

Meeting:	Overview and Scrutiny Committee	Date:	31 January 2022
	Cabinet		9 February 2022
Subject:	Events and Festivals Report on 2021 & Plan for 2022-23		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	Yes
Contact Officer:	Philip Walker, Head of Cultural Services		
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Appendices:	A. Review of Festivals and Events activity 2021		
	B. Proposed Civic and Cultural Events & Festivals 2022		

1.0 Purpose of Report

- 1.1 To provide a Review of Festivals and Events activity 2021 (Appendix A)
- 1.2 To provide the Proposed Civic and Cultural Events & Festivals 2022 (Appendix B)

2.0 Recommendations

- 2.1 Overview and Scrutiny Committee is asked to consider the information contained in the report and make any recommendations to the Cabinet.

2.2 Cabinet is asked to **RESOLVE** that

- (1) Approval is given to the proposed civic events programme for 2022 set out in the table 1 Appendix B to be managed by the city council Cultural Services team.
- (2) Approval is given to support key city festivals and events programme 2022 as set out in table 2 Appendix B.

3.0 Background and Key Issues

3.1 Review of the Festivals and Events activity 2021-22

As a direct consequence of the covid-19 pandemic resulting in a national lockdown in the UK, all mass-participation events in the UK were either cancelled or postponed from January until end June 2021. From July, some events began to return to Gloucester, although events taking place prior to 19 July were not viable to be run in the usual way. Some of the civic events were also prevented from taking place or proceeded with covid-safe measures in effect. Many other events planned by third-party event and festival organisers and community groups were postponed for 2021 or cancelled including the scheduled Tall Ships Festival which has since been rescheduled for the June Jubilee weekend in 2022. Considering the challenging circumstances, the city enjoyed a varied and inclusive cultural

programme throughout the year including a new winter light festival. (See Appendix A for a full review of the festivals and events which went ahead in 2021).

3.2 New activity and commissions

3.2.1 A new funding scheme has been introduced for 2022 to better manage the funding application process. Event organisers are required to submit an application to be considered for event funding and to measure the outcomes of the events against our eligibility against Cultural Strategy Criteria.

3.2.2 Outdoor Event Fund

This funding comes from the core event budget and can be applied for in September of each year for events taking place the following financial year. The applications are scored against funding criteria and are assessed by a panel of staff from GCC and GCT.

Applications received and proposed for 2022 are:

Gloucester History Festival	£5,000
City Voices (new)	£5,000
Kings Jam	£15,000
60 th anniversary of Jamaican Independence day & Tredworth Street party (new/expanded)	£10,000
The Take Over (new)	£5,000

3.2.3 New Projects and Commission fund

This fund of £30,000 is designed to endorse projects and enable applicants to leverage in income from other sources. Grants awarded are conditional on the project securing its expected income from other sources. The aim is to encourage new ambitious work to be created in Gloucester and develop capacity and skills in event production. The criteria includes bringing national and international artists to the city, supporting local artists and producers, employment and engagement with local communities and businesses and training opportunities for young people.

Applications can be submitted from January – February and July - August.

The grants will range from £5,000 - £10,000 but applicants must demonstrate that funding provided by the council will be at most 50% match funding for the overall budget for the event.

3.2.4 Creation fund

Gloucester Culture Trust is distributing £10,000 of funds via its Creation Fund, which aims to support exciting cultural projects and ideas that benefit city residents before the end of March 2022. Grants of up to £2,000 are being offered. Over the past few months, the Culture Trust has been promoting the fund to possible applicants and has had many enquiries to date. The application process has been designed to be as 'light-touch' as possible and decisions regarding applications will be made by a panel of three staff from Gloucester Culture Trust. All applicants (whether successful or not) will be offered feedback and will be encouraged to participate in Jolt's educational programme.

3.2.5 Bright Nights Festival

This new event for the city included the following newly commissioned artworks:

Scintillated Birch Forest
Breathing Room
Windows Through Time
Lumino
Lantern Parade

The festival started with £40,000 from the city council core events budget and has leveraged a further £100,000 including a successful arts council bid for £42,000 to enable additional activity to take place between January and March 2022.

