

THATCHAM TOWN COUNCIL
Events Committee

Report by: Jennie Currie

Job Title: Community & Civic Manager

Subject: Thatcham Festival Aim and Objectives

1 Purpose of Report

For Committee to consider amending the Thatcham Festival aim and objectives.

2 Background

The current Aim and Objectives of the Thatcham Festival were written more than 10 years ago and reviewed annually with minor amendments made.

The Events Committee requested that officers prepare new aim and objectives at the meeting held on 10th December 2018 (EV/2018/35).

The current aims and objectives are:

- To promote local organisations/clubs which are involved in Arts and Leisure
 - To stimulate community involvement
 - To raise the profile of the town
 - To promote the town's community venues
 - Where possible to provide free entry to Festival events
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3 Details of the project

The Community & Civic Manager, in conjunction with the Town Clerk, prepared a new aim and set of objectives which were then discussed with Officers.

The newly proposed aim of the Thatcham Festival is: Celebrating local talent and the variety of opportunities within the Thatcham community.

The newly proposed objectives are:

- To provide residents with new opportunities, free of charge.
- To promote local organisations.
- To stimulate community involvement.
- To raise the profile of the town.

To ensure that the objectives are met additional criteria have been written which need to consider when organising the programme:

Criteria for organisations involvement in the Thatcham Festival 2019

- They can be commercial or not-for-profit.
 - They must provide activities in the parish of Thatcham.
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- They cannot charge visitors for attending the event.
 - They must be providing a Festival specific event.
 - Priority will be given to organisations that provide a way for visitors to be involved with their organisation within the 12 months after the Festival (this can be a free or charged event).
 - Consideration will be given to requests for payment of expenses and amounts will be agreed prior to the confirmation of an event booking.

When organising the programme of events Officers need to ensure that only 1 event requires staff for ticketing and/or refreshments at any one time.

4 Financial Implications

There is no direct increase or decrease of associated costs anticipated by changing the aim and objectives.

5 Legislation

Local Government Act 1972, s145 – Provision of entertainment and support of the arts.

6 Reference to Council Plan

Objective Three: To enhance the sense of community within Thatcham.

7 Consultation

No consultation has taken place.

8 Recommendation

That the proposed aim, objectives and criteria detailed above are adopted.
