DRAFT

AGENDA ITEM NO #

AREA MEMBER PANEL

Subject:	**Herne Bay Festival 2010 Programme**
Director/Head of Service:	Head of Culture and Enterprise
Decision Issues:	These matters are within the authority of Officers
Decision:	Non-key
Classification:	THIS REPORT IS OPEN TO THE PUBLIC
Ward:	**Herne Bay**
Summary:	*The following report is an update on the programme for Herne Bay Festival 2010. Members are invited to comment on the programme.*

SUPPORTING INFORMATION

1. **Proposed decision date in list of forthcoming decisions**

N/A

2. **Date first appeared in list of forthcoming decisions**

N/A

3. **Issues for consideration**

Herne Bay Festival celebrates and promotes the town of Herne Bay and the local community. Now in its 18th year, the 2010 dates are Saturday 21st to Sunday 29th August.

A broad programme of free, family-friendly events is currently being developed, progress is outlined below.

Programming

Herne Bay Festival offers a nine-day programme of events that spans two weekends. The Festival is family focused, with demonstrations and performances at the weekend, and workshops or skill based activities during the week. The festival includes a number of firm favourites that people look out for each year.

Annual Events

- Herne Bay Rocks!
- Opening Parade
- Punch and Judy
- Sandcastle Competition
- Main Stage of Live Music

- Herne Bay's Got Talent

We are always looking for ways to improve and develop festival events, and work hard to ensure that all activities are delivered to a high standard.

2010 Objectives

Build on success of 2009 evening parade

- This year's evening parade will include a 'Sea Monster' element, and a parade dance routine developed in partnership with a number of local dance schools.
- Costumes will be developed to include a variety of powered and chemical light sources.
- A variety of live performances on the Clocktower Plaza will entertain crowds at the Clock Tower while they wait for the parade to arrive.
- Members of the public wishing to take part will be able to attend a parade workshop on Saturday 21st.

Music Programme

- Main stage of live music on Saturday 29th. Headliner will be Motown Gold.
- Audience feedback from 2009 requested a larger programme of live music - particularly from local bands. In response live music will now feature at the Central Bandstand on both Saturday 21st and Saturday 28th.
- The annual music competition *Herne Bay Rocks!* is now in its 5th year, and has been extended to include more bands and more venues over 8 days.
- A series of bandstand shows are planned.

Fireworks

- Firework displays at Herne Bay are hugely popular and there will be two great displays (Saturday 21st and Saturday 28th)

Family Entertainment to include

- Car and Motor Show (Managed by Chris West, Coastal Towns Manager)
- Dance demonstrations
- Expressive Feat Circus Performance
- Mini Motorbike Display
- Tour d'Herne Bay cycle ride
- Punch and Judy shows
- Sandcastle Competition
- Lifeguard Demonstration
- World Record Breaker(s)
- Screen on the Green Film Event
- People United Picnic
- Street Artists (as part of the Marlowe Artist Development project)
- Carmaggedon Emergency Services Display

Specific Children's Activities

- Circus Skills
- Skipping workshop
- African singing
- Gumboot dancing
- Sea creatures workshop
- Storytelling workshops
- Poetry/ Literature event
- Kite Flying Workshop
- Cinema screenings

Community-led events
The festival has built up a strong tradition of working with local businesses and community groups, and encouraging them to host events within the programme. Confirmed involvement to date includes:

- Bay Arts Gallery
- Blean Heritage and Community Group
- Hampton Pier Yacht Club
- Herons Swimming Pool
- Herne Bay Angling Association
- Herne Bay Arts Society
- Herne Bay Baptist Church
- Herne Bay in Bloom
- Herne Bay Heron Model Boat Club
- Herne Bay Historical Records Society
- Herne Bay Improvement and Conservation Trust
- Herne Bay Library
- Herne Bay Museum and Gallery
- Herne Bay Photographic Society
- Herne Bay Pier Trust
- Herne Bay United Church
- Kavanagh Cinema
- Kent Adult Education
- Marlowe Theatre
- Pier Sports Centre
- Theatrecraft
- Wahl UK

Budget
The Festival has sought to get value for money wherever possible. Equipment and infrastructure are sourced by competitive tender and all activities are developed to ensure cost effectiveness while maintaining quality and best practise in terms of delivery.

Sponsorship/ External Funding
In addition to help in kind we have received confirmed funding and sponsorship from the following:

- Kent County Councillor Jean Law
- Cain's Amusements
- Makcari's
- South East Water
- Kings Caterers
- J&J Recruitment

Marketing

Festival marketing is reviewed each year to build on successes and develop changes in how the target audience access information. The tools being used this year include:

- 15,000 DL flyers
- 12,000 Free Festival Programmes
- Festival posters
- Herne Bay Rocks posters
- Festival website www.hernebayfestival.co.uk
- Networking websites and free e-listings
- Joint promotional working with The Whitstable Oyster Festival and Herne Bay Carnival
- Sailflags
- A Boards
- High Street banner

- William Street banners
- Temporary events signage in the town centre and sea front
- Press Releases (local, National and specialist)

Evaluation

A questionnaire will be available in the programme, on the website and will be available at every event. Volunteer members of the Advisory Group will be surveying members of the public throughout the festival period. Community Groups will be asked to evaluate their events with audience numbers and photos.

4. **Any consultations planned or undertaken**

N/A

5. **Options available (set out the various options available)**

N/A

6. **Any implications known as this stage**

N/A

7. **Any conclusions which can be drawn at this stage**

N/A

8. **Next stage in process**

Flyers will be distributed to all local schools before the end of term.
The Festival web site will be updated regularly from mid June.
The printed programmes will be delivered and distributed in mid-July.

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