

WATFORD TOWN CENTRE EVENTS PROGRAMME 2014/15 OBJECTIVES

- * To launch and draw attention to Watford Town Centre's new public spaces and provide inspiration as to how these spaces might be used by a range of parties in the future
- * To ensure that all events are inclusive, accessible, public facing and designed to aid in developing social cohesion
- * To use events planned to contribute to Watford's place making agenda, helping to "rebrand" and assist in further changing perceptions of the town
- * To deliver events across a wide range of balanced cultural[^] provision
- * To include events designed to respond to landmark local, national and international events
- * To use the events programme to help reach members of the public who wouldn't otherwise access or engage with the arts or other cultural activity
- * To use events to help promote Watford's existing cultural infrastructure of venues and organisations
- * To provide an outlet for the expression of local creativity and talent
- * To further encourage and enhance healthy partnership working across all strands of the town's cultural infrastructure
- * To develop events that have the opportunity to become sustainable (or more sustainable) in terms of public funding resources required in future years
- * To focus on events which are non profit making, and to consider carefully the values and core purpose of any commercial activity included
- * To further develop and test open, transparent and accessible processes for third parties wishing to utilise town centre public spaces
- * To ensure that all events forming part of the published programme adhere to minimum standards in terms of quality assurance
- * To support the Town centre economy, increasing public footfall and dwell times

[^] culture in bullet 4 is used in its widest sense encompassing Food Festivals, Religious Festivals, Sport etc