3.2.5 The Queen's Platinum Jubilee

There will be a planned beacon lighting on Robinswood Hill on 2nd June that is part of an international celebration of 70 years of the reign of the Queen. Funds for communities to participate in the festivities are available from Sport England, National Lottery Heritage Fund, Arts Council England and UK Community Foundations in support of activity.

3.3 Budget for Festivals and events

3.3.1 The budget of £210,000 allocated to the support of festivals and events in 2022 will be used to ensure that as much planned activity as possible could be delivered safely and that artists and organisations are supported ensuring that Gloucester communities across the city benefit from the investment into the festivals and events programme. Events that were successfully delivered in 2021 can be found in Appendix A.

3.4 Event income 2021 and 2022

3.4.1 The team facilitated approximately 70 events in our outdoor spaces this year, including: major festivals such as Pride in Gloucestershire, Race for Life and Kings Jam Festival; smaller community events such as a theatre performance in Barnwood Arboretum, the Santa Fun Run; and promotional stands and information vehicles including the launch of the Gloucestershire Constabulary Drink Drug Campaign. The total gross income is to date £18,113.75

3.4.2 Due to the pandemic, there were over 30 cancellations and additional event enquiries which were not able to go ahead. This resulted in missing out on at least £10,000 gross income that would have ensured that the income target was met.

3.4.3 Gloucester Park is still the key location for events, although the team have been promoting other event sites to host additional activity, such as the Greyfriars Bowling Green which was hired out for some Circus performances in the summer with Strike A Light.

3.4.4 An income target of £35,000 has been set for 2022-23 which is an increase of £5,000. The festival and events team will be seeking to drive additional income in future from a combination of sponsorship deals, ticket income through sales and donations (pay what you think) in order to drive a better return on investment into this area.

3.4.4 Film Office

3.4.41 The film office assisted 12 film productions in Gloucester this year, including both TV and high-end production. The total gross income was £2,925.00.

3.4.42 Film Gloucester has launched online with a website and social media presence, which currently has a total audience of 600, with engagement increasing every month – this has resulted in more filming enquiries reaching the team directly and finding our services easily online, as well as promoting a film-friendly City, and all of the locations on offer and previous productions that have been filmed here.

3.4.43 The locations database has grown to 18 official locations registered, and more in the process of signing up. We have also assisted these locations to register on Creative England, who are the first port of call for productions wanting to film in England outside of London.

3.4.44 Film Gloucester has become a Filming in England partner with Creative England, and has also joined their Emerging Film Offices Cohort, which includes quarterly training sessions with other emerging film offices, to help develop the filming offer.

3.4.45 The film office also became a member of the Film Offices:UK group which includes a range of film offices across the UK and is an opportunity to share best practice, stay up to date with new guidance and build connections in the industry.

3.4.46 The film office is in the process of finalising a development plan to include a focus on building a professional and informed service for all film enquiries; attracting and encouraging more production in the City; growing economic impact of film in Gloucester; and promoting & raising the profile of film tourism.

3.4.5 Harry Potter - 20-year anniversary campaign

This campaign celebrated the Harry Potter filming in Gloucester and the benefits of film tourism for the local area. It consisted of multiple articles on the scenes filmed in Gloucester for the Harry Potter series, a photo competition, a listicle article encouraging dwell time from film tourists in the City, and a tik tok video to help reach a wider audience. This was all promoted organically with no spend, and had 70,637 impressions, 140,000 reach, 4117 engagement, and 500 page views on the articles.

Film Gloucester also secured a feature in a national article via Filming in England, highlighting some of the top UK film locations featured in Harry Potter.

