

Camberley International Festival 2017

Summary

Following on from the success of the first Camberley International Festival (CIF), which took place in June last year, a second festival is planned from 7th-17th June 2017.

The festival will once again be a celebration of culture and the arts across Camberley and will further enhance the town's image as a highly desirable place to live, work and visit.

Portfolio – Corporate

Date Signed Off: 8 February 2017

Wards Affected	Town
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Recommendation

The Executive is asked to note the proposal for the second Camberley International Festival in June 2017.

1. Key Issues

- 1.1 The CIF was launched in 2016 as part of Camberley Theatre's 50th Anniversary celebrations and proved very successful. Articles appeared across the media including Surrey Life, Essential Surrey's Summer Festival and interviews on BBC Radio Surrey, Sussex & Berks. The 2017 CIF has already been promoted on the BBC Radio 2 folk show.
- 1.2 BAFTA Award winning actress Juliet Aubrey was the patron of the festival last year and has agreed to continue in 2017.
- 1.3 Artist bookings for the festival are already in place and a day of free music and literature will take place across Camberley on June 10th. The festival finale is a proposed carnival and entertainment event taking place at the London Road Recreation Ground on Saturday June 17th.
- 1.4 The 2017 CIF will ensure on-going promotion and marketing of Camberley Town Centre, the Council's number 1 priority, increasing footfall to both the town and Camberley Theatre in particular.

2. Resource Implications

- 2.1 A budget of £15,000 has been allocated from the existing Town Centre budget to deliver the Camberley International Festival 2017. Using Camberley Theatre to host ticketed events and including Collectively

Camberley's Rooftop Cinema, fringe elements will be added to the pubs, cafes and outdoor spaces across Camberley to create a vibrant festival. Literature, short films, drama, comedy, contemporary dance, spoken word and live music will all be represented over the ten days and nights.

3. Options

- 3.1 The Executive is invited to NOTE that the second Camberley International Festival will take place in June 2017 and comment on the proposal.

4. Sustainability

- 4.1 If the festival continues to be successful it is anticipated to become an annual event, attracting national and recognition in subsequent years.

5. PR and Marketing

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

6. Officer Comments

- 6.1 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.

Annexes	None
Background Papers	None
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