

## Community Services Committee

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<b>Title:</b>	<b>Thame Art Crawl 2024</b>
<b>Date:</b>	<b>16 July 2024</b>
<b>Contact Officer:</b>	<b>Belinda Lee, Communications &amp; Events Officer (maternity cover)</b>

### Purpose of the Report

1. To update the Committee about the upcoming Thame Art Crawl event, coordinated by the Community Services Manager, Communications and Events Officer, and Volunteers.

### Update

2. The Thame Art Crawl is now in its eighth year. This year, the event will take place between 15 and 19 October.
3. In the past, 20+ businesses have hosted a pop-up art exhibition in their windows – each featuring a different artist. The Communications and Events Officer recently invited past businesses and artists to join the 2024 event. To date, 16 businesses, including a business which previously declined, have agreed to take part.
4. The Communications and Events Officer (maternity cover) has been asking for artist participation through social media channels (Facebook/Instagram) and the Council newsletter. A press release has also been sent to local art groups and art publications.
5. Artist applications close on 31 July, and to date, we have received 24 applications from artists in the South Oxfordshire region, including 6 new artists. The cost for artist participation is £30.
6. As with previous years, an artist liaison volunteer will soon be appointed to help curate the event – matching artists with venues and ensuring the needs of all parties are met. We will be encouraging venues, where possible, to include art displays inside their venue to attract foot traffic into their stores.
7. Closer to the event start date, a map of the art trail will be produced for local distribution. Residents will be encouraged to visit participating venues via the map/flyer, radio (Red Kite/BBC), social media (Thame Town Council's as well as external sites such as Love Thame & Thame Hub), and the Council newsletter.
8. During the event, promotional feather flags will fly outside participating venues to attract visitors to each location.
9. Thame Town Council are grateful for the support of our headline sponsor Lightfoots Solicitors as without which the event would not be able to take place.

### Recommendation:

#### ***The Committee is asked:***

- To note this report.***