

Equipment hire: helping groups to support themselves



A central aim of the Resource Centre is to help groups, especially small grass roots groups, to be more independent and sustainable. A key aspect of this is providing the equipment to enable them to run successful events and to raise their own funds.

This case study shows how in 2018-19 the Centre's TSIP funded equipment service supported groups in running events which brought together around 100,000 people and raised several hundred thousand pounds.

The service

The Resource Centre has over 175 separate items of equipment for hire. 79 of these are primarily used to raise funds at community events.

These items of equipment include collecting tins and buckets, a range of traditional fairground sideshow games, badge making machines, a bouncy castle, candy floss machines and a smoothie bike.

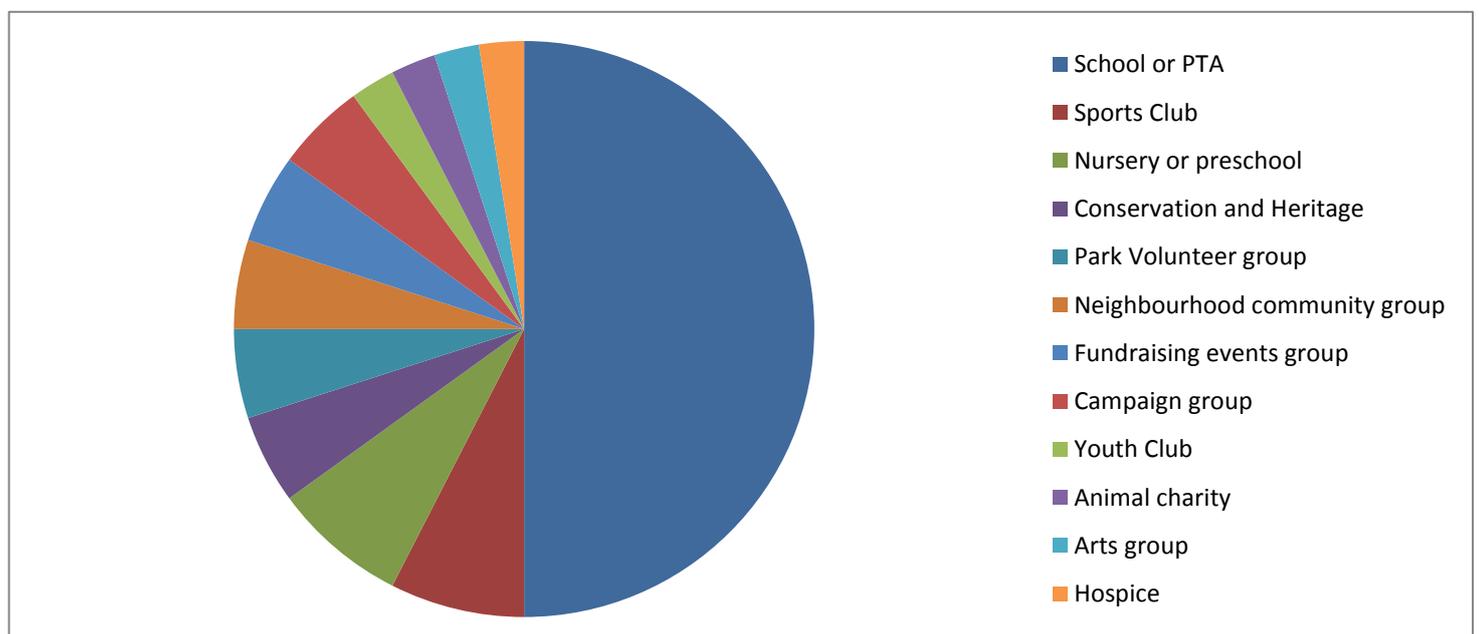
As with all Resource Centre equipment, this collection of equipment has been built up over many years in response to specific requests from local groups.

In addition, we also hire out several very popular items that are useful at all types of event, such as PA equipment, folding tables, benches, hi-vis tabards and water boilers. These multi-purpose items have not been included in this analysis, although they are often used at fundraising events.

Use in 2018-19

In 2018-19, 213 groups based in Brighton & Hove hired fundraising equipment for use at 263 separate events. Many of these took place in the summer, and we therefore took the opportunity to ask groups for some information about their events in our June/July 2018 survey.

