

Gloucester City Council

Meeting:	Cabinet	Date:	8th February 2017
Subject:	Festivals and Events 2017/18 and update on progress 2016/17		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	None		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To seek approval for the proposed events, support and associated budgets during 2016/17 which will see a mix of community, and brand building events across the City that are aligned with City council strategies and which will be co-ordinated by Marketing Gloucester Ltd and others.

2.0 Recommendations

- 2.1 Overview & Scrutiny Committee is asked to, subject to any recommendations it wishes to make to Cabinet, to **NOTE** the contents of the report.
- 2.2 Cabinet is asked to **RESOLVE** that:-
- (1) The 2017/18 programme of Council funded and supported events as set out in Section 3 of the report be approved.
 - (2) The criteria set out in paragraph 5.3 of the report are still relevant and should continue to form the basis of any strategic decision making when planning future events and festivals.

3.0 Background and Key Issues

- 3.1 The 2016/17 events programme for Gloucester held a combination of brand building and community based events being staged either by Marketing Gloucester Limited (MGL) or by our City partners such as the Cathedral or Gloucester Quays.
- 3.2 In 2016 MGL launched the SoMAC brand which brought together over 300 events during the summer and was used to leverage external funding.
- 3.3 Gloucester's cultural offer is growing in scope and importance. A wide range of events are delivered by MGL on behalf of, and financially supported by, the City

Council. Others are delivered by a range of partners, some with City Council sponsorship or support (in cash or kind).

- 3.4 For 2017/18 the funding provided to MGL will be reduced to reflect Council-wide pressures to reduce costs and make savings. To maximise the flexibility available to MGL and to incentivise innovation and flexibility, budgets will not be ring-fenced or earmarked against individual events. Instead, MGL will receive funding to deliver a comprehensive and agreed package of City and civic events in addition to delivering a wide range of services and activities aimed at promoting Gloucester, supporting business, promoting tourism, encouraging inward investment, marketing and income generation. This report seeks agreement on the 2017/18 programme of City events.

3.3 Feedback on the Events Programme 2016/17

3.4 Residents weekend + Business Events £3,000

Aiming to increase the popularity of the Residents Card and celebrating all things local to Gloucester. A weekend promotional event offering discounts and offers from local businesses to residents from the City who sign up for a resident's card. In addition to getting the offers from the businesses and administering these offers into a leaflet, MGL also promote the event through social media, local media, posters, banners, and bollard covers. MGL also provide an entertainment programme over the two weekend days to help create an atmosphere in the City centre. This event and the accompanying Resident's card have been key to attracting match funding through Innovate UK of £100,000

3.5 Sea Shanty Festival £2,000

A range of folk and shanty music which was played in various pubs in Gloucester City Centre. This included a stage and seating in Kings Square. The festival also received sponsorship from Kings Walk for this event. The festival is independently organised but supported by MGL with funding, staff time and marketing.

3.6 Queens Birthday Party Event £2,500

A family fun day in Kings Square. Range of free entertainment for families including face painting, balloon modelling, arts and crafts, fairground stalls, swing boats. Helter-skelter was bought in for £2 a go as the only pay for item. Catering included tea/coffee/cake provided by Cafe 83 and sweets provided by Arthur Price. The event was very popular with the public and attracted a large number of people through the day

3.7 Armed Forces Day £700 (initially £2,000)

Operational military commitments elsewhere prompted the Armed Forces Day Committee to scale back this year's event. Instead, an event will be held on 25th June 2017 including a Drum Head Service, parade and reception at Blackfriars. £700 has been spent in 2016/17 on preparations for the 2017/18 event.

3.8 Beatrix Potter Trail £2,500

A sticker collection trail through the streets of Gloucester supported by 20 different shops and venues. The trail proved to be very successful with approximately 36,000 people taking part in the trail over the summer months. Businesses and museums reported a high footfall and an increase in takings as a result of increased footfall.

