



Faversham Town Council

Events Programme and Budget Proposal 2027

Purpose of the Report

The purpose of this report is to present the proposed Faversham Town Council Events Programme for 2027 and seek Members' approval for an annual events budget of £40,000 to deliver a comprehensive programme of community events throughout the year.

The proposed programme builds upon Faversham's successful established events while introducing new initiatives that support community engagement, volunteering, heritage, tourism, local businesses and resident wellbeing.

The requested budget also covers essential operational requirements including medical provision, temporary toilets, waste management, event infrastructure, the annual What's On Guide, and the Town Premises Licence fee.

Executive Summary

The 2027 events programme has been designed to:

- Celebrate Faversham's heritage and traditions.
- Support local businesses by increasing town centre footfall.
- Provide free, inclusive family activities.
- Strengthen community partnerships.
- Develop a sustainable volunteer workforce.
- Introduce wellbeing initiatives that support residents' mental health.
- Mark the 30th Anniversary of the Faversham Festival of Transport, one of the town's flagship events.

With increasing expectations around public safety, accessibility and event management, the proposed budget ensures that events continue to be delivered safely, professionally and to a high standard.

Proposed Events Programme 2027

Date	Event
Monday 8 March	International Women's Day
Saturday 13 March	Faversham Volunteer Fair
Saturday 20 March	Spring Fair – St Mary of Charity
Saturday 27 March	Easter Bonnet Parade
Saturday 24 April	NEW – Faversham Community Safety Day
April	Spring Wedding Fair
Saturday 15 – Sunday 16 May	Faversham Festival of Transport – 30th Anniversary
Sunday 13 June	Faversham in the Forties
Sunday 4 July	Faversham Pirate Festival (including the Antiques Market)
Sunday 25 July	Artists in the Woods
Wednesday 11 August	Family Jamboree Teddy Bears' Picnic
Thursday 19 August	Family Jamboree Teddy Bears' Picnic
Saturday 18 – Sunday 19 September	Faversham Scarecrow Trail
Sunday 26 September	Medieval & Tudor Festival incorporating Faversham Witches Heritage
October	Autumn Wedding Fair
Saturday 30 October	Howloween Dog Parade
Sunday 7 November	Remembrance Sunday
Saturday 27 November	Christmas Lights Switch-On and Christmas on Preston Street

In addition, free themed workshops will be delivered throughout the year at 12 Market Place during school half-term holidays.

Key Events and Developments

International Women's Day

The Council will continue recognising International Women's Day through community-focused activities celebrating the achievements and contributions of women within Faversham.

Faversham Volunteer Fair

A new Volunteer Fair is proposed for March to bring together local charities, community organisations, sports clubs and voluntary groups.

The event will also serve as the primary recruitment opportunity for the new Faversham Town Council Volunteer Event Marshal Team, helping establish a sustainable volunteer network before the main events season begins.

Expected outcomes include:

- Increased volunteering across the town.
- Greater community participation.
- Stronger partnerships with local organisations.
- Improved resilience for Council events.

Spring Fair

The Spring Fair at St Mary of Charity Church will continue to celebrate local makers, community groups and seasonal activities, attracting residents into the town centre at the beginning of spring.

Easter Bonnet Parade

The Easter Bonnet Parade remains one of Faversham's most popular family traditions, with participants processing through the Market Place before concluding at the Alexander Centre.

NEW – Faversham Community Safety Day

A new Community Safety Day is proposed for Saturday 24 April.

Working alongside Kent Police, Kent Fire and Rescue Service, South East Coast Ambulance Service and local partners, the event will provide engaging educational activities promoting community safety.

The programme will include:

- Road safety demonstrations
- Fire safety advice
- First aid awareness
- Crime prevention information
- Family engagement activities
- Emergency service displays

This event will strengthen community resilience while fostering valuable partnerships.

Faversham Festival of Transport – 30th Anniversary

The Festival of Transport reaches an important milestone in 2027 as it celebrates its 30th Anniversary.

As one of Faversham's largest visitor events, it attracts thousands of visitors over two days, generating significant economic benefits for local businesses.

The anniversary provides an opportunity for enhanced programming, additional promotion and recognition of the event's longstanding contribution to the town.

Faversham in the Forties

This much-loved event will continue celebrating Armed Forces Day through historical displays, entertainment and commemorative activities honouring military service.

Faversham Pirate Festival

The Pirate Festival will continue to expand alongside the Antiques Market, creating a vibrant family attraction that encourages visitors to explore the wider town centre.

Artists in the Woods

Artists in the Woods celebrates creativity within Faversham's natural environment, supporting local artists while encouraging residents to enjoy outdoor spaces.

Family Jamboree Teddy Bears' Picnic

Two free family sessions will continue during the summer holidays, providing accessible entertainment for young families.

Faversham Scarecrow Trail

The Scarecrow Trail encourages participation from businesses, schools and residents, creating a town-wide attraction that increases footfall during September.

Medieval and Tudor Festival with Faversham Witches Heritage

The existing historical event will be enhanced by incorporating Faversham's Witches Heritage, creating a unique visitor experience celebrating the town's fascinating history.

The expanded programme will include:

- Living history demonstrations
- Historical storytelling
- Heritage interpretation
- Family activities
- Educational displays

This distinctive addition strengthens Faversham's cultural identity.

