

Meeting	Community Development Committee
Date	7 th April 2026
Report Title	Alternative Christmas Youth Event Proposal 2026
Agenda Reference	11B
Author	Liz Matthews, Marketing & Events Co Ordinator Jackie Fawcett, Community & Office Administrator

Recommendation: To consider and approve the alternative Christmas Youth Event proposal.

Peter Pan Pantomime – Saturday 12th December 2026

Background

This proposal suggests replacing the traditional free children's Christmas party with a family pantomime performance of Peter Pan delivered by [M&M Theatrical Productions | The UK's No.1 Touring Theatre Company](#). The aim is to offer something new, memorable, and suitable for all ages.

Event Details

- **Show:** M&M's Peter Pan
- **Date:** Saturday 12th December 2026
- **Performances:** Two shows (one calm and inclusive)
- **Length:** 90 minutes including interval
- **Cast:** 4 actors, 13 set changes
- **Cost:** £1,599 for two shows

Reason for Change

Previous children's parties have cost around £600 (venue, entertainment + refreshments). While popular, we feel it is time to refresh the offer and provide a more engaging experience for children and their families together.

Venue Plan

- Proposed venue: **North Swindon Library (agreed)**
- Use the back half of the space
- Stage set near the circular seating area
- Rows of seating extending to the back wall
- A row of bookcases would need to be moved
- Opportunity to create a themed **"wall of books" entrance** to enhance the theatre atmosphere

Cost & Ticketing

With £600 already budgeted for the usual event, the remaining cost to cover would be **£999**.

Our proposed ticket price:

- **Family Ticket (4): £20**
- **Single Ticket: £6.00**

The event will be cost neutral if we sell 100 tickets per show. However there is the space to increase that if demand is high.

Recommendation

We recommend **trialling this new format in 2026**. It provides a fresh festive experience, appeals to whole families, and makes creative use of the local library. We ask that this information remains confidential to safeguard our ideas. We'd also appreciate it if Councillors could keep this event under wraps so when it is marketed later in the year, it will be exciting news our community.