

Agenda item number: 8

Date of meeting: 9th September 2019

THATCHAM TOWN COUNCIL

Events Committee

Report by: John Sackett

Job Title: Events Manager

Subject: Thatcham Festival

1 Purpose of Report

Further update to Committee on progress for 2019 Thatcham Festival.

2 Progress update

Festival as planned include subject categories to make it easier for potential audiences to see what they may be interested in, categories are: Talks, Families, Music, Leisure and Learning, Exhibitions and Theatre.

There is a particularly strong number of talks this year with a wide array of authors covering the history and heritage of Thatcham as well as a wide subject encompassing Apollo 11 (in the 50th anniversary of the moon landings), shared humanity and children's fiction with acclaimed author Holly Webb.

In addition to the community applications in the talk's category, we have pro-actively programmed to develop this category. It will be interesting to see how the public respond to this as a potential growth area for future years.

Saturday October 12th, the Festival opening day has a particularly strong array of events taking place in different locations throughout the day. This includes a launch day showcase event with several taster events and stalls on the Broadway.

There are just over 30 events taking place this year over the 9 days. Note that in previous years Festival took place over 15 days and last year comprised over 50 events. Note that it was agreed however that this year events needed to be new events specially created for The Festival and this was reflected in the terms of the application requests.

2,500 Festival programme have been printed and will be ready from September 2nd

There will be a planned PR and Marketing strategy which will include an editorial feature in Berkshire's Out and About Magazine.

Update from Minute EV/2019/20

A mobile Jazz Band and Street Theatre stilted Ringmaster have been booked to perform at both Broadway and St Mary's Church, the latter as an incentive to visitors to attend St Mary's Church. Staff at The Broadway will also encourage public to attend the Craft Fair at St Mary's

We suggest that post festival that we look at creating an advisory group made up from the community to assist in planning for 2020 Festival but in addition assist in supporting other Thatcham community-based events

The Festival programme is extensive and it would assist the smooth running if Members were able to support some of the key events that are taking place.

4 Financial Implications

No additional expenditure is foreseen at this stage. It is expected that Officer time and consequently salaries will be considerably reduced this year.

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

Members to note
