

Report No 8.

Report to the Community & Town Promotion Committee 11 February 2016

Cotswold Hare Trail Summer 2017

1. Background

- 1.1 Last Summer Cirencester ran a very successful Hare Trail around the town. They would now like to expand this for 2017 to include a selection of nearby Cotswold Towns, and have approached us to see if we would like to take part. Contact – Ms Florence Beetlestone, Chair of Hare We Go 2015 Festival, 01285 644354, email shorefr@aol.com
- 1.2 The event would take place between March and September 2017. Hares would be in a Moongazing Style (ie looking upwards towards the moon)
- 1.3 Each Hare is to be pre-ordered by individuals, businesses, organisation or groups who wish to sponsor one, **by August 2016**. Hares range in size from 1ft high to 5 ft, and costs per hare range from £100 to £500 depending on size.
- 1.4 The Festival organisers have contacts for the production and decoration of the hares, though hare sponsors are at liberty to appoint their own artists.
- 1.5 Placements of each hare to be vetted and agreed by the TC.
- 1.6 Further sponsors (Hare Raisers) will be sort to support any additional costs and community groups.
- 1.7 Hares will be auctioned for charity in October 2017. The target will be £100,000 for Winston's Wish, and various historical and archaeological projects. (Winston's Wish supports bereaved children)
- 1.8 Once Hares are in place, people purchase a Hare Passport (example included) which is stamped and dated each time they visit a Hare. It is hoped this would encourage tourists to visit all participating towns in the Cotswold area.

2. Proposal

- 2.1 To accept the invitation to take part in the Cotswolds Hare Trail 2017.
- 2.2 To work with the organisers to promote the event in the town and surrounding area.

3. Financial Implications

- 3.1 There is no requirement for the Town Council to allocate a budget. However, we may want to purchase a Hare, and allocate a budget for promotion of the event.