

Appendix 1

Warwick 1100th Celebrations – Summary of Events

Month	Event	Date	Lead	WDC allocation from existing budgets
March	Concert at Warwick Arts Centre	14th	Warwick School	
	Warwick Half Marathon - Racecourse	23rd	BHF	Events Team Support
April	St Georges Day	19th	WDC/NH/Events	
	Warwick in Myth & History – St Mary's Church Workshops Street Theatre Walking Trail	April - October	Jeff Watkin	£10k from culture (RW)
May	Re-opening TIC drinks	3rd	Unlocking Warwick	
	Lunch/official opening	4 th	Unlocking Warwick	
	Family Open Day	5 th (Bank Hol)	Unlocking Warwick	
	Love Your Local Market Week	14 th – 28th	Sketts/NC	
	Morris Dancers Day of Dance	17th	Morris Ring Pat	Expenses/lunch
	Town Crier Competition	24th	Court Leet Graham Sutherland	
June	Carnival/Fun Day		Lions	
	Freedom Parade: 2nd Battalion The Royal Regiment of Fusiliers	6th	WCC	
	2 Castles Run		Rotary	
	Summer Ball	21 st	Twitter Groups	

	Godiva Town & Castle	21 st or 28 th	Arts/Cultural Services	£10k from Culture (RW)
	Evening Race	tbc	Warwick Racecourse	
July	Commemorative Family Day at Warwick School – stalls, music, cricket, local business involved	5th	Warwick School	Access to St Mary's for extra parking?
	Independents Day		WDC	
	Open Gardens		O/G Committee	
	Thai Festival		Rotary	£2000 (Warwick TCM Budget TBC)
	Folk Festival VIP launch at the Castle producing a CD to sell for charity	Mid July Also celebrating 35 years	F/F Committee	£2000 (JB Budget TBC)
August	Retro Warwick Cars	10th	Matt Phillips	Events Team Support
	Food & Film Festival	Mid-August	Warwick Rocks	Events Team Support
September	Heritage Open Days		WDC	
October	Warwick Words		Warwick Words	
	The Mop			Events/NC support
November	Victorian Evening		WDC	£5000

Other Events

1. Royal Visit – applied for by Castle and Warwick School – combined invite for March/April and Town Council – Sept/Oct
2. St Mary's Church Service for W1100 – involve schools (Moiria)

Other Ideas

1. Support for the market/Market of the Year - Sketts

2. A Warwick Beer produced locally – bottled/barrelled with donation per sale to Mayor's charity – speaking to Slaughterhouse - Nicki
3. WWI commemoration - Jeff/Mair
4. A Charity Walk – Bob Dhillon
5. Photography Competition/Workshops for St George's Day – Antonia Beck /WCC
6. Promotional items to buy – Castle/Ceri-Jam/NC
7. Free passes into Warwick Castle for children – Godiva sleepover/Mair
8. Re-launch the heritage trails – Nicki/Jeff
9. Ambassadors for the town- Students/Moira
10. Sheldon Tapestry at the Market museum - Mair

Publicity - NC

1. A logo to brand everything for W1100 – in progress (Warwick School have their own 1100 logo)
2. A Booklet featuring all events throughout the year (Similar to the WDC Summer Events Guide)
3. A dedicated website & Twitter account - NC
4. Bunting to dress the whole town -NC
5. Posters/ Leaflets
6. Vinyls for empty shop windows
7. Regional advertising – Leamington/Coventry/Rugby/Solihull – billboards & railway stations – NC
8. Wider publicity – Shakespeare's England (DMO)/NC
9. Supporting existing events under the banner of W1100 eg. Folk Festival/Thai Festival – NC
10. Promotional pack for new/start up business? NC/Chamber of Trade