3.9 Gloucester International Rhythm and Blues - £2,000

MGL worked on the promotion of the Blues Festival with specialist Blues promoter Tim Porter, who also worked on booking acts into the City. The event closed on the Sunday at Café Rene's outdoor stage which as ever was well attended. The Blues Festival was a regional event with visitors coming mostly from the South West and the South Midlands.

3.10 Three Choirs Festival - £5,000 (£15,000)

The City welcomed back the Three Choirs Festival in 2016 and the contribution of £5,000 each year ensures a bigger and better event each time the festival visits Gloucester. This year more community events were held in other locations across the City, and MGL worked closely with the three choirs organisers to ensure that the festival was promoted more locally than previous years. MGL also organised the civic reception that took place on the opening day for VIP guests. The recommendation is that all funding for the 2019 Three Choirs be assigned to that year's events budget therefore it is not included in the proposals for 2017/18

3.11 Gloucester Carnival £20,000

The carnival procession started in Westgate carpark this year and travelled to Gloucester Park. After the awards were given out entertainment was provided on the stage until 10pm. A carnival artist was recruited to teach local artists skills in making carnival costumes and models – which resulted in improved entries in the procession. This year there were 32 carnival entries, an increase of 5 from 2015. The numbers of people actively participating this year reached 650 with approximately 10,000 people lining the streets

The Carnival Committee also helped to bring in external funding to support the Carnival this year. This allowed many more community groups to be involved as well as a samba band who added a lively element to the procession. This has worked well and includes organisations such as Artshape, GDance, Global Arts in Education (GAINE) as well as keen individuals.

3.12 Music in the Park/Summer Sound - £10,000

Following the carnival in 2016 the music event in the park was initially well attended but then rapidly lost audience due to the stage at the Gloucester Quays food festival competing for audience. More work needs to be done to ensure value for money in all aspects of this event and with MGL being able to develop the programme, this should be achieved more effectively than previous years and ensure no conflicts with other events.

3.13 Cityfest – Park Fun Days - £2,000

MGL provide sponsorship and assistance towards One Church's Cityfest event in Gloucester Park. This is a family fun day with bouncy castles and music. It was very well attended and the start of it combined with the annual 10K race that starts and ends in the park.

3.14 Fireworks - £21,000

A breath-taking firework display set to music in Gloucester Park. Local dance groups opened the show with a variety of dance performances, followed by a choreographed display of LED drumming and an illuminated high wire act. The additional acts were funded with the arts council grant. A bar, catering and acoustic music added to the ambience with audiences of approximately 10,000.

3.15 Rugby in the Park - £4,000

A day of rugby activities and a tournament followed by live music. This was organised by the Old Cryptians rugby 7s team who organised the tournament and provided volunteers.

A section of this budget went towards free motorcycle stunt shows in Gloucester Park and brought in audiences of about 4,000.

3.16 Art in the City - £15,000

A new Weekend festival celebrating all genres of art, the event included an art competition with 60 participants, 20 free art classes taking place in Kings walk, Eastgate Shopping, Gloucester Cathedral, The New Inn, and The Paint Pot in Eastgate street. Art demonstrations and drop in workshops taking place in the Gate Streets and Kimbrose Triangle. Art themed performances, Street artists painting live in Kings Square and art exhibitions in The New Inn, the museum of Gloucester, Gloucester Guildhall, Kings walk, Blackfriars and Eastgate Shopping Centre. This event was supported by an Arts Council grant.

3.17 SoMAC - £10,000

SoMAC was the new umbrella festival that combined all festivals taking place in the City over the summer, including the Blues festival, Three Choirs, a new classical music festival, Art in the City, RetroFestival and the mini folk festival. This budget was mainly spent on the creation of a new website, programmes, marketing and branding which was widely promoted the events throughout the City and further afield.

Supported with funding from Arts Council England a stage was built in Kings Square, artificial lawn and deckchairs and a programme of entertainment was on offer between 11am – 3:30 pm every day. The programme show cased local artists, previews of shows that were coming to Gloucester in the Autumn for the Strike A light and Underground Festivals, and professional artists showcasing the best of their genre. The programme highlighted music, dance, theatre, and spoken word and was aimed at providing cultural performance to the general public, many of whom would never think about buying a ticket for such a performance or see anything like it usually.

