



# *Dover Festival is here to stay!*

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THE EDITOR

AT THE END of July 1993, three members of the Dover Society, Ken Wraight, Philomena Kennedy and myself met with three members of the Dover Festival Planning Committee, Donna Sowerby of DDC and Gavin Wright and Maggi Waite of Dover Libraries. The purpose of the meeting was to discuss the Dover Festival and to explore ways of improving it in future years.

The Festival Committee had held their 'post-mortem' in the previous week and were able to report that in the second year of the Festival they had attracted greater numbers than in the first year, had broken even financially and were pleased with the success of the Festival. The educational packages in the Festival had been, as in the first year, the most successful events of the two weeks.

It was evident that the results achieved by the hard-working team of organisers in the first two years, as part of their every day work, almost 'on a shoestring', was remarkable and that, due to their efforts, the Dover Festival may now be regarded as an established annual event. It is here to stay!

Having achieved so much in two years, it is up to the population of Dover to recognise that the Festival is part of the annual calendar and to plan accordingly. Its programme of a wide range of concerts, exhibitions, shows, workshops, talks and walks, are planned to suit all tastes.

There is something for everyone and the organisers, while planning mainly for the local population, aim also to attract people from all over Kent and tourists staying in, or passing through, Dover.

There are many aspects to consider. Key events, like the opening and closing concerts particularly, need to attract larger audiences. Publicity and advertisement are crucial, as is the timing of the appearance of Festival programmes and the opening of a local booking office. The Festival Committee want to continue to provide a varied programme, but they also want to explore every possibility of attracting and involving the local community, suggest different local avenues for events, attract more sponsorship and build on the firm basis established in the first two years.

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THE DATES OF NEXT YEAR'S FESTIVAL ARE 21st to 30th MAY.

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