

## Events Officer Report: Success of Last Year's Events

**Introduction** As the Events Officer, please see below a brief review of the success of last year's key community events including the Spring Fair, Transport Festival, Faversham in the Forties, Pirate Festival, and Medieval and Tudor Faversham. Each event showcased our town's vibrant culture, engaged the community, and attracted significant visitor participation. This report highlights the achievements, outcomes and feedback from some of those main events.

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### Event Summaries 2024

#### 1. Spring Fair

- **Attendance:** Approximately 1,500 attendees at the event as well as Faversham Charter Market.
- **Feedback:** Positive feedback highlighted the diversity of vendors and family-friendly activities. Suggestions included expanding seating areas for dining.

#### 2. Transport Festival

- **Attendance:** Over 5,000 visitors, including car enthusiasts and families.
- **Feedback:** Visitors appreciated the nostalgia and interactive elements. Some participants suggested improving signage for parking and event areas.

#### 3. Faversham in the Forties

- **Attendance:** Approximately 1,500 attendees, with a notable mix of residents and visitors from surrounding areas.
- **Feedback:** Attendees praised the authenticity of the event and request for another the following year. Many of the re-enactors who attend many popular 1940s events commented on how much they enjoyed it and how well the event was set being in the town.

#### 4. Pirate Festival

- **Attendance:** Close to 1,500 visitors, including families and adventure enthusiasts.
- **Feedback:** Families especially enjoyed the fete themed atmosphere, though some noted the cannons were too loud for some.

#### 5. Medieval and Tudor Faversham

- **Attendance:** Close to 1,000 visitors.
  - **Feedback:** The educational aspect received commendation. Attendees suggested incorporating more Medieval themed food stalls.
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### Key Achievements

- **Community Engagement:** High levels of local participation and volunteer involvement contributed to the success of each event.
- **Visitor Attraction:** The events drew significant numbers of out-of-town visitors, enhancing Faversham's reputation as a destination.

- **Economic Benefits:** Local businesses experienced notable revenue increases, and their enthusiasm to get involved in the different events was really appreciated.
  - **Cultural Preservation:** Events like The Pirate Festival, Faversham in the Forties and Medieval and Tudor Faversham successfully celebrated and preserved local history.
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**Budget Considerations for 2025** To ensure the continued success and safety of our events, it is essential to increase the budget for 2025. Key areas requiring additional funding include:

- **Medical Support:** Provision for on-site medics to ensure attendee safety in line with the Purple Guide and requests by Swale Borough Councils Safety Advisory Group.
- **Sanitation Facilities:** Enhanced toilet facilities to locations that do not have public toilets.
- **Unexpected Costs:** The unexpected payment of £12 per bay for Central Car Park usage and the Temporary Traffic Regulation Order (TTRO) cost of £920.00 for the Transport Festival must be factored into the budget. This has not been charged in previous years and has been raised by Swale Borough Council and KCC
- **Revenue Opportunities:** Consideration has been given to increase pitch fees and creating more opportunities for sponsorship to support event funding.

Going forward, it would be ideal to have an approximate budget outlined the year prior. This would allow for the advance booking and organisation of required services ensuring that all necessary arrangements are secured in time.

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**Conclusion** Last year's events were a success, reflecting the hard work of our team, volunteers, and community partners. I look forward to bringing these events back and some new attractions for 2025.

### **Event Summary for 2025**

#### **Wedding Fair**

Sat 15th March 10-2pm

#### **Easter**

Sat 19th April 10-2pm St Marys Church

Easter Bonnet Parade 2pm – Court Street to Alex

#### **Festival of Transport**

Sat 17th & Sun 18th May

10-4pm

#### **Active Travel Day – Faversham Rec**

10-4pm

Sun 1st June

**Faversham in the Forties VE80**

Sun 8th June  
10-4pm

**A Midsummer Night's Feast**

Sat 21st June  
6-9pm

**Pirate Festival**

Sun 13th July  
10-6pm

**Scarecrow Trail**

Sat 13th & Sun 14th Sept  
10-4pm

**Medieval and Tudor Faversham**

Sun 28th Sept  
10-3pm

**Family Fun Days** 10-2pm

Tues 5th Aug Front Brents  
Wed 13th Aug Faversham Rec  
Thurs 21st Aug Perry Court

**Howl-O-Ween Dog Parade**

Sat 25th Oct  
11-3pm

**Remembrance Day Parade**

Sun 9th Nov

**Christmas Lights and Night Market**

Sat 29th Nov  
6-9pm

Prepared by:

Claire Elliott

Events Officer

Faversham Town Council