

Daventry Town Council Events Report

PAST EVENTS		
Date	Event	Outcome
Saturday 16 th June – Sunday 24 th June 2018	Daventry Arts Festival	The overall response to this year's Daventry Arts Festival has been largely positive. The majority of events were well attended. CF Appendix 04 for the full breakdown of the Arts Festival. Budget: £7000 Committed: £3934 Balance: £3066
FUTURE EVENTS		
Date	Event	Schedule
Friday 29 th June 2018	Armed Forces Day	Raising of the Armed Forces Flag at 10.30am. Dignitaries and members of the public have been invited to attend. Press release issued. Budget: £0
22 nd September 2018	Daventry Food Festival	26 applications for pitches have now been received. AS has been to speak at the Northamptonshire Food and Drink Award networking event – was able to reach a wider audience and gained 4 applications from local traders through it. AS also spoke to each individual trader in the town who purvey food/drinks and provided them with details of the Food festival as well as an application form to complete for a pitch. Two slots have been filled for the demonstration stage and local hotels and restaurants have been emailed/telephoned asking if they would like a slot on the stage to showcase their chef's. Still awaiting a response. Budget: £1000 Committed: £240 Balance: £760
Monday 3 rd September	Merchant Navy Day	Raising of the flag at the Twinning Area. Press release to be written nearer the time. Budget: £0
Saturday 3 rd November 2018	Fireworks Display	Meeting to be scheduled with Head of Parker E-Act to discuss having more activities on the evening. MLE will be providing list of song sheets for DTC to choose to put the fireworks to in the oncoming weeks. Budget: £15,000 Committed: £10,714.80 Balance: £4285.20
Sunday 11 th November 2018	Remembrance Sunday	Liberty Drums have been organised for the Remembrance Sunday Parade. No further updates to add. Budget: £0
Saturday 8 th December 2018	Spirit of Christmas	Several arts and crafts stall holders have enquired about having a stall at the Spirit of Christmas Fair. Further documentation will be sent out around June. A carousel and three vintage stands have been booked for the event. No further updates to add. Budget: £7000 Committed: £5888 Balance: £1112

REPORT TO: Community Services Committee – 2nd July 2018

Appendix 03

REPORT ON: Events Updated Report

REPORT BY: Amy Simpson, Events and Communications Officer (AS)

REPORT DATE: 28th June 2018

Saturday 5 th March 2019	Pancake Day	Juice have been booked for the PA, gazebos etc which is the entire expense below. Companies and local retailers will be contacted nearer the time for them to be involved in the day. Budget: £500 Committed: £500 Balance: £0
PAST PARTNERSHIP WORKING EVENTS		
Thursday 14 th June 2018	Women's OVO Cycle Tour	DTC manned the vulnerable persons area from 11am – 3pm. AS live videoed and tweeted the event throughout the duration which has been watched over 1000 times. See Communications Report for further details. Budget: £0
Saturday 9 th June 2018	Daventry Motorcycle Festival	This year's motorcycle festival went incredibly well. AS live tweeted and videoed the event throughout the day. Volunteers were well briefed and there were no incidents to report back. The feedback from members of the public were largely positive, with a few minor negative comments being made (eg: a facebook user said that it was a shame that there was so much cigarette smoke at a family event). Full de-brief to take place on 2 nd July at 7.30pm at Saracens Head. Budget: £3000 Committed: £3000 Balance: £0
PARTNERSHIP WORKING EVENTS		
Saturday 18 th August 2018	Daventry Flower and Vegetable Show	DTC will be organising the Craft Fair as part of the produce show. We have had four applications from various local traders wishing to have a stall. Budget: £500 Committed: £500 Balance: £0
Wednesday 22 nd August 2018	Day of Action	It has been agreed that we will have a pitch at this event. AS has arranged for the Ranger and PCSO to attend to discuss various issues. Details to be further supplied by the DDC. AS has arranged for the DTXC gazebo to be supplied. Budget: £35 Committed: £35 Balance: £0
Ongoing	Centenary	It has been agreed that DTC will screen the Battle of the Ancre as part of the Centenary commemorations. The film will not be released until August and we have until 11 th November to screen. Further details of the event to be published nearer the time. CF: Appendix 06 re commemorative bench Budget: To be discussed.

Daventry Town Council Daventry Arts Festival

Event Objective

To provide various free events in Daventry Town, for Daventry Residents to attend, to celebrate Daventry's creative side.

