

**Agenda item number: 7**

**Date of meeting: 3<sup>rd</sup> June 2019**

**THATCHAM TOWN COUNCIL**

**Events Committee**

**Report by:** John Sackett

**Job Title:** Events Manager

**Subject:** Thatcham Festival update report

**1 Purpose of Report**

Update Committee on progress for 2019 Thatcham Festival

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**2 Background**

At last Events Committee the following changes were agreed:

- New aims and objectives of the Thatcham Festival established
  - With an overarching aim of " Celebrating local talent and the variety of opportunities within the Thatcham community".
  - Festival condensed from 14 days to 9 days
  - That attracting a greater demographic be a priority.
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**3 Progress update**

Applications from community organisations are being returned at an equivalent level of interest comparable to previous years with a deadline date for applications of Monday 10<sup>th</sup> June now extended till July 1<sup>st</sup>.

Criteria for organisations involvement in the Thatcham Festival 2019

We are looking to make changes to the publicity programme and create subject categories to make it easier for potential audiences to see what they may be interested in

On the opening day Saturday October 12<sup>th</sup> develop a number of short showcase events of activity within The Festival week, on the Broadway which are tasters for the community. Create a strong opening feature event that attracts audiences to the opening day.

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**4 Financial Implications**

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

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**5 Legislation**

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

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**6 Reference to Council Plan**

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

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**7 Consultation**

No consultation has taken place.

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**8 Recommendation**

Members to note

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