

## **Soroptimist International Solihull & District**



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#SoroptimistVirtual2020

**Women inspiring action,  
*transforming lives***

Fun in the Park has been a major event in the calendar of our Solihull Club for 12 years.



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## Fun in the Park

- A Community Family Day Out
- 3,000 – 6,000 people attend annually
- Fund raising for local charities
- Major event for Solihull Club for 12 years
- Raising awareness of Soroptimism
- 60+ stalls

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Although our Club organizes the day we are very well supported by our partner, the Solihull St Alphege Rotary Club. The event is first and foremost a day out for all the family. Held in a park close to the town centre with approximately three to six thousand local residents attending each year. Although as an outdoor event it is always subject to the vagaries of the British weather!

To provide entertainment for all, we include an arena and stage where local children and adults perform, a fun dog show, a classic car show, children's fairground, a variety of food and drink outlets and last but not least approximately sixty stalls run by small businesses and charities.

The event also serves to advocate, enable and empower as well as promoting the name and ethos of Soroptimism.

## Upholding Soroptimist Values

- Platform for advocacy of SI aims
- Community development & citizenship
- Educating women and girls in environmental and health issues
- Confidence building by showcasing women's cultural, artistic and gymnastic skills
- Support for local business women



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Year on year Fun in the Park has provided a platform for promoting our Soroptimist values. Not least of which has been developing new creative, organizational and team working skills ourselves.

Women and girls attending on the day (estimated at twelve hundred in 2019) are exposed to many issues on environment, health and well being, by visiting the sixty plus stalls, one of which is run by our Club.

Over the years we have promoted a wide range of topics including domestic violence, STEM subjects, female suffrage, human trafficking and health.

Performers in the arena are mainly women and girls and it provides a showcase to display their cultural, artistic and gymnastic skills building confidence for the future.

## Working in Partnership

- Our partners for the event:
  - Rotary Club of Solihull St Aphege
  - Solihull Metropolitan Borough Council
  - Solihull College and University Centre
  - 200+ Small Businesses
  - Local charities



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Fun in the Park has always been built on partnerships and we now enjoy a productive relationship with the Rotarians who share similar values and objectives.

Solihull Council is a strong supporter providing “back room” assistance and using the event to promote health, environment and green issues to local residents. Working with the Council on this and other projects has led to our Club becoming a “trusted partner” which has opened many doors.

Solihull College and University Centre has used the day for students studying Event Management to experience a real life event to add to their study portfolio. Local businesses and charities are able to promote themselves, many returning year after year and some developing other relationships with Solihull Soroptimists as a result.

Over time we have attracted sponsorship from major local businesses such as Jaguar Land Rover.

## Promoting the Event



How we promoted the event:

- 200 lamppost posters
- 15,000 flyers into school bags of primary school children
- 5,000 flyers handed out in Solihull High Street
- Social Media campaign to promote event
- Inclusion in Borough Event Calendar

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Through the Council we have been able to promote Fun in the Park widely. 15,000 flyers placed in the school bags of primary aged children with a further 5,000 being handed to interested residents in the High Street. In addition 200 eye catching posters placed on lamp posts around the town centre and park. The day is included in the Borough event calendar. In recent years we have launched Social Media campaigns, using Facebook and Twitter and in the weeks leading up to the event have attracted thousands of hits from residents, businesses and people wanting to participate.

## Outcome of the Project

- Long term relationship between Soroptimists, Rotarians, Council and local businesses
- Raising awareness of issues affecting women and girls
- £100,000 raised for charities over 12 years
- Three charities supported in 2019:
  - British Heart Foundation
  - Sepsis Trust
  - Action for ME



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Major benefits have been achieved. Significant partnerships, the opportunity to raise issues affecting women and girls and £100,000 raised for a range of local charities.

In 2019 these were:

the British Heart Foundation to fund support for 12 people suffering from atrial fibrillation.

the UK Sepsis Trust to support and advise twenty families

and Action for ME, who similarly used are supporting twenty local families.

Finally Fun in the Park has significantly raised the profile of Soroptimists within Solihull.

We are honoured that Fun in the Park has been recognised for a Best Practice award after many years of dedicated hard work by our Club members and our partners.