Outcome: There were various events held throughout the period 16th – 24th June 2018 that were free to attend that did celebrate Daventry's creative side for Daventry residents.

What worked well:

- The Mini Fringe event worked very well – excellent feedback from both the venues and the performers from those attending.
- The Guided Walks on the Thursday and Saturday were well attended – we even picked up people along the way!
- Live videoing and tweeting of various events – over 4000 views of the Rock Choir on Facebook.
- Promoting events on Facebook – the majority of attendees said that they heard about the event through Facebook.
- The Alternative Arts Exhibition – both Nevermore and The Foundry increased business from the event, but we attracted a focus group that we had not yet tapped into previously in the Arts Festival.
- Summer Solstice evening – now has its own following – around 30 people attended the event, some from Northampton.
- Stargazing – again, have their own following and over 25 people attended.
- Munchkins and Monsters – sold out both performances. There were those who didn't turn up (15) but there were some families that turned up on the day hoping that there were seats which we could offer them. Given that it is a free event, there will always be the danger of people simply not turning up. Both performances were fully booked and the feedback was excellent.
- The Family Film Day – sold out 150 seats within a week of advertising the event. Again, like the Munchkins and Monsters event, there were several people that did not turn up on the day. There were also several last-minute cancellations – many factors for this to be considered such as it was a lovely, sunny day, the football was on etc.

Areas for potential improvement:

- Some of the less positive feedback was that the Arts Festival was not promoted enough and that many people did not know about it. CF Promotions of Events Report for strategy on promotion of future events.
- With regards to promotion, the Arts Festival was featured: on BBC Radio Northampton three times in the lead up to the festival, social media, the annual newsletter, the Daventry Express (both online and in print) for three weeks prior to the start, posters around the town, flyers, posters in various shops and locations as well as programmes handed out to people in the street.
- Poppy Workshops – only 4 people attended both workshops. Will review provision of workshops in 2019.
- Cycle Event – no one signed up for the event. It was on Father's Day and again a lovely sunny day. Many factors to consider why no one signed up for it.

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- The Arts and Crafts Fair – as the pitches were free there were many stall holders who cancelled at the last minute/didn't turn up. Although it was successful on the day, there were only 8 stalls when there should have been 15. Next year to look at taking a deposit (of around £10) which is refunded when you turn up on the day. There is then the penalty for non-attendance. Those who do, have the deposit returned to them.

Feedback

"First time I've seen them performed. Brilliant." – About the Choral Evening

"Loved it – thank you all!" – About the Choral Evening

"Loved the acoustics and had a great time!" – About the Choral evening

"Fantastic evening – we are so happy to be a part of it. We'll definitely do something again like this soon." – Paul @ The Foundry regarding the Alternative Art Evening

"We had an amazing evening and requests to be involved in more community events because of it." – Dannielle @ Nevermore regarding the Alternative Art Evening

"I grew up in Daventry and there were never any events like this. It's really great to see it happening now, and I hope the Arts Festival can go from strength to strength." – Bystander who attended the mini fringe fest and arts and crafts fair

"Had the best time performing at the Arts Festival and cannot wait to be invited back again by Daventry Town Council to perform some more." – Kirk Hastings @ The Rock Choir

"Another fantastic performance from m & m – puppetry, inclusion, competition, life, overcoming bullying and adversity, challenging stereotypes – and plain good fun! Our adults and young people had the best time. Thank you so much!" – About the Monsters and Munchkins performance

"Excellent time at #Davartsfest yesterday. Music, art, talks and food! Great to see the town come alive, it's on until 24th June, well worth seeing." – on twitter

Things to consider for next year:

- Dates for 2019 Arts Festival: 14th - 21st June 2018
- Active promotion 6 months prior / look at different ways of promoting to reach larger audience

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REPORT ON: Promotion of Events

REPORT BY: Amy Simpson, Events and Communications Officer (AS)

REPORT DATE: 28th June 2018

Daventry Town Council Promotion of Events

Overview

Feedback from recent events was that the events weren't widely publicised or that individuals did not know about them.

Current ways we promote events:

- Social Media
- E-newsletters
- Press Releases
- Daventry Express
- Posters, flyers
- Annual Newsletter

Social media is the main way people are seeing events which we are promoting; eg: tickets to The Greatest Showman (only promoted on social media) and sold out within nine days of putting the post online.

