancellations due to COVID, was a tremendous success. Over 350 people took part in the volunteer led guided walks with 200 cars filling the car park at lunch time on both days and rough estimates suggesting that between 1000 and 2000 tourists visited the village during the event.

The weather couldn’t have been better and the daffodils put on their very best show for a steady stream of delighted visitors.

In addition to the usual tea and cakes, the GCC Market Towns grant funding also made it possible to serve bacon butties, hamburgers and hot dogs to visitors which proved extremely popular and sold out on both days.

This is a proudly family friendly event and it was a pleasure to see old and young enjoying the event together with the help of the Daff and Ride Minibus carrying the less mobile to see carpets of daffodils growing alongside local lanes and through the woodlands while more energetic family groups joined the guided walks across local farms and woodlands.

## Budget

An amount of £7,800 in grant funding was approved by the Gloucestershire County Council Build Back Better Market Towns Fund and paid to Kempley Parish Council on 18/01/2022.

The budget on which basis the grant was awarded was as follows:

Daff & Ride Minibus / bus hire plus drivers 500

Additional promotional publicity items 100

7 x Kempley Village Event signs 4,000

Temporary event directional signage 200

Enhanced event programme 700

Part time organizer 20hrs/month at £10.86/hour for 6 months + Exp 2,300

**Total 7,800**

### Actual Expenditure

|  |  |
| --- | --- |
| Village Signs |  £ ???  |
| Catering |  £ 508.68  |
| Barbeque |  £ 319.94 |
| Gazebo |  £ 199.95 |
| Marketing |  £ 1,235.13  |
| Minibus Hire |  £ 520.07  |
| Co-ordinator |  £ 298.20  |
| Toilet Hire |  £ 240.00  |
| Signage |  £ 238.00  |
| Website |  £ 200.00  |
| Health & Safety |  £ 96.89  |
| Postage |  £ 6.88  |
|  |  **£ 3,863.74**  |

**Summary**

The GCC Market Towns Grant was used effectively and strategically for the re-launch of the Kempley Daffodil Weekend.

The event was well publicized, capital items were acquired that will be used for the event for years to come and attendance was as high as could be wished for.

In short, it was a complete success thanks to the GCC Market Towns Fund and the selfless generosity of our local volunteers.