

**Agenda item number: 10**

**Date of meeting: 3<sup>rd</sup> June**

**THATCHAM TOWN COUNCIL**

**Events Committee**

**Report by:** John Sackett

**Job Title:** Events Manager

**Subject:** Development of a Thatcham Events identity

**1 Purpose of Report**

To approve Events Manager to investigate the creation of a more consistent communication and promotion of its events that is unique to Thatcham and engages with its local community and business.

---

**2 Background**

Feedback from Council Officers and within the community indicate that the current events publicity does not communicate effectively what is either unique about Thatcham's events programmes nor provides its events with a sense of identity that residents can feel ownership of.

**Details of the project**

The plan would be to build a clear identity with purpose and a proposition that reflects Thatcham's guiding principles and beliefs. Key stakeholders in Thatcham would assist in identifying what these key features were in specific workshop sessions and this would then be distilled into key defined values that help to create a proposition which is then used in its communication to its local communities through all its marketing channels.

The Events Manager has experience of improving events programmes and creating best value through working with specialists who work with an organisations to understand its key objectives and how to communicate this effectively and uniquely. (Attach example with case study from Masters Allen).

The next stages would be to identify key companies that can assist us in this process, what this process would entail and the costs of this development.

---

**4 Financial Implications**

There is no initial current financial implication

---

---

**5 Reference to Council Plan**

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

---

**6 Consultation**

No consultation has taken place.

---

**7 Recommendation**

---