Recommendations for future promotion of events:

- More visual aids; larger posters, flags in the street etc
- Banner across the road with interchangeable dates

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Daventry Town Council WWI Commemorative Bench

Overview

Daventry District Council are offering community groups and parishes the opportunity to purchase a WWI commemorative bench at £300, 50% cost reduction of the original price, to commemorate the 100th anniversary. DTC would also need to fund the cost of installation as well as ongoing maintenance.



Things to consider:

- Location
- Maintenance
- Budget
- Insurance
- Risks – vandalism and injury

REPORT TO: Community Services Committee – 2nd July 2018
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REPORT BY: Amy Simpson, Events and Communications Officer (AS)
REPORT DATE: 28th June 2018

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Daventry Town Council Communications Report

The below table shows the press releases issued in April 2018, along with the publications they were printed in. Dates for future press releases which have been planned to be released have also been included within the below information.

Press Release Subject	Date Published	Publication
Motorcycle Festival success	11 th June	DTC website, Dav Express online
Dav Arts festival off to a flying start	18 th June	DTC website
Alt Art Exhibition makes a colourful impression	22 nd June	DTC website
DTC supports Armed Forces Day	27 th June	DTC website, Dav Express online and in 29 th June hard copy edition
Dav Photo Comp – a success	27 th June	DTC website
DTC residents given the opp to comment on govt restructure	27 th June	DTC website

Publicity

The below table shows where a DTC topic, or DTC itself was mentioned, either online or in a publication.

Press Subject	Date Published	Name of media
Arts Festival	7 th June	Full page spread on Dav Express online of everything going on in the Arts Festival
Arts Festival	8 th June	Lynne Taylor featured on BBC Radio Northampton discussing events in Daventry
Motorcycle Festival	14 th June	Picture gallery of motorcycle festival in Dav Express
Arts Festival	14 th June	Featured in the 'What's on' section in Dav Express
Arts Festival	16 th June	ECO featured on the Johnny Amos show on 16 th June discussing the Arts Festival programme
Arts Festival	21 st June	Featured in the 'What's on' section in Dav Express
Mayor opening new co-op funeral home	21 st June	Featured in 'community news' section in Dav Express

Social Media

Social media has been a key factor throughout all of the events held in June. Our LIVE streaming of videos (both on Facebook and Twitter) as well as LIVE tweeting has really engaged with members of the public. Statistics below:

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9th June: 874 views of live video feed of the ride-in for Daventry Motorcycle Festival; 13 likes, 2 comments – Facebook

9th June: 816 views of live video feed of stunt show at Daventry Motorcycle Festival; 13 likes; 4 comments; 4 shares – Facebook

14th June: 1546 views of the live video feed of the women's cycle tour coming through the finish line. 26 likes, 7 re-tweets and 28 comments posted live, including individuals from Australia and the USA – Twitter

16th June: 96 views of the live video feed from the acoustic music at Early Doors for the Arts Festival; 7 likes, 3 comments – Facebook

21st June: 513 views of the live video feed from Borough Hill (walking tour, summer solstice and stargazing), 16 likes, 2 shares and 2 comments – Facebook

23rd June: 4044 views of the live video feed of The Rock Choir performing at the Holy Cross Church as part of Daventry Arts Festival; 70 likes, 45 comments and 21 shares – Facebook

Our Instagram following has also improved. We now have 236 followers in comparison to 53 in February 2018.

Newsletter

The quote received from Print Projects for an Autumn/Winter Newsletter is: £864 + VAT

This is for the following spec:

Repro/Proofs From file supplied PP to PDF proof

Colours Four colour process throughout

Size A4 4pp

Material 170gsm Gloss

Finishing Fold, stitch and trim to A4 8pp

Amount 10000

E-Newsletter

Technical issues now investigated: all councillors have been added to the e-newsletter. If you're still not receiving them, you may need to add the DTC Events email address to your safe sender list. If the pictures are not downloading, there will be a box in the right-hand corner with a red cross in it – if you right click on this with your mouse it will give you the option to download the photos which will mean you can see the new e-newsletter.

E-newsletter's are continuing to be sent on a weekly basis updating those who have signed up to it on various matters, including news articles added to the website.

Website

The website has had 14, 243 views since 1st June 2018. The most clicked on pages were the News section, with 1904 views and the Arts Festival, with 1013 views.