

Approx. Timings	Shakespeare Birthday Celebrations Procession & Flag Unfurling Ceremony – Saturday 26 April 2025
9:30am	Civic Coffee Reception at the Town Hall – (by invitation only) ;
9:45am - 10:15am	Band entertains assembling crowds at the top of Bridge Street and returns to Sheep Street to lead the VIP procession;
From 10:00am	Mustering commences in the Bancroft Gardens, near the Swan Fountain, where Marshals will be on duty to assemble guests in parade order
10:30am	The town's primary school children gather in Waterside outside the Encore and led by the Air Training Corps Band (ATC), they move off at 10:30am to assemble in upper Bridge Street.
10:35am	Guests parade to flag positions in High Street, Henley Street and the sides of Bridge Street;
10:40am	The WMFS Band will lead the Diplomats, and other principal guests in procession from the Town Hall to Bridge Street for the flag unfurling ceremony.
10:45am	Dignitaries and Diplomats (TBC), led by the Lord Lieutenant, arrive at flag positions in the central column in Bridge Street.
10:46am	'Mr Shakespeare' reaches the arena from the Birthplace, having collected the Quill. He ascends the dais where Amelia Underwood-King serenades him with Happy Birthday. (TBC) The Beadle and Town Criers will chorus "Hip, Hip, Hooray". <i>'Let the Celebrations Begin'</i> Mr Shakespeare holds up the Quill, followed by a fanfare.
11:00am	The Union Flag is unfurled by the Lord Lieutenant. All flags will then be unfurled simultaneously thereafter. The National Anthem will immediately follow
11:04am	Students from King Edward VI School march through the arena from Waterside, and the ATC band leads them to Holy Trinity Church.
11:06am	The primary school children follow behind the KES procession

11:20am	The WMFS Band will accompany the Civic Procession and other guests the church, via High Street, Chapel Street, Church Street and Old Town;
11:28am	The Compere invites spectators, intent on going to church to lay flowers, to join the end of the Procession as it moves into High Street;
11:40am	The Procession passes through Holy Trinity Church, depositing flowers at Shakespeare's grave;
11:50am	The Procession is now over;
From 12 noon	A Champagne Reception at the Shakespeare's Schoolroom and Guildhall, hosted by the Shakespeare Birthplace Trust (by invitation only) The Shakespeare Pragnell Award will be presented this year to its recipient on Friday 25 April at the Royal Shakespeare Theatre.

The document is subject to change and therefore is for information only.