

ABINGDON TOWN COUNCIL

Report to	Community Committee
Meeting date	4 June 2024
Report author	Victoria Moore
Agenda item	8

REPORT OF THE PROPERTIES & EVENTS OFFICER

1. Purpose of the Report

- 1.1 For members to note progress of Fun and Music in Park 2024 arrangements
- 1.2 Members to agree on ticket pricing for Fun and Music in the Park 2024

2. Summary

- 2.1 All necessary arrangements for the event are in place, all licences have been received. Utilities, catering, and staging have been booked. Bands are booked, including local dance groups for daytime entertainment. Abingdon clubs, groups and societies have been sent invitations to attend during the day.

3. Action required

- 3.1 Members are asked to note point 5.1
- 3.2 Members are asked to approve point 5.2

4. Link to strategic plan and objectives.

- 4.1 KO3: to manage the council's assets efficiently and effectively to meet for the needs of the community now and in the future.

5. Key information and options

5.1 **Fun & Music in the Park progress to date**

To date I can confirm all VWHDC licensing, road closures and temporary event notices (TENS) are in place. This year, I was also able to have permission to close Abbey Close car park (as well as Abbey Close) which enables more space and provides additional safety to members of the public entering/exiting the event.

Both Abbey Close and Abbey Close car park will be closed from 09:00 – 22:00 on Saturday 7 September 2024 and will be overseen by event security.

Following last year's technical hitch with the stage lighting, Origin Tech Productions Ltd kindly honoured the costs for stage lighting this year and will ensure that the lights are switched on at the beginning of the day and remain on throughout the event.

All local clubs, societies and groups have been invited to attend with a pitch to promote their groups to encourage more members and to promote their activities. Booking forms are coming back to us. The deadline for responses is 1 August 2024.

Live music will start on stage from midafternoon, timing TBC. From 10am, local Abingdon dance groups and clubs have been invited to perform. A total of six groups have been invited, all of which have accepted and are very excited to be attending. Entertainers have been booked and confirmed, giving families and children plenty of entertainment throughout the day. Entertainers, Clubs, Groups and Society will be packing up at 15:00 and leaving the grounds at 16:00 in readiness for the evening's live music.

In previous years Fun & Music in the park has been split into two – 'Fun' in the morning, close and then re-convene in the evening. This year the event will run as one full day with no break. This will allow families to spend the whole day enjoying the event without being forced to pack up and move. Attendees are welcome to bring picnics and chairs to enjoy the day.

An emphasis on reducing plastics will be highlighted but not enforced.

5.2 Fun and Music in the Park ticketing

Last year tickets were purchased through online ticketing software 'Ticket Source'. Ticket Source proved very successful for me as the event organiser and removed the burden of in-house ticketing and distribution. Attendees printed off or showed their online ticket at the gate to receive a wristband to allow them access. Ticket Source provide electronic scanners or apps that can be downloaded to a mobile phone. The electronic scanning software was not used at the event as retaining a full internet signal at the Abbey Grounds is very hit and miss. Although there were concerns from members that some attendees might have entered using duplicate tickets, I do not feel many did or made any impact on attendees at the event and as such I have chosen to use Ticket Source again this year.

Tickets for last year's event were priced at £20.00 per person, and children 16 and under free. It was noted by some members that tickets were too expensive. This year I intend to price tickets at a lower cost of £10.00 pp, with children under 16 free. Tickets will be valid for the full day - 10:00 to 22:00 - with a no return after 5pm. Members are asked to approve the revised ticket costs.