



## INTERNATIONAL AGATHA CHRISTIE FESTIVAL: KEY FACTS

- Agatha Christie Festival Ltd is a charity. **Our aims are to work with partners in South Devon and use the extraordinary power and reach of Christie's reputation to:**
  - **promote engagement and participation in literature and the arts;**
  - **increase tourism, investment and physical regeneration;** and
  - **support work to understand and promote the area's literary and geological heritage.**
- To achieve this, **we:**
  - **stage an annual festival.** This includes high profile speakers on aspects of Christie's rich life and extensive works, and performances of her plays and poetry;
  - **create a series of arts participation and engagement community projects,** eg including young people from a disadvantaged background, older people, people on an alcohol/drug recovery programme, and ex-offenders.
- We have been awarded a project grant by Arts Council England and granted funding by The Linbury Trust. We also receive small amounts of funding from two private trusts.
- The 2020 Festival was held on the Festival's YouTube channel (viewers watched 1000+ hours).
- **The 2021 Festival will run from 11-18 September 2021.**
- **2021 marks the 100th anniversary of the UK book publication of Christie's first novel, *The Mysterious Affair at Styles*, and the debut of her most famous detective Hercule Poirot;**
- **Strategy for 2021 is to:**
  - **develop a strong *Festival Programme* with international appeal** to Agatha Christie's many fans globally and publish the 2021 Festival Brochure before Easter Monday 2021 (5 April 2021), to facilitate early marketing internationally **and attract a large audience of local people and national / international visitors to Torbay:**
    - 2021 guest of honour speaker is a very high profile UK crime fiction writer;
    - 2021 events include the world premiere of a mystery play by Christie.
  - **help local businesses to create a *Festival Fringe* of visitor-friendly events** including theatre / cinema productions, escape rooms, fine dining and murder mystery dining.
  - **develop and co-fund a series of *Festival Projects* with community partners,** aimed at widening participation in the arts by disadvantaged groups;
  - **run various literary and arts competitions,** which offer sponsorship opportunities;
- **Between 1 October and the launch of the 2021 Festival Brochure next Spring:**
  - Regular updates on social media and the Festival's YouTube channel ([www.youtube.com/internationalagathachristiefestival](http://www.youtube.com/internationalagathachristiefestival)), including advertisements for theatre productions, local venues etc;
  - If you have any questions or if your organisation would like to be part of the Festival Fringe, contact Tony Medawar (07976 065558 / [info@iacf-uk.org](mailto:info@iacf-uk.org)).
- **After the launch of the 2021 Festival Brochure:**
  - We will provide marketing materials and regular updates to partners;
  - We will publish the Festival Programme and details of Festival Fringe events, including how to buy tickets, on our website ([www.iacf-uk.org](http://www.iacf-uk.org)), social media ([@AgathaFestival](https://twitter.com/AgathaFestival)).