



THE ILMINSTER MIDSUMMER EXPERIENCE

A COMMUNITY CELEBRATION

ORIGINS

- Need for tourism
- Homegrown
- Community involvement
- Summer calendar gap

Community Interest Company

- Formation challenges
- Public awareness
- Volunteers
- Funding

MIDSUMMER EXPERIENCE

- What is it?
- Differentiation
- Art, Drama, and Music
- Historical
- Family fun
- Visitor attraction

THE FIRST YEAR 2008

- Funding
- Sponsorship
- External organisations
- Community response
- Event management

2008 PROGRAMME

- Banners in Town Centre
- Medieval Evening
- Photographic Exhibition
- Flower Arrangements in Minster
- Organ Recital
- Choral Concert
- Theatre Play

2008 PROGRAMME

- Painting Exhibition
- Jazz Concert
- British BBQ Championships
- Sports Taster Day
- Street Market - Food & Crafts

2008 LESSONS LEARNED

- Need more volunteers
- Budget too tight
- Publicity Challenges
- Measurement of success
- More Community involvement
- SSDC Funding

2009 PROGRAMME

- Ego Aethelredus Choral Work
- Film Night at Theatre
- Banners and Pennants
- Flower Exhibition
- Heritage of the Ile Exhibition
- Painting Exhibition

2009 PROGRAMME

- Scarecrow Competition
- Jazz & Swing Concert
- Youth Bands Night
- Dance Taster
- Monmouth Rebellion Parade
- Town Centre Food Court

2009 PROGRAMME

- Garden Tea Party
- Strolling Garage Sale
- Theatre Open Day
- Organ Recital
- Party for Ilminster
- Food Market and Craft Fair
- Classic Car Show
- Songs of Praise

MORE LESSONS

- Funding challenges
- Organisation/licensing
- Sound challenges
- Security/Safety
- Publicity
- Successes
- Challenges



THE ILMINSTER MIDSUMMER EXPERIENCE

J U N E 2 0 0 8



- Plays
- Sports
- Concerts
- Exhibitions
- Medieval Evening

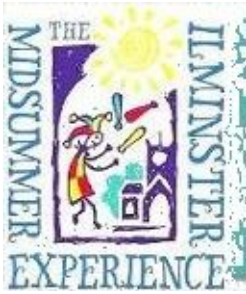


and
THE
BRITISH
BARBECUE
Championships
2008

Visit us at www.experience-ilminster.co.uk

- OPPORTUNITIES
- More Community participation
- New sources of funding
- Finding a place in the Somerset Calendar
- More visitors to Ilminster
- “It’s an Ilminster thing”!





The Ilminster Midsummer Experience

- 2010 WHAT'S NEXT???????????