3.18 Gloucester Goes Retro - £7500

A display of classic and vintage vehicles in the Gate Streets. Re-enactors and members of the public dressed in retro clothing and a stage featuring live entertainment all day. A retro bar and stalls added to the event. Prizes were awarded for best vehicles and retro outfits.

3.19 Mini Folk Festival - £1,000

A new event for Kings Square utilising the stage provided for the Somac Week and Retro Festival. The event consisted of 5 folk bands performing throughout the day, a lazy lawn, deckchairs, and a bar.

3.20 Gloucester Day - £2,000

An annual contribution to the Gloucester Day parade and activities that ties into Heritage Open Days and the History Festival. Gloucester Day is organised by Alan Myatt but supported by MGL staff and Gloucester Guildhall. The day involves 2 processions through the City centre, one to celebrate the official mayor making of the Mayor of Barton, the second one to celebrate the Gloucester Community. The City is filled with stalls and music performances.

3.21 History Festival & Heritage Open Days - £10,000

The History Festival is co-ordinated under the umbrella of Gloucester History Committee chaired by Richard Graham MP with a number of organising partners involved and Janina Ramirez as President. GUST (run by Donna Renney) organises the event which includes Heritage Open Days, 'City Voices' and Blackfriars Talks.

Gloucester was beaten only by Norwich in the number of Heritage Open Day events it offered, beating Oxford into third place. The Open Days are organised by the Civic Trust and benefit from English Heritage's national marketing campaign.

The week of the 'City Voices' talks, music and activities expanded to reach into new communities across the City. Much of the activity was free and un-ticketed but attendance is estimates at 2,000 people.

The talks at Blackfriars saw an increase in tickets of 122% - 2,257 tickets sold (1,000 in 2015), the majority of sales were to resident card holders but visitors came from further afield and many stayed over.

3.22 Henry III - £7,500

To celebrate the 800th anniversary of the coronation of the boy king in Gloucester Cathedral – a medieval themed procession and coronation re-enactment took place through the City streets and in Gloucester Cathedral, followed by a medieval tournament in the cathedral grounds. The event attracted 10,000 people to watch the parade and 2,700 attended the Cathedral Coronation ceremony. The event

attracted widespread news coverage including a live sofa interview at Points West studios.

3.23 Christmas Lantern Procession & Tree of Light - £12,000

A community event at which 6 schools from across Gloucester partner with 6 artists to make beautiful paper lanterns. These lanterns are then used in a procession through the streets of Gloucester. As the parade passes through, the Christmas Lights are switched on. This event concludes with a free carol service in Gloucester Cathedral. This year the funding was used as match funding to enable Gloucester Guildhall to apply and receive an arts council bid for their Breaking the Ice children's play.

Support in kind was also given for the Tree of Light. Performances around the Tree of Light are organised by the Rotary Club of Gloucester on two Saturdays leading up to Christmas. The two events raise money to support Rotary Club charities and help add to pre-Christmas activity in the City centre through a switch-on event and associated entertainment.

3.24 Strike A Light Festival - £2,000

Sponsorship towards the Strike a Light Festival in April and October which brings a range of artistic performances to Gloucester.

3.25 Round Table Fireworks - £2,000

This event was organised by Gloucester Round Table and received a contribution from GCC towards their costs

3.26 Tall Ships - £12,500

This sum was assigned in order to cover pre-costs associated with Tall Ships 2017. Money spent on promotion to tour operators is already showing a return with 33 coaches booked for next year, additionally performers and ships have been secured for the event in May 2017.

3.27 Style Festival/Local Community event/Contingency (initially £8,500)

The Style Festival did not take place this year so the funding allocated was re-allocated to other events in consultation with the Cabinet Member for Culture and Leisure. The money was distributed between Strike a Light (£2,000 - included in figure above), Scriptorium Project £400, Battle of the Bands £2,000, Beatrix Potter (additional £1,500 – included in figure above) and the Queen's Birthday (additional £1,500). This left £1400 in the budget which has been spent on supporting infrastructure for Christmas activities in King's Square.

