

Agenda item number: Date of meeting:	
THATCHAM TOWN COUNCIL Committee / Council	
Report by: Sarah Newman	Job Title: Events Manager
Subject: Family Fun Day 2026	

- 1 Purpose of Report
To provide a review of Family Fun Day held on 28th June 2026.

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- 2 Background
The Thatcham Family Fun Day has been held annually at Henwick Worthy Sports Ground since 2009, with the exception of 2020 due to the COVID-19 pandemic. The event continues to aim to deliver an inclusive, family-friendly day that brings the community together, supports local charities, and provides a wide range of activities and entertainment for all ages.

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- 3 Event Summary and Evaluation
The event was busy throughout the day, with a positive and welcoming atmosphere evident across the site. Attendance and engagement with the programme were strong, with a good mix of returning attractions and new features proving popular with visitors.

The acoustic stage in the food area once again proved to be a popular feature, while the varied programme on the main stage was well attended throughout the day.

Returning attractions, including the fun fair, inflatables, circus skills and Punch and Judy, continued to be popular with families and children.

New features introduced this year, including the Super Pirates and Fun Day letters, were well received. In particular, the SEND area was very positively received, with a number of families attending specifically because this facility was available. This demonstrates the value of providing inclusive facilities and activities as part of the event.

Participation in the Newbury Pride in Thatcham Parade was lower than in previous years. Consideration should therefore be given to whether participation should continue in its current format in future years.

Logistics

Parking

Parking was managed smoothly by Thatcham Town Council officers and Scofell volunteers, with no significant issues reported during the event.

Toilets

No complaints were received regarding the event toilets this year. However, the toilets within the Pavilion were found to be in poor condition and required cleaning by the attendant before they could be used. This should be reviewed ahead of next year's event to ensure the facilities are ready for visitors at the start of the day.

Stallholders

Feedback from stallholders was mixed regarding how busy the event was. Following feedback from the previous year, pitch sizes were increased to 5m x 8m, while aisle widths were adjusted to make better use of the available space.

Waste Management

The number of bins was increased based on feedback and experience from the previous year. This worked well, with no significant issues relating to excess waste reported during the event. Collection of the bins was delayed by three days due to the collection vehicle breaking down while en route.

Shade and Shelter

Following feedback from the previous year, the amount of shaded space was increased again this year. There was no increase in the budget available for additional marquees; however, the shaded area was expanded cost-effectively by using the largest available marquees, measuring 8.5m x 11.5m. This provided additional sheltered space without requiring a significant increase in expenditure.

Event Evaluation

Feedback was gathered both on-site and online. Facebook continues to be the most effective promotional channel, followed by word of mouth and event banners. Feedback numbers were low this year, and we should look at trying to gain more feedback on the day.

The most popular attractions identified through feedback were children's activities and charity stalls. Overall highlights included the friendly atmosphere, family-focused activities and the strong presence of local charities.

Councillor feedback was positive, with particular praise for the SEND area and the Changing Places unit. The inclusive facilities were viewed as an important and valuable addition to the event.

There was also discussion around the possibility of holding the dog show at a different time of year as a standalone event. This could be explored further as a potential opportunity to develop the programme and provide an additional community event outside of the main Fun Day.

4 Staffing Implications

Preparations for this year's Family Fun Day were particularly challenging, with Events Officers having to prepare the site and manage other arrangements in extreme heat. We are fortunate that officers are willing to give up their Sundays to support Family Fun Day. However, we should recognise the significant impact this has on the

amount of TOIL they accumulate and subsequently take during their normal working hours. This should be taken into consideration when planning future events and resourcing arrangements.

5 Financial Implications and Funding Source (consider external funding opportunities)

A detailed budget update for Family Fun Day is provided in agenda item 6. The key points are as follows:

Income

No activity income was generated; therefore, this should be removed from the budget for future years.

Stallholder income was £545 over target, while sponsorship income was £300 below target.

Expenditure

It was agreed (EV/2026/20) that £500 could be transferred from the Entertainment budget to the Equipment Hire budget to enable a Changing Places unit to be hired. The budget for licences should be increased for future years, as these costs are largely outside of our control. Licences are required for music and street trading. The Entertainment budget should remain at its current level for future years. The underspend this year was due to some performances being provided by Newbury Pride.

6 Environmental Impact Assessment
n/a

7 Risk Management (Strategic, Compliance, Financial, Operational, Environmental, Staffing, Political, Societal)

n/a

8 Reference to Council Strategy

6.1.9 - Continue to provide an engaging and inspiring calendar of fun, cultural and festive events throughout the year

9 Reference to Climate Action Plan
n/a

10 Community Engagement Opportunities

Continue to provide an engaging and inspiring calendar of fun, cultural and festive events throughout the year

11 Links to West Berkshire Council Strategies [potential partnership opportunities]
<https://info.westberks.gov.uk/policies>

12 Legislation

13 Officers' Recommendation

To note the report and comment as appropriate.
