

Faversham Summer Events 2025 – Feedback, 2026 Proposals & Budget Considerations

Prepared for Faversham Town Councillors

1. Active Travel – Summer 2025

Overview

The *Active Travel Day* demonstrated strong community interest in walking, cycling, and sustainable transport. Feedback suggests the event could be more impactful if delivered as a **series of activities across a longer timeframe**, rather than concentrated into a single day.

By aligning with **National Walking Month (May)** and **National Cycling Month (June)**, Active Travel in Faversham can be more visible, accessible, and engaging to a wider audience.

Proposed Approach

- **Staggered Programme:** Pop-up events across May and June in different locations.
- **Exhibition Space:** Dedicated display throughout May and June promoting Active Travel initiatives, cycling routes, walking trails, and upcoming events.
- **Event Ideas:** Bike Sale & Cycle Maintenance UK pop-ups; walking treasure hunts; Bike to School Weeks; Rotary Club Bike Ride collaboration; Macknade Running Event engagement.

Marketing & Branding

- Collaborate with **Simon Shaw (SMS Creative)** for a dedicated “What’s On” guide.
- Consider a **new identity/brand** (e.g., *Active Faversham* or *Move Faversham*).

Benefits

- Increased engagement and participation
 - Broader audience including families and adults
 - Stronger community partnerships
 - Continuous visibility via exhibition space
 - Encourages healthy, sustainable travel
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2. Faversham in the Forties – Summer 2025

Overview

The *Faversham in the Forties* event created a **fantastic atmosphere**, introducing new characters like Winston Churchill and Viv the Spiv. The event was popular and engaging across all age groups.

Although there is **no specific commemorative anniversary next year like this year**, the event's popularity and uniqueness make it suitable for annual repetition.

Highlights

- Authentic 1940s atmosphere with costumes, music, and interactive performances
- New characters added engagement and historical interest
- Strong community participation and volunteer involvement
- Positive visitor feedback

Considerations for Future Events

- Establish as an **annual summer event** even without an anniversary
- Expand programming with additional characters, workshops, and themed stalls
- Promote through local media and What's On Guide

Benefits

- Cultural and historical engagement
- Increased tourism and footfall for local businesses
- Strengthens community cohesion
- Positions Faversham as a key destination for immersive historical events

Recommendation

Repeat the event annually, building on its popularity and exploring enhanced programming opportunities.

3. Faversham Pirate Festival – Summer 2025

Overview

The *Faversham Pirate Festival* was **extremely well attended**, surpassing last year's numbers. Favourable weather contributed to high turnout, and the event maintained a lively, family-friendly atmosphere.

Highlights

- Cannon displays effectively advertised and signposted
- Notices and banners enhanced awareness
- Featured in *Pirate Plunder* magazine, showcasing highlights
- Increased attendance compared to previous year

Considerations for Future Events

- Include **extra green space on the opposite side of the Albion** for additional activities
- Maintain advance communication for high-impact displays
- Introduce further workshops, interactive games, or themed performances
- Continue media coverage to raise regional profile

Benefits

- Improved visitor flow and crowd management
- Expanded activities attract wider audiences
- Strengthened community involvement
- Reinforces the festival's status as a leading regional attraction

Recommendation

Expand next year's festival with additional activity space, attractions, and continued promotional efforts.

4. Family Jamboree Days – Summer 2025

Overview

The Family Jamboree Days were **well received**, particularly at Front Brents Green and the Recreation Ground. Perry Court residents appreciated the event, though attendance was lower than expected. West Faversham Community Centre offered facilities but attracted mainly repeat visitors.

Highlights

- Strong attendance at Front Brents Green and the Recreation Ground
- Community appreciation across multiple locations
- Infrastructure at West Faversham Community Centre was useful but underutilised

Considerations for Future Events

- Reduce to **two jamborees** at Front Brents Green and the Recreation Ground
- Introduce **pop-up activities** across the school holidays with local community groups, such as:
 - The Bat Group
 - Hedgehog Rescue
 - Nanandvan (storytelling and crafts)
 - Role Play Rascals (SEN workshops and access to community services)
- Explore **ward-based locations** for pop-ups, e.g., Stonebridge Pond, with craft activities

Benefits

- Concentrated resources for higher-quality programming
- Targeted engagement for wider participation
- Strengthened partnerships with community organisations
- Inclusivity and access for families with additional needs
- Wider community reach through ward-based locations

Recommendation

1. Reduce the number of jamborees to two main events.
 2. Organise pop-up activities across school holidays with local partners.
 3. Consider locations within councillor wards to maximise access and participation.
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5. Proposed Events for 2026

Artists in the Woods – Oare Gunpowder Works

- **Timing:** June 2026
- **Focus:** Outdoor immersive arts experience, showcasing local artists in a historic, natural setting
- **Benefits:** Supports local creative talent, encourages visitors to explore heritage sites, enhances cultural tourism

General Considerations for 2026

- Balance **returning popular events** with opportunities to trial **new experiences**
 - Explore **new locations** to broaden engagement
 - Ensure **promotion and partnerships** are in place early
 - Align timing with seasonal opportunities and community calendars
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6. Budget Considerations and Equipment Requests

Overview

The attached list of proposed events for 2026 includes **costings for medical cover and facilities** where required, all prepared **within the proposed budget**.

Equipment Requests

To ensure safe and efficient event management, approval is requested to purchase the following:

1. **Extra radios with earpieces** – to manage communication between marshals and medics efficiently.
2. **Small first aid kit** for the Event Officer bag – for events where medical cover is not provided or required.
3. **High-visibility jacket** with “Event Officer” on the back – to enhance visibility and authority on-site.

Justification

- Ensures **safety and smooth event management** across all events
- Reduces reliance on multiple radios
- Improves **on-site presence** and accessibility for the Event Officer
- Provides basic first aid capabilities for smaller or remote events

Recommendation

Approval is requested to **purchase the above equipment within the proposed budget** to support efficient and safe delivery of all 2026 events.

7. Overall Recommendations

- Continue and expand **Active Travel** initiatives with staggered events, exhibition space, and strong promotion.
 - Establish **Faversham in the Forties** as an annual historical event.
 - Enhance the **Pirate Festival** with additional space and activities.
 - Refine **Family Jamboree Days**, reducing main events and introducing pop-ups across wards.
 - Introduce new **2026 events**, including Artists in the Woods.
 - Strengthen partnerships with local community groups and organisations to provide diverse programming and improve engagement across the town.
 - Approve the requested **equipment purchases** to ensure safe and efficient event delivery.
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Approx cost for the 2026 events £35,000

This includes the “approx.” estimates below for the following requirements needed for events based on costs from 2025.

Approx Medics £10,000

Approx Temporary Event Notices x6 = £126.00

Approx Bins from Swale Borough Council £3000.00

Approx Toilet Facilities £2000.00

Approx. Total £15,126.00

Approx Total to use on events for the year £19,874.00

The opportunity to generate funds through sponsorship and stall pitches.