

Proposed Schedule of Council-funded Festival & Event Activities in 2018/19

1. Strike A Light Festival: 21 – 27 March and October (dates for the latter TBC)

A contemporary performance festival organised by Strike A Light (ref Festivals & Events (F&E) Report paragraph 3.4.4).

MGL will provide promotional support for SAL's year-round programme, including the two-part SAL Festival.

2. Residents' Weekend: 6 – 8 April

Annual event organised and promoted by MGL (ref. Appendix 1 paragraph 1).

MGL will also lead and provide promotional support for the launch of the 'EngageInGloucester' Volunteer Makers website (ref F&E Report paragraph 3.7), currently scheduled to happen during Residents' Weekend.

3. 1100th Anniversary of the death of Aethelflaed: 8 – 10 June

Events and activities developed by the Festivals & Events steering group to celebrate the life and achievements of Aethelflaed, daughter of Alfred the Great, (ref F&E Report paragraph 3.4.1).

MGL will: produce events and activities that help to deliver the steering group's agreed narratives and outcomes for the Aethelflaed programme; fundraise for these events and activities; create a marketing plan and promote the Anniversary festival and the steering group's Aethelflaed programme; and take part in the steering group's evaluation activities.

4. Summer of Music, Arts & Culture (SoMAC) June – August

The third year of the MGL-initiated umbrella brand for all festivals taking place in the city over the summer (ref appendix 1 paragraph 6).

MGL will programme Art in the City activities on the weekend of 14 – 15 July from sponsorship and will support marketing and branding for the SoMAC festival. City council funding will be primarily used to develop and support Kings Jam / Urban weekender activities which form part of SoMAC with MGL collaborating closely with partners to maximise the impact of the programme. Whilst the Festivals and Events review has not yet been published, we are aware that these events are a recommended area of growth, not least from

the recently announced partnership with the Roundhouse which is working with and supporting our young people.

5. Commemorating the RAF Centenary in Gloucester

Weekend of city centre activities for all ages, organised by the RAF 100 Project Team Leader for RAFA Gloucester.

Gloucester City Council to make £1k contribution towards the costs of this event.

6. 375th Anniversary of the lifting of the Siege of Gloucester: 1 – 16 Sept
Events and activities developed by the Festivals & Events steering group to celebrate the lifting of the Siege of Gloucester (ref paragraph 3.7).

MGL will: produce events and activities that help to deliver the steering group's agreed narratives and outcomes for the Siege programme: fundraise for these events and activities; promote the Siege festival and the steering group's Siege programme; and take part in the steering group's evaluation activities.

7. Gloucester History Festival

Annual event organised and promoted by Gloucester History Trust (ref Appendix 1 paragraph 23) with a £10k contribution from the City Council and supported by Great Place funding. It starts with Gloucester Day, includes the Heritage Open Days organised by the Civic Trust, the week long programme of City Voices where local communities get involved to celebrate their history and a nine day programme of talks at Blackfriars.

MGL will provide promotional support.

8. Stunt Shows: 22 and 28 July

A range of circus-themed stunt activities in Gloucester Park, building on the stunt shows MGL staged at short notice in 2017. Once again, these will take place when the funfair is on.

MGL will produce and promote the event, targeting a wider audience than last year.

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9. Gloucester Carnival: 21 July

Annual long-standing event (ref appendix 1 paragraph 10).

MGL will lead the Carnival Committee to organise this event and give some of its Council funding to community groups, to be used as match funding for bids to develop Carnival activities and train local artists in carnival arts. Other MGL support will include: licencing; stewarding; promotion; organising the Civic Bus; and police liaison.

10. Gloucester International Rhythm and Blues Festival: 28th July – 4 Aug

Annual event (ref Appendix 1 paragraph 12).

MGL will provide funding for the programmer; print programmes; and promote the event via social media and the MGL website.

11. Fireworks: 4 August

An annual event that attracts over 10,000 people to Gloucester Park (ref Appendix 1 paragraph 13).

MGL will procure the firework display and organise/ promote this event.

12. Gloucester Goes Retro: 25 August

Popular annual event organised by Councillor Colin Organ (ref Appendix 1 paragraph 15).

MGL will provide promotional, administrative and event organisation/ delivery support.

13. Gloucester Day: 1 September

Annual event organised by Alan Myatt (ref appendix 1 paragraph 16).

MGL will assist with event organisation and delivery, and provide entertainment, equipment.

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14. Christmas Lantern Procession: 18 November, and Tree of Light Celebrations 24 November and 8 December

Annual events organised respectively by MGL and the Rotary Club of Gloucester (ref appendix 1 paragraph 17).

MGL will also promote both events and provide the Tree of Light stage.

15. Local Media/Community event BiG

Sponsorship of the Believe in Gloucester awards, jointly with the City Council (ref Appendix 1 paragraph 20).

16. Three Choirs Festival

The Council will set aside £5,000 as an annual contribution towards the development of this annual touring festival, helping to ensure it is bigger and better each time it visits Gloucester.

17. Development Activities

As a member of the Great Place (Strand 6) Festivals & Events steering group (ref F&E Report paragraph 3.3), MGL will work with Gloucester Culture to develop and implement an action plan that responds to recommendations in the FEI report on major festivals and events in Gloucester (ref F&E Report paragraph 3.3). This work will include planning for Tall Ships 2019.