

Agenda item number: 7

Date of meeting: 9th September 2019

THATCHAM TOWN COUNCIL

Finance and General Purposes Committee

Report by: Georgina Curtis-Read

Job Title: Events & Civic Officer

Subject: Review of Fun on The Broadway 2019

1 Purpose of Report

To provide details of the 2019 Fun on The Broadway event organised by the Town Council which took place on Thursday 29th August.

2 Background of Event

In 2010, following a series of road works in The Broadway, which overran the projected completion date, Thatcham Town Council decided to hold a family event at the end of the summer, aimed at attracting people into the town and promote local businesses. All the activities were free of charge to the public. The event was well received by visitors and businesses and was repeated in 2011.

In 2012 the Town Council organised a series of six Playdays in the Parks to celebrate the London Olympics. Due to hosting the Playdays there was no Fun on The Broadway event that year.

In 2013 a single Playday in the Park was held at the beginning of August to coincide with the National Playday date. Additionally there was a Fun on The Broadway event at the end of August. The two events are quite similar although with the town centre venue came the opportunity to work with local businesses.

In 2014 and 2015 Thatcham Youth organised Playdays in the Parks and the Town Council ran a Fun on The Broadway event at the end of the summer.

In 2016, 2017 & 2018 the Town Council held the event on the last Thursday of the summer holidays.

3 Report on 2019 Event

In July businesses were approached and asked if they would like to take part in the event which this year had a theme of "Astronauts & Aliens". 14 replied to say they would like to be part of the treasure hunt (2 more than 2018) they were:

Blue Beetle Ceramics*, Broadway Lifesmiles, Cook & Butcher, Gardner Leader*, House of Cards*, Ink Personalised*, Broadway Supplies (formerly Kiddisworld), Leightons Optician*, Newbury Building Society*, Picture IT, RSPCA Thatcham*, Sweet Imagination*, Toucan Travel, Warings Bakery*. Those marked with an * also offered instore promotions or activities for the day.

Picture IT and Broadway Lifesmiles donated prizes for the treasure hunt and Sweet Imagination made up 2 large prizes for us at cost price for the children's fancy dress competition. There were 140 entries for the treasure hunt.

Gardner Leader were approached for sponsorship and they sponsored £200 in return for mentions on any advertising plus a stall on the Broadway Green on the event day.

A Junk Drumming workshop, Alien character with storytime and two arts and craft activity providers (appealing to 2 different age groups) were booked to provide activities.

BBOWT (Berkshire Buckinghamshire & Oxfordshire Wildlife Trust (Thatcham Nature Discovery Centre)) attended (at no cost to the Town Council) with their branded gazebo and a craft activity teaching children about the wildlife "aliens".

Friends of Thatcham Library attended (at no cost to the Council) with their Lego Club and a colouring competition.

Newbury Astronomical Society attended (at no cost to the Council) and gave the children the opportunity to look through their telescopes and see their display about the moon.

The Town Council stall hosted the town centre treasure hunt and fancy-dress competition.

The Mayor organised a cake sale to raise funds for his chosen charities and Councillors came along to assist with the stall. Mr Mayor raised £91.

The Council Offices remained open all day and one Officer was based on the Broadway Green all day with a second Officer assisting during set up, take down and for breaks.

As with past events, the 2019 Fun on The Broadway was very well received by visitors. Many families returning their treasure hunt form were pleasantly surprised at the independent town centre businesses we have in the town and that the treasure hunt had encouraged them to go inside and explore businesses they might not ordinarily visit, but will be encouraged to visit again.

Friends of Thatcham Library reported that several visitors to their stall had said they did not even know that Thatcham had a library.

The attendance is estimated to be around 500 people and most adults attended with 2 or more children.

4 Finances

The event had a pre-agreed budget of £1010 expenditure (excluding salary reallocation) and £200 sponsorship income.
It is expected that the event will be within budget.

5 Publicity

The event was promoted via a paid Facebook advertisement. The entertainment providers and town centre businesses shared the event on social media too. Press releases were issued, the Town Council's website utilised and posters displayed in local businesses and on the Town's noticeboards. The Newbury Weekly News photographer attended and took plenty of photos for a post event press release.

6 Evaluation

There was a notable increase in footfall in the town and the businesses seemed pleased to be involved. There was a pleasant atmosphere on the Broadway Green and the children seemed to be enjoying themselves- there has been nice comments on Facebook since.

It is a well-received event and would recommend it be included on the events programme for 2020.

There is space remaining on the Broadway Green for possible future expansion.
