

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

21 May 2013

Report of the Director of Street Scene & Leisure (Designate)

Part 1- Public

Matters for Information

1 TONBRIDGE ARTS FESTIVAL

Summary

This report updates Members on progress being made towards this year's Festival.

1.1 Background

- 1.1.1 Tonbridge Arts Festival was originally established in October 2010 following enquiries from K College to establish a literary festival and Tonbridge School who wished to re-instate their Arts Festival but with a wider community remit. The Council encouraged both parties to meet to consider delivery of an 'Arts Festival' which would encompass not only literary events but also visual and performing arts events.
- 1.1.2 A Committee was created with representatives from both Tonbridge School and K College with other partners coming on board including Hillview School for Girls and Tonbridge Library. A Council representative also attends meetings giving Event Management advice where appropriate. The Committee is chaired by local resident and arts enthusiast, Andy Brett. Following the initial Festival in 2010, it was agreed the event would take place every two years. The summer of 2012 saw a successful and varied programme take place over a ten day period at different venues across the town.
- 1.1.3 Following the success of the 2012 event and given the support received from organisations and residents, the Committee felt it would be a good idea to run a Festival over a weekend in the summer of 2013 to maintain the profile and public interest. Simultaneously, the Council was considering options for what was the annual 'Music Festival' following the recent partnership with Opera Brava.
- 1.1.4 It was agreed that for 2013, the Arts Festival would include a varied three day programme in July based on a similar format to the original 'Music Festival'. The Council encouraged the Committee to retain an education element working with local schools.

1.2 2013 Festival Programme

1.2.1 This year's Festival will take place over the weekend of the 5/6/7 July: Some events are ticketed and some are free of charge. The confirmed programme is as follows:

Date	Daytime	Evening
Friday 5 July	Bestselling author Kate Mosse at K College	Killer Queen at Tonbridge Castle.
Saturday 6 July	*Jane Austen: An illustrated talk by Vivian Branson at Tonbridge Library. *Drama performances by local schools including Hillview School for Girls, The Hayesbrook School, Longmead and Woodlands.	Tonbridge Castle Proms featuring Bacchus Wind Orchestra and the Sevenoaks & Tonbridge Concert Band.
Sunday 7 July	*Guinness World Record Attempt at the Hand Jive *Local vocalists and bands	Grease Sing-a-Long at the EM Forster Theatre, Tonbridge School.

* These events are free of charge.

1.3 Ticket Prices

1.3.1 An Early Bird discount offer was available from when tickets went on sale in March through until 1 May. Ticket prices, which have been kept as low as possible, are now as follows:

- Friday 5 July – Kate Mosse, £5, Killer Queen £20 (adults), £15 (concessions), Family £55
- Saturday 6 July – Castle Proms £15 (adults), £10 (concessions), Family £40
- Sunday 7 July – Grease Sing-a-long £15 (adults), £10 (concessions), Family £40

1.3.2 The family ticket price is for two adults and two children. Tickets can be purchased on line at www.tonbridgeartsfestival.co.uk or in person by visiting Tonbridge Gateway.

1.4 Ticket Sales to Date

1.4.1 At the time of writing this report ticket sales were as follows:

Kate Mosse	24
Killer Queen	608
Tonbridge Castle Proms	90
Grease Sing-a-Long	34

1.4.2 An update on ticket sales will be provided at the meeting.

1.5 Marketing

1.5.1 The Festival Committee has implemented the following initiatives to assist with promoting the events:

- KM FM Campaign (radio and print)
- Leaflets to previous attendees of the event
- Leaflets distributed to Council Leisure facilities.
- Banner on Council website.
- Pop up banners in Council Leisure Facilities
- Articles in e-zine, the Council's e-newsletter which goes to Leisure Centre membership database
- Articles in Here and Now
- Advert in the Council's Easter Activate brochure which is delivered to schools
- Adverts placed in various publications (Town Crier, Kent Life, Index Magazine)
- News Releases circulated to local media

1.5.2 Forthcoming initiatives include:

- Stalls at the Summer Carnival - 9 June and Tonbridge Taster Day, 23 June
- Leaflets distributed at Farmers' Markets.
- Banners in prominent High Street locations.
- Individual leaflets to promote specific events

1.6 Legal Implications

1.6.1 None.

1.7 Financial and Value for Money Considerations

1.7.1 The Council is supporting the event from the arts programme budget. The Council will provide a one-off payment to the Festival Committee so will carry no financial risk linked to ticket sales. It is anticipated that income raised from ticket sales will

help cover costs of items such as the stage, security, first aid and temporary toilet facilities.

1.8 Risk Assessment

1.8.1 Tonbridge Arts Festival Committee have completed an Events on Open Spaces form and supplied risk assessments for all activities. An Event Safety Plan will also be produced. The Event Safety Plan will be considered by the Council's Safety Advisory Group.

1.9 Policy Considerations

1.9.1 Community, Healthy Lifestyles, Customer Contact.

Background papers:

contact: Lyndsey Bennett

Nil

Robert Styles

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