

Clacton Community Fun Day – Briefing Note
Rush Green Recreation Ground – 29th July 2026

1. Introduction

The community fun day was delivered as part of the Council’s commitment to strengthening tenant engagement, listening to the tenant unfiltered voice, and giving something meaningful back to a community experiencing high levels of deprivation.

The event formed a key part of the Housing Service’s wider approach to embedding tenant influence, improving accessibility, and ensuring tenants are at the centre of service improvement and delivery.

Fully funded by the Council, and delivered in partnership with local organisations, emergency services and community groups, the day provided a welcoming, inclusive and family-friendly environment where residents could engage directly with officers, partners and support services.

2. Purpose of the Event

- Strengthen tenant engagement and widen participation
- Provide accessible routes for tenants to share lived experience and feedback
- Connect residents with support services in a relaxed setting
- Promote estate walkabouts, drop-ins and the Tenant Panel
- Demonstrate visible investment in communities facing deprivation
- Build trust, relationships and confidence in the housing service

3. Overview of the Day

The event ran from 10am to 4pm and featured:

- Bouncy castles and soft play
- Mini Shetland ponies
- Face painting
- Live music
- Sports activities
- Food stalls run by local businesses
- Information stands from partner organisations
- Direct engagement opportunities with TDC housing teams

Attendance was extremely strong, with an estimated 300–400 residents attending throughout the day. (A tally counter will be used next year to provide accurate numbers.)

4. Working in Partnership - Organisations included:

- Essex County Fire & Rescue Service
- Essex Police
- Peabody
- Parents 1st
- Tendring Community Energy
- Community Voluntary Services Tendring
- Active Tendring
- Local musicians and performers
- Local businesses including Wrapasties
- Stanton's Farm (mini ponies)

Partners consistently described the event as well organised, welcoming and highly successful, with many confirming they wish to attend again next year.

5. Key Achievements, Impact and Outcomes

- *Strong Tenant Engagement & Community Participation*

Attendance exceeded expectations, with steady footfall throughout the day. Partners provided very complimentary feedback on the event, highlighting how well organised it was.

The atmosphere was consistently described as positive, friendly and inclusive, supporting the Council's aim of strengthening trust and visibility.

- *Direct Safety Outcomes – Fire Service Referrals*

The Fire Service reported completing nine smoke alarm referrals by midday, which they described as a high number for the time they were present. This demonstrates clear, measurable safety benefits arising directly from the event.

- *Economic Benefit to Local Businesses*

Wrapasties confirmed that the event was their best day on record of being open.

This reflects strong community turnout and the value of supporting local businesses as part of wider neighbourhood regeneration.

- *Tenant Involvement & Recruitment*

The Tenant Panel gained new interest from three individuals.

This shows the event successfully widened participation and reached residents who may not engage through traditional channels.

- *Strong Partnership Working*

Partners expressed clear enthusiasm for future involvement, describing the event as “fantastic”, “brilliant”, and “really well organised”, with several confirming they will attend again next year.

This strengthens cross-service collaboration and reinforces the Council's role as a community facilitator.

6. Feedback, Lessons Learned & Next Steps

Positive Feedback (Themes) - across all partners, feedback highlighted:

- Excellent organisation and layout
- Strong attendance and engagement
- Friendly, welcoming atmosphere
- Valuable opportunities for residents to access support
- Clear alignment with tenant involvement priorities

Constructive Suggestions (Themes) - Partners offered thoughtful suggestions to build on success, including:

- Pre-event welcome email for stallholders
- More children's activity providers (nurseries, toddler groups)
- Additional food vendors
- Paid or incentivised performers
- Printed event map and timetable
- Quiet space for neurodiverse visitors
- More seating around the site
- Water refill points
- “Support Passport” stamp trail to encourage engagement

- Youth group demonstrations (dance, drama, scouts)
- Community feedback wall
- Clearer stage positioning
- Earlier finish time (10am–2pm)
- Larger generator for inflatables

7. What This Demonstrates for the Housing Service

Tenant Voice & Influence - the event provided a platform for unfiltered tenant voice, enabling residents to share views informally and directly with officers. This supports:

- Transparency, Influence & Accountability Standard
- Strengthened lived-experience insight
- Wider participation from under-represented groups
- Improved trust and visibility of the housing service

Community Investment - delivering a fully funded event in an area of high deprivation demonstrates:

- Commitment to social value
- Support for families facing cost-of-living pressures
- A visible presence in communities that need it most

Service Improvement - feedback gathered will inform:

- Tenant engagement strategy
- Neighbourhood priorities
- Future community events
- Wider Housing Improvement Plan activity

8. Next Steps

- Begin planning for 2027 event, incorporating partner suggestions
- Introduce tally counter for accurate attendance data
- Strengthen pre-event communication with stallholders
- Explore additional funding options for performers and activities
- Consider environmental improvements (water refill points)
- Develop event map, timetable and signage
- Expand involvement of youth groups and local community organisations
- Introduce engagement tools (stamp trail, feedback wall)
- Review layout to improve stage audibility and parking
- Formalise partnership commitments for next year
- Review potential involvement of TDC Community Safety team

9. Key Messages

The community fun day was a highly successful, well-attended and positively received event, delivering clear benefits for tenants, families, partners and the wider community.

It strengthened tenant engagement, amplified the unfiltered tenant voice, and demonstrated the Council's commitment to listening, learning and improving.

The event has established a strong foundation for future years as a flagship example of meaningful, inclusive and impactful tenant involvement.