3.5 City-wide co-ordination

3.5.1 The city-wide strategic events group resumed in the summer – this group consists of the main events and festival producers and organisations. The aim of the group was to agree the overall direction of programme and explore opportunities and collaborate to maximise the offer and where relevant and beneficial, pool funds and resources to create greater impact from city events. This consisted of representatives of Gloucester Quays,

the Gloucester Business Improvement District (BID), Gloucester Cathedral and Gloucester Culture Trust and was convened by Gloucester City Council.

Events and Tourism Forum

3.5.2 This group meets every two months and is convened by the Festival and Events Manager and Tourism and Destination Marketing Manager. The group consists of event and festival organisers from across the city and aims to inform all participants of the opportunities that are offered for promoting their events, up to date best practice and guidance and to inform all of the planned event programmes each member is working on.

Gloucestershire Event Organisers Group

3.5.3 This group, convened by GCC is attended by event and licensing officers from Cheltenham, Tewkesbury, Stroud and Cirencester. It aims to share best practice and guidance, to benchmark and coordinate responses to external event organisers and network.

3.6 Visitor Economy and Cultural Recovery

The economic impact of the pandemic upon many of the businesses that have previously supported the events through sponsorship and in-kind support means that there will be fewer organisations able to contribute financially to supporting the programme. However, it is also recognised that festivals and events are a driver of footfall that support the economic recovery of cities such as Gloucester.

Gloucester Goes Retro surveys indicated that 78% of attendees visited the city for the event. Footfall through Eastgate Shopping centre increased by 42.5% from the previous Saturday and Gloucester Quays reported an increase of 18% from the previous week.

The Bright Nights Festival attracted 17,000 into the city centre over 11 days in November. It is anticipated that this number will be matched in Phase Two in February.

3.7 Civic Events 2022

There is a Civic Events budget of £5,000 allocated to support the annual programme of civic events in 2022. This will include the Queen's Platinum Jubilee Beacon Lighting event on Robinswood Hill on 2 June.

3.8 Gloucester Carnival

The city council is committed to the ongoing support and development of these events for the city. The previous independent carnival arts partnership have not applied for funding for the carnival in 2022. However, a funding application has been put forward to support a carnival type parade which would link into the Tredworth Street party and Jamaican Independence Day in the park. It is proposed that this event is supported and could grow into a much more organic style carnival event in the future. Replacing the traditional parade through the gate streets and breathing new life and sense of ownership from the communities in the city including year-round carnival arts workshops.

3.9 Kings Square Programme and Launch events

3.9.1 In the interim period before a management company is appointed to manage Kings Square, a programming steering group has been set up convened by GCC comprising of the following partners, GCC representatives, Reef, Kings Walk, University of Gloucestershire and Gloucester Culture Trust. The aim is to decide on a programme of events in the square from Easter until September and to work on finding funding for this to be realised.

3.9.2 The draft calendar for events for Kings Square is displayed below:

March 2022 onwards	Fountain /soundtrack collaboration Set show times daily - tbc	The Music Works have been commissioned to create a soundtrack that will work with the fountain and light displays. Outdoor speakers required to be attached in square.
April 2022	Architects of Air Luminarium	10 days over Easter Holidays – large inflatable artwork that people can enter. Charged entry.
May 2022	Official Launch Event	2 days of activity to engage Gloucester residents with a combination of music, water, lights and performance to launch the ongoing programme to animate the Square – marking 50 yrs since the Square was last completed and opened in 1972.
June 2022	Unboxed Festival – Tour De Moon	A national touring event that embraces science and technology, including a cinema, recording studio, a spinning moon and programme of community engagement.
July 2022	The Take Over	The Music Works will deliver a new music festival for young people with different genres from Kings Jam.
August	Gloucester Goes Retro	Return of the city’s unique classic car and vintage retro festival – with entertainment for all.
Sept 2022 – March 2023 and onwards (reviewed in early 2023)	Kings Square Programme Fund	GCC will manage an application process and provide match funding for cultural performances in the square as standalone events. More events are being investigated to ensure a programme will take place to animate the square.