3.28 Strategic Impact Assessment

MGL has undertaken an assessment of the impact of the events organised in 2016/17 to assist in considering what events should be supported in future years.

The table below seeks to provide a qualitative assessment of the impact of this year's events against a number of economic, social and strategic criteria. This is designed to provide a more balance judgement. For example the summer fireworks event has a minimal impact on city traders and the local economy but it does support social cohesion and civic pride and is one of the most effective ways of bringing together, for one event, a truly diverse cross section of Gloucester's community. For each category 1 represents the highest score and 5 the lowest.

Event	Economic impact	Social Cohesion	Civic Pride	Strategic importance	TOTAL
SoMAC	1	2	1	1	5
Art in the city/Paintjam	1	2	1	1	5
Gloucester Day	1	1	1	2	5
Tall Ships	1	2	1	1	5
Retro festival	1	3	1	1	6
Henry III festival	2	2	1	1	6
Carnival	2	1	3	1	7
Blues Festival	1	3	2	1	7
Residents/Small Business events	1	3	3	1	7
3 Choirs festival	1	5	2	1	9
Beatrix Potter	1	3	2	3	9
History Fest and HOD's	3	3	2	1	9
Sea Shanty Festival	4	2	2	2	10
Christmas events (inc TOL)	2	2	2	4	10
Local Media community event/Battle of the Bands	3	3	3	3	12
Mini Folk Festival	4	4	3	1	12
Strike a Light Autumn Festival Avant Garde's show Fagin's Twist	4	4	3	1	12
Armed Forces day	5	2	1	5	13
Fireworks	5	1	2	5	13
Queens Birthday	4	2	3	5	14
Cityfest – Park Fun Days	5	1	3	5	14
Rugby in the Park	5	2	3	4	14
Music in the Park/Summer Sound	5	2	4	3	14
Round table fireworks	2	3	5	5	15

The difficulties suffered by the Round Table Fireworks which was widely reported in the media is reflected in the score. The Music in the Park/Summer sound score is low due to timing of the event which coincided with the Gloucester Quays Food Fayre which competed and drew audiences away. Alternatives are proposed for scheduling and programming for 2017. Although Rugby in the Park scored low in the matrix, it is a part of RWC 2015 legacy and is building year on year. It is likely that this could be a self-sustaining event by 2018

3.29 Additional Funding

In addition to the funding available from Gloucester City Council, an additional £100,000 was raised by MGL through fundraising and sponsorship which went towards supporting all the events above. There was additional in kind contribution from a wide range of partners.

3.30 Additional Events

In addition to the events listed above, Marketing Gloucester also organised and/or supported the following events over the year:

Gloucester Quays Spring Fest, Food Festival and Victorian Market
City Centre Themed Markets
Gloucester Beer Festival
English Civil War Procession
Dragon Boat Race
Chaplins Circus
Gloucestershire Pride
Race 4 Life
Gloucester 10K
Classical Music Festival
Jamaican Independence Day
MSB Dance Battle
Sportbeat Festival
Diversity Festival
Gloucester Comedy Festival

3.31 Proposed Options 2017/18 Events Programme supported by Gloucester City Council

The following options are proposed for 2017/18.

3.32 Residents Weekend 31st March – 2nd April

This event is planned to take place a week before Easter, to encourage shoppers to come into the City and take advantage of discounts from local independent businesses over the weekend. There will be entertainment provided in the gate streets and a wide marketing campaign attached to it. It will be used to launch the new GL card

3.33 Tall Ships Festival –27th – 29th May

MGL will be staging Gloucester's fifth Tall Ships Festival at the end of May 2017. They are currently at an advanced stage in negotiations regarding the ships that will be attending and this should be confirmed early in the New Year. Due to the success of the wristbands in 2015, the scheme will be developed to include more

benefits for the 90,000 people attending the event. A fee will be charged for entry in order to break even on expenditure costs. The overall event costs £160,000.

