



# Medieval and Tudor Event – Event Report

**Date:** Sunday 27 September 2026

**Time:** 10.00am–3.00pm

**Location:** Front Brents Green and Town Quay – Faversham.

**Report completed by:** Claire Elliott, Events Officer

## 1. Event Overview

The Medieval and Tudor Event took place on Sunday 27 September 2026, from 10.00am to 3.00pm.

The event was successfully delivered in a new location, and although there was some initial uncertainty about how the change of location would affect attendance, visitor experience and the participation of re-enactors and stallholders, the feedback received has been very positive.

In particular, feedback from the re-enactors and stallholders involved in the event has been extremely encouraging. Many of the participating re-enactors and entertainers regularly attend established and well-known events, so it was particularly pleasing to receive positive comments regarding the organisation, attendance and suitability of the new location.

The event provided a strong historic atmosphere, with the use of authentic-style tents helping to create a medieval village and community feel. The layout also allowed visitors to engage with the performers, traders and activities in an accessible and enjoyable environment.

## 2. Feedback and Visitor Experience

Feedback received following the event has highlighted several positive aspects.

The new location was well received by both local residents and event participants. Re-enactors and entertainers commented positively on the organisation of the event, the location and the level of attendance.

The authentic tents used throughout the event were particularly effective in creating an immersive historic environment. They helped to establish a sense of a medieval settlement and contributed significantly to the overall atmosphere of the event.

The combination of historical re-enactments, demonstrations, activities, traders and entertainers provided visitors with a varied programme and helped create an event that appealed to families and visitors of different ages.

### 3. Event Infrastructure and Support

A number of organisations and individuals provided valuable support in delivering the event.

**Shepherd Neame** kindly arranged parking facilities for stallholders and entertainers. This was an important logistical consideration and helped ensure that participants were able to unload, park and access the event area effectively.

**Sandwich Medieval Centre** assisted with the provision and set-up of tents. Their support contributed to the visual appearance of the event and helped establish the authentic medieval village atmosphere.

**Faversham Market** assisted with putting up and taking down gazebos and supplying tables for the stalls.

The cooperation and assistance provided by these organisations and the event participants contributed significantly to the smooth running of the event.

### 4. Event Leaflet and Design

A new leaflet and design were developed specifically for the Medieval and Tudor Event. The new design was successful in providing the event with a distinctive visual identity and helped promote the historic theme of the event.

A total of 1,000 leaflets were produced and distributed prior to the event. These were made available through the Visitor Information Centre, providing an opportunity to reach both local residents and visitors to the town.

The leaflet was also made available as a downloadable version through the Town Council website, ensuring that information about the event could be accessed digitally in advance.

Printed copies were also available at the event itself, allowing visitors to pick up information and use the leaflet as a guide during their visit.

The combination of physical distribution, online availability and on-the-day access provided a broad approach to event promotion and visitor information.

The success of the new leaflet and design should be considered when developing promotional materials for future Medieval and Tudor events.

## 5. Activities

A range of historical activities and entertainment were provided throughout the day.

### Archery

Freeman of the Bean Archery were unfortunately unable to attend the event. An alternative provider, The Classic Bowyer, was sourced at relatively short notice and successfully provided 'have-a-go' archery sessions on the Town Quay.

The allocated space worked particularly well for this activity, providing a safe and suitable area for visitors to participate while allowing the activity to operate effectively within the event footprint.

### Axe Throwing

The axe-throwing "Naughty Norse" provider brought a different unit to the one used at the previous Pirate Festival.

The new arrangement allowed only one participant at a time, which provided a more controlled environment. From an event-management perspective, this worked particularly well as it enabled the activity operators to give greater individual support and guidance, particularly to younger visitors taking part.

This format provided a good balance between allowing visitors to participate and maintaining appropriate supervision around the activity.

## 6. Re-enactments and Incident

The Canterbury Medieval Combat Group provided live re-enactment performances as part of the event programme.

During one of the sword-fighting demonstrations, an incident occurred in which one of the participating knights was struck across the nose. The re-enactor was wearing the appropriate protective armour at the time of the incident.

The incident was reported to me immediately, and Tech Medical Services attended the scene promptly.

The casualty was assessed by the medical team and appropriate medical assistance was provided. Following assessment and treatment, the re-enactor chose to continue participating in the performances.

The incident was dealt with promptly and appropriately by the event team and medical provision on site.