3.9.3 The programme group have appointed a creative producer who has spoken to all partners and has presented their proposal for the launch event and various options for the budget. An Arts Council application will be applied for to enable this event to showcase Gloucester and the newly created square.

3.10 Festivals and Events budget for 2022-23

The anticipated revenue budget for the delivery of the 2022/23 city events programme is £210,000. The delivery costs of the programme are higher than this budget, however, with a mixed-model of public investment and private sponsorship, careful business-planning, strategic commissioning, exploiting commercial opportunities and working collaboratively across the city and beyond an ambitious city events programme is still achievable. This budget will be managed by the Cultural Development team and will include an income target to meet to off-set costs. A further £5,000 is set for the Civic Events programme.

The budget is divided into the thematic areas of festivals and events that relate to Heritage, Community, Music, New Commissions and events (including Kings Square launch).

4.0 Social Value Considerations

4.1 Applicants for funding will need to demonstrate how their festival or event delivers the social value outcomes. Local businesses are used as contractors and suppliers for events as much as possible. Only bringing in external companies if the work is specialist, if local companies are unavailable or there is a quality concern.

5.0 Environmental Implications

5.1 The environmental impact of festivals and events will become a key consideration of decision-making of which events and festivals to support in the city. There is an aspiration for the city to be net carbon neutral and so the Festivals and Events that take place in the city will need to work towards this common goal.

5.2 In order to hold festivals and events accountable to these environmental sustainability targets, organisers will be expected to demonstrate clear policies and procedures and commitment towards sustainability. This will be a condition of future funding issued by the city council to any festival or event organiser and the Evaluation Criteria for funding from the city council for events currently asks how the event considers the impact on the environment.

5.3 Internally steps are being taken to reduce the impact of events on the environment, everything from replacing plastic cable ties for signs with reusable string, assessing catering cartons and cutlery before contracting to reducing the need for generators as much as is practicable

6.0 Alternative Options Considered

6.1 None.

7.0 Reasons for Recommendations

7.1 This approach builds on the strengths of the festivals and programme in the city, whilst introducing new opportunities for the city to strengthen partnerships and continue to raise its profile in line with the ambitions of the Cultural Strategy.

8.0 Future Work and Conclusions

8.1 The programme of events will be reviewed on an annual basis (January - March 2022 to review the 2021 programme) and a sample of the individual festivals and events will be evaluated using the evaluation framework.

9.0 Financial Implications

9.1 The main events programme detailed above is financed from the council's Festivals and Events budget allocation of £210,000 and external fundraising as outlined in Appendix B.

9.2 Any shortfall in the external fundraising would lead to a budget pressure.

10.0 Legal Implications

10.1 The delivery of this programme by the Council through outside bodies or in collaboration with outside bodies will need to ensure compliance with relevant legislative requirements and the Council's Contract Rules.

11.0 Risk & Opportunity Management Implications

11.1 Risk 1 – Covid restrictions continue to be in place during 2022 may result in further festival and event cancellations. Mitigation – all festival and events planned for 2022 need to have contingency measures in place and have options to present with/without covid restrictions on numbers and type of activity.

Risk 2 – financial support of festivals from third parties – eg. sponsorship is reduced which may put some festivals viability in question. – Mitigation the Festival and Events officer will scrutinise business plans for all festivals and events to ensure that there are adequate contingency plans in place.

12.0 People Impact Assessment (PIA) and Safeguarding:

12.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

13.0 Community Safety Implications

13.1 Events and Festivals follow a robust process via the Safety Advisory Group (SAG) meetings and following advice and permitted activity agreed at the point of issuing site permissions. SAG meetings are co-ordinated by the city council and are multi-agency meetings that challenge the organisers to produce effective plans that mitigate risks and ensure safety measures are considered, planned for and implemented.

14.0 Staffing & Trade Union Implications

14.1 None arising directly from this report.

15.0 Background Documents: [Gloucester's Cultural Vision and Strategy 2021-2026](#)
[gloucester-cultural-vision-and-strategy-gct-gcc-min.pdf](#)