3.34 Sea Shanty Festival 27th – 28th May

This will be the 3rd year that the festival has taken place, it will coincide with the Tall Ships festival. This festival successfully creates an atmosphere in the city centre, extending the feeling from the Docks event and increasing dwell time and spending in city centre venues into the evening.

3.35 Henson Pig Sculpture Trail Launch – 3rd June

Following on from the success of the Scrumpy Trail – it is proposed to run another sculpture trail featuring Henson the Gloucestershire Old Spot Pig. The Royal Three Counties Show are the principal sponsors and the MGL team are working closely with them on all aspects of the trail.

3.36 Cityfest – Park Fun Days 9th July

MGL provide sponsorship and assistance towards One Church's Cityfest event in Gloucester Park. This is a family fun day with bouncy castles and music. It was very well attended and the start of it combined with the annual 10K race that starts and ends in the park.

3.37 SoMAC June-August 2017

It is proposed to repeat and build on the success of last year's Summer of Music Arts and Culture. Support will include marketing and branding for the campaign. Applications are being submitted for additional funding and sponsorship.

3.38 Art in the City 15th – 16th July

It is proposed to bring this successful event back to the City, concentrating on filling the streets with a one day art competition, free art classes, demonstrations, entertainers and live art.

3.39 Rugby in the park 15th July

A significant legacy project from Rugby World Cup 2015 supported by the relationship with Longlevens RFC and Old Cryptians RFC.

3.40 Stunt Shows 22nd – 23rd July

Two motorbike shows were programmed at a very late stage in 2016 to take place in the Park while the funfair was taking place. Despite the short notice and minimal marketing, both events proved very popular with the public. It is proposed to bring more of these types of show to the park and to promote them on a wider scale.

3.41 Carnival – 29th July

Gloucester Carnival is a community procession through the streets of Gloucester attracting over 35 groups and watched by 10,000 people. It also features food stalls, performances, a live music stage and a bar. This funding helps to contribute to match funding for community groups such as Art Shape, G dance and Global Arts, who are submitting funding bids themselves for the event. The funding will also pay for additional training for local artists in carnival arts.

3.42 Music in the park/summer sound

Supporting musical activities throughout the summer, including staging and performances.

3.43 Blues Festival –22nd – 30th July

This popular festival widely benefits the local pubs and cafes who host bands during the trail. The festival has high attendance, increases dwell time in the City and finishes with a very popular outdoor event at Café Rene. The funding pays for a programmer who works with all local venues to bring in performers, and the overall marketing of the programme and website.

3.44 Fireworks 5th August

This traditional event attracts over 10,000 people to Gloucester Park to watch a display provided by the company behind the London Eye fireworks.

3.45 Classical Music Festival/Folk Festival dates tbc

Building on the 2016 free classical music festival, the small amount of funding will help develop this new festival as part of the calendar of Gloucester events. Some of this funding will also be spent on developing a new Folk festival to follow the model of the Blues festival

3.46 Retro Festival 26th August

This popular event is organised by Councillor Colin Organ and supported by MGLin terms of marketing, administration and staff support.

3.47 Gloucester Day 2nd September

Support to Alan Myatt to organise the event and assist with equipment and entertainment in addition to staff and additional equipment support from MGL.

3.48 Christmas lantern procession and tree of light 19th November

This annual event involves 6 local artists who work with 6 primary schools creating lanterns based on a theme. The lanterns are then processed through the City centre as the lights come on above them as they pass.

3.49 Gloucester Comedy Festival dates TBC

A contribution to the organiser of this new and ground breaking festival bringing acts from Edinburgh and Cambridge Footlights to Gloucester.

3.50 New Large Scale event for non-Tall Ships Year

Aiming to bring a new Leisure and Adventure show to replicate the success of the Gloucester Tall Ships event in the alternate years to Tall Ships. The new event is intended to be a revenue stream which will supplement MGL activities.

3.51 Local Media/Community event BiG

Supporting events promoting Believe in Gloucester campaign.

