

ABINGDON TOWN COUNCIL

Report to	Community Committee
Meeting date	11 September 2025
Report author	Lizzie Martin
Agenda item	8

Fun and Music in the Park Report

1. **Purpose of the Report**

- 1.1 Report back to the Community Committee the outcome and feedback from Fun and Music in the Park 2025.

2. **Summary**

- 2.1 Fun and Music in the Park took place on 19th July 2025 running as a free event during the daytime and a ticketed event for the evening. This report serves as a review of the event.

3. **Action required**

- 3.1 Committee to AGREE the same format be followed for 2026.
3.2 Committee to AGREE the same budget as 2025.

4. **Link to strategic plan and objectives**

- 4.1 KO2 - To develop a resilient, sustainable town which will provide a home for residents now and in the future.

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

KO4 - To work with community partners to support those who are vulnerable and in need and to create opportunities to increase social inclusivity

5. **Key information and options**

- 5.1 Community committee agreed to follow the format of a free daytime community event followed by a ticketed evening event. Feedback from the public was positive following this decision and throughout the promotion of the event

Agenda item 8

comments on social media applauded the decision to revert back to this format.

Promotion of the event began in March 2025 with early bird ticket sales being hard launched on socials, via email marketing, website and posters. The early bird ticket sales resulted in 417 ticket sales, this ran until the beginning of May when the price increased. Boosted posts began beginning of May and the outdoor services team increased the presence of posters around Abingdon. Posters and information were sent to ITV, BBC, Oxford Mail, The Herald, The Town Crier and The Clarion. A promotional offer ran alongside the Loose Cannon Brewery. Following this we saw an increase of ticket sales, by the event date sales had increased to 1142 and 25 ticket sales in the Visitor information centre, a further 101 tickets were sold on the gate.

Table below shows tickets that were scanned, these are only applicable to those who bought their tickets online. All 25 ticket holders who bought their tickets from the Visitor Information Centre attended.

SUMMARY	SCANNED TICKETS	SCANNED PERSONS
16yrs & under	140	140
Early Bird Tickets - 17yrs & over	597	597
On the day Tickets - 17yrs & over	42	42
Under 16's	4	4
Early Bird Tickets - Over 18	7	7
Early Bird Tickets	11	11
TOTAL	801	801

In total there were 927 attendees.

Promotion was cost-effective, with £777 spent (1.5% of the budget) achieving a return of £12.40 for every £1 invested, though increasing the budget to £1,000 and working with local businesses could strengthen future outreach.

Infrastructure accounted for the largest portion of spend (£27,326.95, 54.6% of the budget), with positive feedback on supplier efficiency but challenges including access delays for the staging crew.

Improvements include enhancing disabled access, clearer signage, and potentially engaging different staging and lighting teams.

Entertainment, at £6,630 (13.26% of the budget), was well received, with the tribute band drawing praise, though a wider mix of genres and additional daytime acts such as walkabout performers were recommended for future

events.

Security costs reached £4,518 (9% of the budget) and were effective with no major incidents, though better coordination with swimming pool staff and provision for disabled drop-off were highlighted, alongside an ongoing external investigation into an alleged incident. Amount of security staff aligns with recommendations from the purple guide to health, safety and welfare at events.

Across the event, opportunities for improvement include clearer signage for facilities and timetables, stronger communication of event rules, addressing staff shortages, providing food vouchers for essential crews, encouraging vendor and performer promotion, extending the event licence for facilities, and exploring a free shuttle bus to the event.

6. **Climate change/green implications**

7.1 None in relation to this report.

8. **Financial/budget implications**

8.1 Promotion – Promotion - £777
Infrastructure - £27,326.95
Security - £4518
Outdoor services –
Entertainment – £6,630

(Insert detailed income/expenditure from rialtus)

9. **HR implications**

9.1 None in relation to this report

10. **Supporting papers and appendices**

10.1 [Review and Feedback from Fun and Music in the Park 2025](#)