Wedding Fairs

Two Wedding Fairs are proposed:

- Spring Wedding Fair (April)
- Autumn Wedding Fair (October)

These events will showcase local wedding businesses while attracting new visitors to the Guildhall.

Howl-o-ween Dog Parade

The popular dog parade continues providing an inclusive and light-hearted community event for families and pet owners.

Remembrance Sunday

The Council will continue supporting Remembrance Sunday commemorations with dignity and respect, working alongside local organisations and veterans' groups.

Christmas Lights Switch-On and Christmas on Preston Street

The Christmas celebrations remain one of the town's largest community events, bringing together residents, businesses and visitors to officially begin the festive season.

Community Workshops at 12 Market Place

Throughout the year, free themed workshops will be delivered during school half-term holidays.

Activities may include:

- Seasonal crafts
- Heritage workshops
- Family creative sessions
- Nature-inspired activities
- Community making sessions

These workshops maximise use of Council facilities while providing accessible activities for local families.

Volunteer Development Programme

A Volunteer Event Marshal Programme is currently being developed to create a dedicated team of trained volunteers supporting Council events.

The programme aims to:

- Increase community involvement.
- Improve event resilience.
- Support safe event delivery.
- Provide valuable volunteering opportunities.
- Build long-term community capacity.

Volunteers will receive appropriate guidance and event-specific briefings, creating a sustainable support network for future events.

Nature-Based Wellbeing Initiative

External funding has been successfully secured for me to undertake the Level 3 Certificate in Nature-Based Interventions with Circle of Life Rediscovery, commencing in October 2026 and concluding in March 2027.

This fully funded professional development opportunity represents a valuable investment for Faversham Town Council, enabling future delivery of Council-led wellbeing activities without ongoing facilitator costs.

Following completion of the qualification, a programme of nature-based wellbeing workshops is proposed as part of the Council's community engagement offer.

Potential activities include:

- Nature connection sessions
- Mindfulness outdoors
- Seasonal wellbeing workshops
- Family wellbeing activities
- Woodland experiences
- Gentle outdoor sessions supporting mental health

These workshops complement the wider events programme by promoting preventative wellbeing and encouraging greater use of Faversham's green spaces.

Budget Proposal

Requested Budget: £40,000

The proposed budget has been developed to deliver the full events programme while ensuring all events meet increasing operational, safety and compliance requirements.

Budget Allocation

Budget Area	Purpose
Event Infrastructure	Equipment, staging and event delivery
Medical Provision	Qualified first aid and ambulance support
Temporary Toilets	Public welfare facilities
Waste Management	Bins and refuse collection
Traffic Management	Road closures and public safety
Marketing and Promotion	Event publicity
What's On Guide	Annual events publication
Town Premises Licence	Annual licence fee
Workshop Materials	Community activities
Volunteer Programme	Recruitment and training support
Contingency	Unforeseen operational costs

Why the Budget is Required

Delivering successful public events requires significant investment in essential infrastructure.

Key ongoing costs include:

- Medical cover for larger events.
- Temporary toilet facilities.
- Additional waste management.
- Traffic management.
- Event safety measures.
- Public liability requirements.
- Marketing and promotional activity.
- Free entertainment for Faversham Residents

The proposed budget ensures these costs are met without compromising the quality, accessibility or safety of the programme.

Community and Economic Benefits

The events programme delivers substantial value across Faversham.

Economic Benefits

- Increased visitor numbers.
- Higher footfall for independent retailers.

- Support for cafés, restaurants and hospitality businesses.
- Increased town centre spending.
- Enhanced tourism profile.

Community Benefits

- Free family activities.
- Inclusive community celebrations.
- Volunteer opportunities.
- Stronger community partnerships.
- Greater civic pride.

Cultural Benefits

The programme celebrates Faversham's unique identity through:

- Historic events.
- Armed Forces commemorations.
- Arts and culture.
- Seasonal traditions.
- Heritage interpretation.

Risk Management

All events will continue to be delivered through the Council's established event management procedures.

These include:

- Event Management Plans
- Risk Assessments
- Emergency Planning
- Medical Provision
- Waste Management Plans
- Safeguarding Considerations
- Partnership working with emergency services and relevant agencies

These measures ensure events remain safe, compliant and professionally managed.

Future Development

The 2027 programme represents more than a calendar of events; it establishes foundations for sustainable community development.

Key priorities include:

- Building a long-term volunteer marshal network.
- Introducing Council-led nature-based wellbeing activities.
- Strengthening partnerships with community organisations.
- Expanding accessible family activities.
- Continuing to develop Faversham's reputation as a vibrant destination for residents and visitors.

The externally funded wellbeing qualification and volunteer development programme will create lasting benefits that extend beyond individual events, increasing the Council's capacity to deliver meaningful community engagement in future years.

Conclusion

The proposed 2027 Events Programme reflects Faversham Town Council's commitment to delivering a vibrant, inclusive and sustainable programme of events that benefits residents, businesses and visitors alike.

The combination of established flagship events, new community initiatives, volunteer development and future wellbeing provision demonstrates a forward-looking approach that invests not only in successful events but also in building stronger community connections and long-term resilience.

The requested £40,000 budget represents an investment in the town's cultural life, local economy and community wellbeing, ensuring that Faversham continues to thrive as a welcoming and dynamic place throughout 2027.

Report Author: Claire Elliott - Events Officer

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