3.52 Events to be funded directly by Gloucester City Council

The events listed above will be commissioned from MGL by Gloucester City Council. In addition, the City Council will directly fund the following events/festivals

<u>Event</u>	<u>Contribution</u>
History Festival/Heritage Open Days	£ 10,000
Armed Forces Day	£ 1,000
Three Choirs Festival	£ 5,000

3.53 Approval of the proposed events programme will enable the Council to be clear about what it can and will achieve over the coming year. Setting a clear strategy at this point will enable us to maximise the benefits from the events programme and maintain focus and clarity.

3.54 The Civic Events Programme is planned and funded separately.

4.0 Alternative Options Considered

4.1 The report assesses the impact of the 2016/17 City Events Programme and proposes a Programme for 2017/18 which ensures a continuous series of activities throughout the year. Councillors may wish to consider whether support should be withdrawn from the events with least impact and whether successful existing events should receive further support, whether a contingency fund should be established or whether new events should be commissioned for the year ahead.

5.0 Reasons for Recommendations

5.1 The events set out in paragraphs 3.31 to 3.51 are planned to span the majority of 2017/18 to ensure that the City is animated through the year. This will, in turn, increase visitor numbers and spend into the City whilst also being attractive to our residents.

5.2 The proposed events set out in Section 3 will also be complementary to those being created or staged by our partners to ensure that we have a diverse annual events programme.

5.3 Cabinet considered a report in March 2010 proposing that a more strategic approach should be taken to supporting festivals in future years. The following approach was proposed which is still relevant for 2017 onwards:

- A strong Christmas offering
- At least one, ideally more, large scale 'signature'/brand building events
- Events that bring many visitors into the City from a wide catchment area
- A cycle of major events (not the same one each year)
- Events that celebrate and bring life to Gloucester's rich history
- A broad range of events appealing to all communities
- Events that foster civic pride in Gloucester

6.0 Future Work and Conclusions

6.1 Subject to Cabinet approval, MGL will progress this programme of events with partners.

6.2 MGL has developed a longer term events strategy to improve with forward planning as outlined in the five year business plan.

7.0 Financial Implications

7.1 Funding to Marketing Gloucester Limited from Gloucester City Council in 2016/17 was £464,000

7.2 In 2017/18 this figure will reduce to £348,000. This reduction represents a £100,000 budget savings requirement and a reduction of £16,000 in respect of events which will be directly funded by the City Council (see paragraph 3.51 above).

7.2 In 2018/19 the figure will reduce by a further £100,000 to £248,000 as part of the Council's savings plan.

7.2 These funding allocations are in line with Council Money Plan for approval by Council in February 2017.

(Financial Services have been consulted in the preparation this report.)

8.0 Legal Implications

8.1 The City Council will enter into an agreement with MGL for the delivery of the festivals and events set out in this report. Although MGL is a private limited company the City Council can effectively 'passport' the delivery of these services to the company without undertaking a procurement exercise because the company is wholly owned by the City Council (Regulation 12 Public Contracts Regulations 2015).

(Legal Services have been consulted in the preparation this report.)

9.0 Risk & Opportunity Management Implications

9.1 No high scoring risks identified.

10.0 People Impact Assessment (PIA):

- 10.1 By delivering the proposed programme of festivals and events, the City Council will work with a broad range of partners to deliver a programme that is available and accessible to all of our community.
- 10.2 The Carnival Committee already exists which was designed to get a greater proportion of community involved in designing and taking part in the Summer Festival. Active partners include Artshape, GDance and GAINÉ (Gloucester Arts in Education).
- 10.3 All events are free to enter or have a small charge and take place in a range of locations around the City. The events are also attractive to a broad spectrum of ages through the detailed programming of specific activities within each event.
- 10.4 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

11.0 Other Corporate Implications

Community Safety

- 11.1 Events that bring people together, particularly at night time create a healthy vibrant evening economy that brings with it a view that places are safer.

Sustainability

- 11.2 As part of its commitment to sustainability and the RWC2015 bid, the Cultural Services team and MGL are working towards BS ISO 20121 (Event Sustainability).

Staffing & Trade Union

- 11.3 Funding for staffing additional hours will be built into the costs of each event.

Background Documents: None