

Theale Ville Jubilee Fete – Event report

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The event on Sunday 5th June was well attended by local residents and received positive feedback with requests to hold a similar event on an annual basis.

In total we had 21 independent traders booked over 25 pitches. 7 local charities and community groups booked free of charge pitches to take advantage of the fundraising opportunity. Some traders and community groups did not attend on the day due to potentially the inclement weather that was forecasted.

A number of local businesses took advantage of the sponsorship and advertising opportunities and showed their support for the event, including Parkers, Arlington Business Park and NFU Mutual.

Theale Primary School PTA, 1ST Theale and Calcot Scouts and Theale Brownies all helped man the Junior Community Games which were very busy for most of the event. We also had a strong turnout of volunteers, particularly from those who have helped man other village events/activities, and on the day, helped with manning other elements of the fete.

Holy Trinity Church helped with tea and cakes, and were also busy for much of the day. Lucky Clover sold out of food due to strong demand.

Raffle tickets sold extremely well, and through team collaboration, a fantastic range of prizes were sourced.

The arena displays from professional acts and the community groups were well received.

The amateur competitions received some interest but the number of entries was lower than anticipated.

Overall the event was delivered under budget and did generate profit. Once the funds have been redistributed to the community groups, there will be a small deficit. The income and expenditure report includes the redistributed funds. We have delivered against our key objective of delivering an event that helped to help engage Theale's community and bring everyone together in celebration of the Platinum Jubilee.

Initial lessons Learned:

- Because of the significance of the weekend, there were many other events being held in the area which increased competition for people's time and attention. Going forward, there would have greater flexibility on when to set any event dates to help minimise clashes with other local events.
- Publicising future event dates and formats with existing contacts as soon as possible will help optimise bookings and securing other attractions such as the funfair, catering outlets and arena displays from local community groups.
- Any amateur competitions need more publicity to help generate interest and engagement. Categories may need to be revised according to event timing and public interest.
- Obtaining early engagement from volunteers is problematic, and from the annual meeting, we have seen that this is a common challenge for most community groups and volunteer-led organisations in and around Theale.
- A database of suppliers/contacts would helpful in managing future events and the intention is to work on this over the coming months

We will hold a lessons learnt meeting in the coming weeks.