A formal report from Tech Medical Services is expected to be submitted to me in the coming days. This will be retained with the event records and reviewed as part of the event's post-event evaluation.

## **7. Marketing and Social Media**

The event received significant exposure through social media promotion.

Following the event, Martin Goodhew, Visit Faversham, provided the following insight from the event's social-media analytics:

“Just had a look at insights this morning and the social media promoting the event was seen by many – viewed together by nearly 97,000 times.

Yesterday's pictures have had nearly 25,000 views so far and growing and the reel about the same.”

This provides a strong indication of the reach generated through social-media promotion and demonstrates that interest in the event extended beyond those physically attending on the day.

The continued growth in views following the event also provides an opportunity to maintain interest in future events and use photographs and video content as part of ongoing promotional activity.

The social-media promotion, combined with the new event leaflet, Visitor Information Centre distribution and availability through the Town Council website, provided a comprehensive promotional approach.

## **8. Overall Evaluation**

Overall, the Medieval and Tudor Event was a successful event, particularly considering that it was held in a new location.

The positive feedback from local residents, re-enactors, entertainers and stallholders is encouraging and suggests that the new location provided a suitable setting for the event.

The participation of experienced re-enactors and entertainers who regularly attend larger and established events provided a useful benchmark for evaluating the organisation and delivery of the event. Their positive comments regarding the organisation, attendance and location were particularly valuable.

The use of authentic tents was also a significant success, creating a historic village atmosphere and helping visitors feel immersed in the medieval and Tudor theme.

The new event leaflet and design were also successful. The production and distribution of 1,000 leaflets, together with online availability through the Town Council website and copies available on the day, ensured that visitors and residents had access to event information through a range of channels.

The event benefited from good cooperation between the event organiser, activity providers, stallholders, entertainers, supporting organisations and medical services.

Where an activity provider was unable to attend, a suitable replacement was successfully sourced, ensuring that the programme could continue with minimal disruption.

The incident during the combat re-enactment was responded to promptly, with medical support available on site. The formal medical report will be added to the event records once received.

## **9. Recommendations for Future Events**

Based on the experience of delivering this event, the following points should be considered for future Medieval and Tudor events:

- Continue to consider the current location as a suitable venue for future events.
- Maintain the use of authentic-style tents where possible, as these significantly enhance the historic atmosphere.
- Continue working with experienced re-enactors and entertainers, as their expertise and feedback are valuable in developing the event.
- Retain the dedicated parking arrangements for stallholders and entertainers.
- Continue to assess activity layouts carefully to ensure that there is sufficient space for safe participation and supervision.
- Consider retaining the single-participant axe-throwing format, particularly where younger visitors are expected to participate, as it allows operators to provide greater individual support.
- Maintain suitable on-site medical provision for events involving combat demonstrations and other higher-risk activities.
- Review the forthcoming Tech Medical Services incident report and incorporate any recommendations into future event planning and risk assessments.
- Continue to use the new leaflet design and event branding for future promotion, subject to any amendments identified through the post-event review.
- Continue distributing printed leaflets through the Visitor Information Centre and other appropriate local outlets.
- Maintain a downloadable version of the event leaflet on the Town Council website.
- Continue to make printed event information available to visitors on the day.
- Continue to make effective use of social media before and after the event to maximise reach and extend the promotional life of the event.
- Explore opportunities to build on the strong social-media engagement achieved through photographs and video reels.

## **10. Conclusion**

The Medieval and Tudor Event on Sunday 27 September 2026 was successfully delivered and provided a positive experience for visitors, local residents, re-enactors, entertainers and stallholders.

The successful delivery of the event in a new location is particularly encouraging. The positive feedback received, together with the strong social-media reach and successful introduction of new promotional materials, demonstrates that the event has potential to continue developing as an established feature of the local events programme.

The new event leaflet and design were particularly successful in providing a clear identity for the event and supporting its promotion. With 1,000 printed leaflets distributed prior to the event, online access through the Town Council website and printed copies available to visitors on the day, the event information was accessible through a range of channels.

The support provided by Shepherd Neame, Faversham Market, Sandwich Medieval Centre, the participating re-enactors, entertainers, stallholders, activity providers and Tech Medical Services was greatly appreciated and contributed to the successful delivery of the event.

**Report completed by:**

**Claire Elliott**

Events Officer

29/09/2026