

**Proposed City Council Supported Events Budget/Programme 2016/17**

The following options are suggested for 2016/17.

**Beatrix Potter Anniversary Commemorations - £1,000 (April – September)**

July 28<sup>th</sup> 2016 marks the 150<sup>th</sup> anniversary of the birth of Beatrix Potter. Plans are under way to work in partnership with the House of the Tailor of Gloucester/Beatrix Potter Museum and retailers in the City to mark this, possibly with a small sculpture trail.

**The Queen's birthday - £1,000 (21<sup>st</sup> April)**

Celebrating the 90<sup>th</sup> birthday of Her Majesty Queen Elizabeth II

**Sea Shanty Festival - £2,000 (28<sup>th</sup> – 29<sup>th</sup> May)**

Following on from the success of the 2015 festival, MGL think that it is important to continue this festival annually to establish it in the diary of Sea Shanty Groups and fans. The budget above is not the total budget but the contribution towards it from the City Council. It has already had confirmation from Kings Walk Shopping and the Rene Group of sponsorship. The Sea Shanty Festival will operate along the same lines as the Blues Festival – with bands paid for by each venue, with additional sponsorship and funding paying for bands to perform in the gate streets and a large named band to perform in Kings Square on the main stage. MGL will support the organisers with the planning and fundraising / sponsorship and also assist in marketing the event.

**Armed Forces Day - £2,000 (June 2016)**

An annual contribution to the Armed Forces Day parade and activities to be held within the City.

**SoMAC (Summer of Music, Arts and Culture) - £10,000**

SoMAC will be the new brand for Gloucester Events in the summer of 2016. The aim is to bring all cultural events taking place between July – September under this brand to encourage awareness and cohesion between them all. This is not a new event, but a new marketing campaign that will be followed through the city in the same way as “Believe in Gloucester” and “2015 Our Big Year” was. It is believed that this will help raise the profile and reputation of the City.

**Summer Festival and Park Fun Days - £55,000 (10<sup>th</sup> July – 6<sup>th</sup> August 2016)**

It has been necessary to increase the Summer Festival budget as the previous allocation did not fully reflect the true costs of staging the event.

This series of events is worthwhile in terms of the numbers generated, the involvement of local groups and the feedback received. Therefore, we would like to maintain this figure to ensure that residents have access to a free festival during the summer holidays, although more work needs to be done to ensure value for money in all aspects of these events and with MGL being able to develop the programme, this should be achieved more effectively than previous years.

The breakdown of costs for these events are:

Gloucester Carnival £20,000 (this is being used as match funding for a heritage lottery fund bid)

Rugby in the Park £4,000

Music in the Park £10,000

Fireworks Finale £21,000

### **Three Choirs Festival - £5,000 (£15,000)(23<sup>rd</sup> – 30<sup>th</sup> July 2016)**

The City welcomes the Three Choirs Festival back in 2016 and the contribution of £5,000 each year ensures a bigger and better event each time the festival visits Gloucester.

### **Blues Festival - £2,000 (23<sup>rd</sup> July – 7<sup>th</sup> August 2016)**

This popular music event has been heavily subsidised in the past, however, a modest sponsorship grant of £2,000 was granted in 2012 and has been continued since. It currently delivers a wide range of music acts performing at pubs, indoor and outdoor venues. The money will be spent on the Blues specialist programmer, marketing and marketing materials.

### **Art in the City - £15,000 (30<sup>th</sup> – 31<sup>st</sup> July)**

This new event will be an extension of the successful Paint Jam that took place in 2014, but will also include an artist competition with celebrity judges, art workshops and a varied selection of art demonstrations and exhibitions across the city. It is intended to use this funding as a base to submit an Arts Council bid.

### **Retro Festival £7,500 (27<sup>th</sup> August 2016)**

The Retro Festival will return following the successful launch in 2015. MGL propose to invest more into this weekend event with live music, vintage vehicles, stalls and entertainment in the gate streets. Funding will be used to help support a larger marketing campaign.

### **Gloucester Day Parade - £2,000 (3<sup>rd</sup> September 2016)**

An annual contribution to the Gloucester Day parade and activities that ties into Heritage Open Days and the History Festival.

### **Heritage Open Days + History Festival - £10,000 (3<sup>rd</sup> - 19<sup>th</sup> September 2016)**

Funding to support the City's Heritage Open Days weekend is vital to maintain its national position in terms of number of properties open and events taking place. This is a particularly strong event for Gloucester which draws in visitors from across the country at very little cost as the City benefits from English Heritage's national marketing campaign. The History Festival is growing in strength and popularity and now has a History Festival board, chaired by Richard Graham MP and includes Donna Renney (previous Chief Executive of Cheltenham Festivals and Vice-Chair of the Interim Culture Board).

**Gloucester Style Festival/ Local Media partnership event - £7,500 (October 2016)**

Gloucestershire Media has been leading on the City's Style Festival which takes place in the autumn. The Festival celebrates everything stylish about Gloucester and makes use of a number of venues in the city and champions its shops and other activities to raise the profile and spend in local retailers. MGL intend to work in partnership with Gloucestershire Media to determine the best way to move this event forward in 2016.

**Henry III Festival - £7,500 (29<sup>th</sup> - 30th October 2016)**

It is the 800<sup>th</sup> anniversary of the crowning of Henry III in Gloucester Cathedral. It is proposed to commemorate and celebrate this with a parade through the city, re-enactments of the event, a medieval banquet, schools competitions and a cathedral service. Funding will be used to help support a larger marketing campaign.

**Round Table Fireworks - £2,000 (5<sup>th</sup> November 2016)**

It is proposed to support this annual event to the sum of £2,000 to ensure that this extremely popular Bonfire Night firework spectacular can continue to light up the Docks.

**Christmas Events and Lantern Procession - £12,000 (19<sup>th</sup> November / 1<sup>st</sup> or 8<sup>th</sup> December)**

The lantern procession has become a popular event in the city calendar attracting many visitors from outside of the city. The increase in budget is to increase the pay to local artists, who work with the primary schools on the event. They have remained on the same wage for 6 years now and travel costs and material costs have all increased during this time. This budget also includes the Tree of Light event organised by Gloucester Rotary Club.

**Residents Weekend and Small Business Events - £3,000**

The proposed date for the Residents Weekend is 18<sup>th</sup> – 20<sup>th</sup> March. The event will be supported by MGL with marketing materials, new residents' cards, entertainment in the city centre streets and promotional materials for businesses taking part. It is also proposed that other discount weekends are offered in the early part of the year to encourage trade in the more difficult months for businesses in the city.

## **Tall Ships Festival - £12,500 (27<sup>th</sup> – 29<sup>th</sup> May 2017)**

Planning and booking for the Tall Ships Festival in 2017 starts in 2016 in order to secure the Tall Ships for the festival. Therefore it is necessary to have some funding in advance of the event year, in order to be able to pay deposits.

## **Civic Events**

There is a separate civic events budget of £5200 which covers the cost of Remembrance Sunday, the Annual Civic Service, the Children's Christmas Party and Flying the Flag ahead of Armed Forces Day.