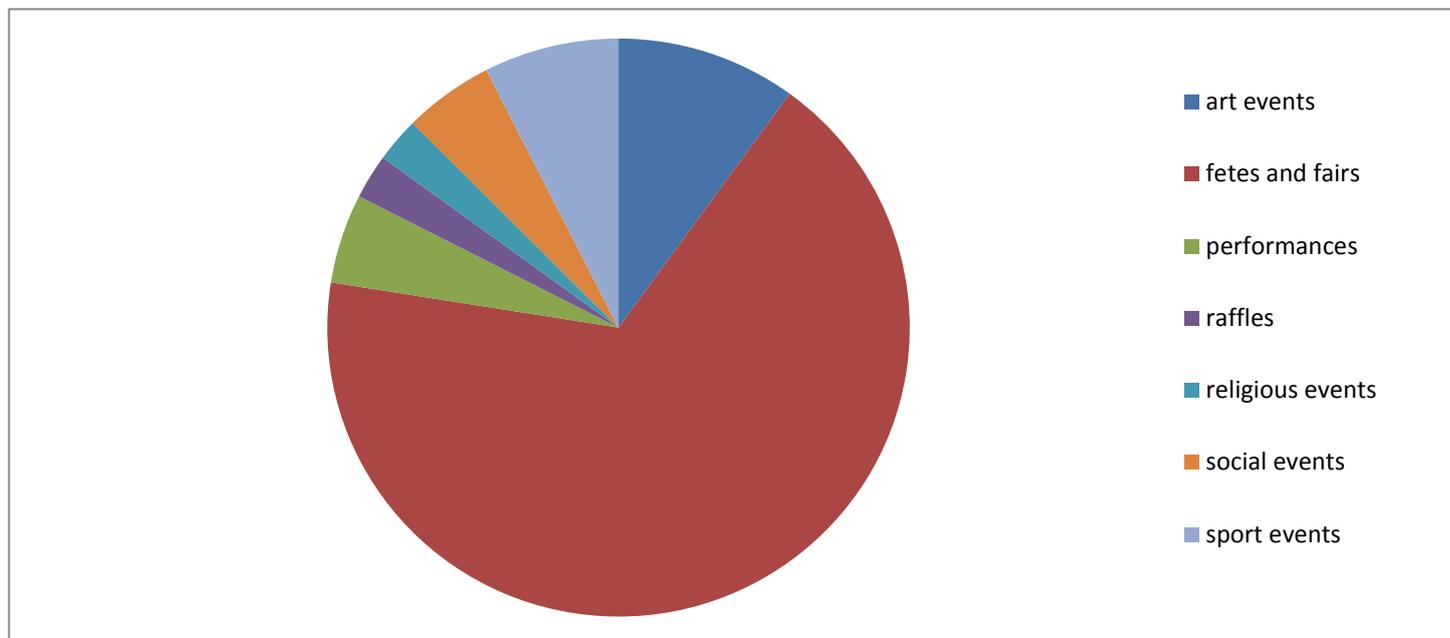
40 survey respondents had used Resource Centre equipment at fundraising events. Half were schools and PTAs, but there was also a wide range of other groups represented.



The impact

Of the 40 fundraising events organised by survey respondents, nearly 70% were fêtes and fairs, but groups had also raised money in a variety of other ways, including a large raffle, film shows, talent shows, art exhibitions and sporting events.

Community events do more than raise funds. They help to cement relationships and build bridges between different people in a neighbourhood, and enable people to use their particular talents to make a contribution to their community. The experience of organising a community event helps volunteers to develop confidence, skills and knowledge.



Fundraising events such as these are a vital source of income for many small community groups. Last year's survey found that 88% of our user groups do not receive grant funding from Brighton & Hove Council. Providing a central pool of shared equipment is a really cost-effective way for the city to support the work of small groups.

On average, 378 people had attended each event, and the events had raised an average of £1,973.

Applying these averages to all the events during the year, we estimate that community fundraising events where our equipment was used helped local groups to raise over £500,000 in total, and brought together nearly 100,000 people to support the causes and communities that mean something to them.

“We really appreciate being able to hire these fantastic items”

(Hangleton Friends, who hired our Clown Striker for their school summer fête. The event raised £5,000.)

“We raised £450 with your spin the wheel game at Lagoon Fest. We were very happy with the quality and simplicity of the game.”

(Sussex Homeless Support)