

## **Camberley International Festival**

### **SUMMARY**

It is proposed to deliver a ten day celebration of culture and the arts across Camberley Town Centre starting in June 2016, with a view to making it an annual event if successful.

The festival aims to add to the arts, culture and events currently on offer in Camberley and to further enhance Camberley's image as a highly desirable place to live, work and visit.

The Festival will use the length and breadth of the town to encourage the public to enjoy both Camberley's heritage and modern shopping facilities.

### **Portfolio – Business**

**Date Signed Off: To be advised**

#### **Wards Affected**

All

### **Recommendation**

The Executive is asked to note the proposal for the Camberley International Festival.

## **1. Resource Implications**

- 1.1 By 'piggy backing' on the bookings already in place at Camberley Theatre and Collectively Camberley's Rooftop Cinema in 2016, only a manageable amount of extra entertainment bookings still need to be made. Fringe elements will be added, including literature, films, questions and answers sessions with cultural figures and live music in the town's pubs and cafes. The festival will open with internationally renowned folk act Lau on June 1<sup>st</sup> and close with the Queen's 90<sup>th</sup> birthday picnic event on the London Road Recreation Ground on June 11<sup>th</sup>.

## **2. Key Issues**

- 2.1 2016 is Camberley Theatre's 50<sup>th</sup> Anniversary year. This presents the perfect opportunity for launching the Camberley International Festival, initially as part of the anniversary celebrations and then overseeing its continued growth and development as part of the anniversary celebration's legacy.
- 2.2 BAFTA Award winning actor Juliet Aubrey has agreed to be a patron of the festival. Originally from Fleet, Juliet's role will include curating film screenings including Q&As with directors and actors to take place at the Theatre, along with being a focal point for the festival.

- 2.3 From June 1<sup>st</sup> to June 8<sup>th</sup> 2016 Camberley Theatre has multi award winning, contemporary folk band, Lau, the Vienna Ballet Festival and British folk rock icons Fairport Convention booked to perform.
- 2.4 By using and augmenting the events already programmed at the Theatre and as part of Collectively Camberley's Rooftop Cinema, the backbone to the inaugural Camberley International Festival is already established.
- 2.5 Adding to the offer will be poetry readings, art installations, literature readings and live music in the town's pubs and cafes.

### **3. Options**

- 3.1 The Executive is invited to comment on the proposal.

### **4. Proposals**

- 4.1 It is proposed to introduce the Camberley International Festival to take place between June 1<sup>st</sup> and June 11<sup>th</sup> 2016. If successful, the festival will further develop in future years.

### **5. Corporate Objectives and Key Priorities**

- 5.1 These Corporate **Objectives** and **Key Priorities** are being met.
- i. Objective 1 - We want to make Surrey Heath an even better place where people are happy to live.
  - ii. Objective 2 - We will sustain and promote our local economy so that our people can work and do business across Surrey Heath
  - iii. Objective 3 - We will build and encourage communities where people can live happily and healthily
  - iv. Key Priority - To deliver an improved Camberley Town Centre

### **6. Sustainability**

- 6.1 If a success we hope the festival will become an annual event and future resource requirements will be assessed as it develops and grows.

### **7. Risk Management**

- 7.1 It is not envisaged that any extra risks will be incurred. Any risk will be mitigated by our existing liability arrangements.

### **8. PR and Marketing**

- 8.1 PR and Marketing will be handled in house by the marketing team. The event will generate a positive interest in Camberley.

## 9. Officer Comments

- 9.1 It is anticipated that the festival could be an annual event with growth in popularity and stature year on year. This will result in increased footfall in Camberley Town Centre over the festival period along with hotel, restaurant and shop revenues increasing, as the festival encourages visitors to Camberley.

<b>Annexes</b>	<b>None</b>
<b>Background Papers</b>	<b>None</b>
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<b>Head of Service</b>	<b>Richard Payne – Executive Head of Corporate</b>

## Consultations, Implications And Issues Addressed

	<b>Required</b>	<b>Consulted</b>	<b>Date</b>
<b>Resources</b>			
Revenue	✓		
Capital			
Human Resources			
Asset Management			
IT			
<b>Other Issues</b>			
Corporate Objectives & Key Priorities			
Policy Framework			
Legal			
Governance			
Sustainability			
Risk Management			
Equalities Impact Assessment			
Community Safety			
Human Rights			
Consultation			
P R & Marketing			

Review Date:

Version: