

# Gloucester City Council

<b>Meeting:</b>	<b>Cabinet</b>	<b>Date:</b>	<b>28<sup>th</sup> January 2015</b>
<b>Subject:</b>	<b>Festivals and Events 2013/14 and update on progress 2015/16</b>		
<b>Report Of:</b>	<b>Cabinet Member for Regeneration and Culture</b>		
<b>Wards Affected:</b>	<b>All</b>		
<b>Key Decision:</b>	<b>No</b>	<b>Budget/Policy Framework:</b>	<b>No</b>
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<b>Appendices:</b>	<b>None</b>		

## FOR GENERAL RELEASE

### 1.0 Purpose of Report

- 1.1 To seek approval for a programme of events, support and associated budgets during 2015/16 which will see a mix of community, brand building and RWC2015 events across the city that will be co-ordinated by Marketing Gloucester Ltd.
- 1.2 The decision on which programme is funded will affect the delivery of either the Summer Festival or the events surrounding the RWC2015 activity.

### 2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that, **subject to the approval of the budget proposals for 2015/16**, either:-

- (1) The 2015/16 programme of Council funded and supported events as set out in Section 3.29 of the report be approved.

**OR**

- (2) The alternative programme of Council funded and supported events as set out in Section 4.2 of the report be approved.

### 3.0 Background and Key Issues

- 3.1 The 2014 events programme for Gloucester held a combination of brand building and community based events being staged by either the City Council, through Marketing Gloucester or by our city partners such as the Cathedral or Gloucester Quays.

3.2 After the City Council co-ordinated Summer In Gloucester events ended, the process, approved in 2013 for central event co-ordination under Marketing Gloucester Ltd, began.

3.3 The events programme for 2015-16 was provisionally approved in the previous event report of 2013 and will be delivered by Marketing Gloucester in 2015-16 onwards.

3.4 The programme of activities for 2015/16 will vary from the standard calendar somewhat in order to maximise the potential for the RWC2015 and associated events activity.

### **3.5 Feedback on the Events Programme 2014/15**

#### **3.6 Gloucester International Rhythm and Blues - £2,000**

3.6.1 Marketing Gloucester (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 more of a regional event with visitors coming mostly from the South West and South Midlands.

#### **3.7 Summer Festival – Gloucester Park - £40,000**

3.7.1 The two week Summer Festival was launched to coincide with the summer holidays and began with Summer Sound, a music festival which due to bad weather had to be re-located at the last minute, but was popular nonetheless.

3.7.2 Gloucester Carnival was held on the second weekend and processed from the Park to the Cathedral, with the awards being given out at a separate ceremony to help the event run more smoothly. 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.

3.7.3 The traditional Family Day was led by One Church and built on their successful FunFest held at Robinswood Hill. This meant GCC were able to support the event with infrastructure, but the activities were led by a 3<sup>rd</sup> party. The event was a great success and we hope to include it in the programme for future years.

3.7.4 The Firework Finale officially marked the close of the Summer Festival. Thankfully, the weather was dry, so thousands of people were able to enjoy the stunning display by Titanium Fireworks, the same company used to light up the sky at the London Eye fireworks.

3.7.5 Feedback was sought through an online survey, comments received through social media and via the local newspaper.

3.7.6 The feedback reports are available to view if requested, but it will be used to ensure that the events in 2015-16 become bigger and better.

### **3.8 Paint Jam - £18,000**

- 3.8.1 This event was organised by MGL and the GCC Guildhall team. Funding was provided from the Shop Gloucester funds, Gloucestershire County Council Healthy Living grants and sponsorship from Aviva.
- 3.8.2 The city centre was filled with over 80 street and dance artists over August 2<sup>nd</sup> and 3<sup>rd</sup> 2014. Local buildings were painted and over 200 plywood boards were put up in Kings Square and Gloucester Park. Street and dance artists came from all over the country to join in on the event.
- 3.8.3 During this weekend, footfall in Kings Square increased by 10,000 people compared to the same time in 2013 - total footfall figures for the weekend were 48,000, which shows what a success the fledgling event was.
- 3.8.4 It is proposed to build on this event for the future in the hope it can become a key part of the annual city events programme.

### **3.9 Crucible 2 - £25,000**

- 3.9.1 Following the successful Crucible Exhibition in 2010, the Cathedral team has worked hard with Gallery Pangolin to design and curate another inspirational event.
- 3.9.2 Throughout September and October, the Cathedral saw visitor figures increase dramatically and after achieving attendance of approximately 136,000 in 2010, the final figures for Crucible 2 are likely to exceed this.

### **3.10 Gloucester History Festival/ Heritage Open Days - £22,000**

- 3.10.1 2014 saw the 4<sup>th</sup> Gloucester History Festival, organised by Marketing Gloucester. The festival started with Gloucester Day, organised by Alan Myatt, the Town Crier, which included Morris Dancing and a small Pipe and Tabor festival.
- 3.10.2 This event was more popular than ever with stalls lining the city centre streets to complement the large parade.
- 3.10.3 The Civil War Society were brought in to deliver re-enactment and additionally recreated a battle on the Sunday in Alney Island.
- 3.10.4 The two weeks that followed were filled with historic talks, guided tours and the Heritage Open Days programme. There was an event based around WW1 held in Kings Square, organised by the BBC which added to the festival atmosphere. The festival was attended by an estimated 10,000 people and continues to grow in popularity, attracting many visitors into the city for the duration of the event.

### **3.11 Round Table Fireworks - £2,000**

- 3.11.1 The Round Table firework event at Gloucester Docks has evolved into a great event for the City. Although numbers have sometimes been dictated by the weather the event has the potential to draw in very large crowds. The Round

Table charity has over the years developed the expertise and marshalling infrastructure to deliver a very professional paid entry event.

- 3.11.2 A modest sponsorship contribution was made and as in previous years the Council made arrangements with the organisers for parking and firework launching sites.

### **3.12 Style Festival - £15,000**

- 3.12.1 After a successful 2013 programme of events, the Style Festival built on what it had done previously, and although some attendance was down on previous years, the quality of the events was higher and the organisers are already working on improvements for 2015.

### **3.13 Christmas 2014 - £10,000**

- 3.13.1 The Christmas Light switch-on took place on the 16<sup>th</sup> November to the theme of "We Three Kings". The procession by 6 local primary schools looked spectacular in both the Gate Streets and in the Cathedral. This was supported by a street market organised by GCCCP. Local people lined the streets to get a view of the procession and the switching on of the lights.

- 3.13.2 Feedback on footfall for the event was provided by Kings Walk and Eastgate Shopping Centres:

'On Sunday 16<sup>th</sup> November 2014 we saw 20,260 people visit the centre compared to 16,695 the Sunday before, that's a 19% uplift. On Sunday 17<sup>th</sup> Nov 2013, we only saw 8535, so that's a 137% increase.' Kings Walk Shopping Centre.

'We were 11.58% up on the same Sunday last year, 14,271 visitors this year v 12,790 visitors last year.' Eastgate Shopping Centre.

- 3.13.3 The tree of light event took place on Thursday 4<sup>th</sup> December and was popular with community performances, Mary-Jess Leaverland performing and Fundraiser Jamie McDonald switching on the lights.

### **3.14 Other City Events**

- 3.14.1 It would not be appropriate to discuss events in the City, without making reference to some of the other events that took place outside of the main GCC funding programme.

- 3.14.2 Gloucester Quays had a strong 2014 events programme, attracting thousands of people from all over the country to their events from the Garden Party at Easter welcoming 70,000 visitors, to the Food Festival in July attracting over 100,000 people and most recently the Victorian Christmas Market and Festive Fayre attracting in the region of 130,000 visitors. It must be noted that initially, the Quays events were run with the support of MGL officers and Guildhall operational staff and equipment were used in the delivery of the events. It is positive to see the support led to a nationally successful and respected set of events.

3.14.3 There were also a number of events that, although not funded directly by GCC, were given officer time and equipment in order to help make them a success. For example, the Summer Hollie Day in aid of the Hollie Gazzard Trust, had officer time from MGL in the logistical and licensing of the event, whilst the Guildhall provided PA and staging free of charge. This is one of a number of events that are supported in this way.

### **3.15 Proposed Options 2015/16 City Council Supported Events Budget/Programme**

3.15.1 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.

3.15.2 The following options are suggested for 2015/16.

#### **3.16 Three Choirs Festival - £5,000 (£15,000)**

3.16.1 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.

#### **3.17 Tall Ships Festival - £25,000**

3.17.1 Marketing Gloucester will be staging Gloucester's fifth Tall Ships Festival at the end of May. 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 2013, the scheme will be developed to include more benefits for the 90,000 people attending the event. The overall event costs £130,000 and due to the revocation of the Quays £40,000 sponsorship for the event, this has led to the need to charge for more of the activities.

#### **3.18 Heritage Open Days - £6,500**

3.18.1 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.

#### **3.19 Summer Festival and Park Fun Days - £75,000**

3.19.1 The additional funding to be spent on the Summer Festival in future years is due to a clearer understanding of the financial situation from previous years being achieved. This means that a more accurate budget can be planned and worked to, but has been increased to accommodate this expected spend.

3.19.2 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 Marketing Gloucester being able to develop the programme, this should be achieved more effectively than previous years.

### **3.20 Blues Festival - £2,000**

3.20.1 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.

### **3.21 Round Table Fireworks - £2,000**

3.21.1 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.

### **3.22 Christmas Lantern Procession - £10,000**

3.22.1 A budget of £25,000 will be set aside to cover the costs of lighting testing, installation and removal, which will be held within a separate budget.

3.22.2 A budget of £10,000 is allocated for the ever popular procession.

### **3.23 Gloucester Style Festival - £15,000**

3.23.1 Gloucestershire Media has been leading on to create 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.

### **3.24 Armed Forces Day - £2,000**

3.24.1 An annual contribution to the Armed Forces Day parade and activities.

### **3.25 Gloucester Day - £2,000**

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

### **3.26 Residents Weekend - £2,000**

3.26.1 A contribution to increase the popularity of the Residents Card and celebrating all things local to Gloucester.

### **3.27 Paint Jam - £5,000**

3.27.1 Funding to build on the success of the first Paint Jam festival of 2014 where over 40 national and international artists attended and created stunning pieces of artwork on both temporary boards and on sides of buildings to create a citywide trail.

3.27.2 Local breakdancers, beatboxers and DJ's ran workshops with young people which also attracted national and world champion talents.

### **3.28 Tree of Light - £500**

3.28.1 Funding to support the Rotary Club's activities around the Tree of Light including performances on late night shopping Thursdays to increase activity in the city centre whilst raising money the Rotary Club's charities.

### **3.29 Summary 2015/16 of proposed funding programme**

<b><u>Event</u></b>	<b><u>Contribution</u></b>
Three Choirs Festival	£ 5,000 (£15,000)
Tall Ships	£ 25,000
HODS	£ 6,500
Summer Festival	£ 71,000
Park Fun Days	£ 4,000
Blues	£ 2,000
Round Table Fireworks	£ 2,000
Lantern Procession	£ 10,000
Armed Forces Day	£ 2,000
Gloucester Day	£ 2,000
Style Festival	£ 15,000
Residents Weekend	£ 2,000
Paint Jam	£ 5,000
Tree of Light	£ 500
Contingency	£ 8,000
<b>TOTAL</b>	<b>£160,000</b>

3.30 Members will note that this funding programme includes all the activities currently funded by the Events Budget, excluding the Christmas light installation and repair costs (£25,000).

3.31 This budget does not include any Rugby World Cup 2015 allocation which impairs GCC's ability to celebrate Gloucester's BiG year.

3.32 There is no detail of the Civic Events budget within this report.

### **4.0 Alternative Options Considered**

4.1 A standard recommendation has been proposed which ensures a continuous series of activities throughout the year. However, members may wish to see an increase or decrease in the amount of funding allocated to events in the City. This could include provision for contingency and a RWC2015 allocation to ensure a celebration of Gloucester's BiG Year or a possible reduction in funding to events that GCC feel aren't a priority.

## 4.2 Alternative 2015/16 events funding programme

<u>Event</u>	<u>Contribution</u>
Three Choirs Festival	£ 5,000 (£15,000)
Tall Ships	£ 25,000
HODS	£ 6,500
Summer Festival	£ 40,000
Park Fun Days	£ 4,000
Blues	£ 2,000
Round Table Fireworks	£ 2,000
Lantern Procession	£ 10,000
Armed Forces Day	£ 2,000
Gloucester Day	£ 2,000
Style Festival	£ 10,000
Residents Weekend	£ 2,000
Paint Jam	£ 5,000
RWC2015	£ 40,000
Tree of Light	£ 500
Contingency	£ 4,000
<b>TOTAL</b>	<b>£160,000</b>

- 4.3 In order to increase the activity for the RWC2015 events, there is the option to reduce funding to other events as seen in 4.2.
- 4.4 The Style Festival could have its funding reduced to £10,000 from £15,000 as it is a niche event and the GCC funding is only part of a wider scheme.
- 4.5 The Summer Festival could have its funding reduced to £40,000 and the programme could be reduced to allow an allocation for RWC events which would increase activity in September/October, whilst allowing officers to review the Summer Festival programme, such as the Carnival, in its entirety.

## 5.0 **Reasons for Recommendations**

- 5.1 The events set out in paragraphs 3.16 to 3.33 are planned to span the majority of 2015 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 The alternative funding proposal in 4.2 allows for the promotion of activity during the RWC2015 events and will support all other proposed activity and encourage a larger footfall during that period.
- 5.4 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 2015 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, Marketing Gloucester officers will progress this programme of events with partners.
- 6.2 Officers also wish to develop a longer term events strategy to improve with forward planning. To maximise the benefits from any events staged a forward plan of at least a year should be in place. This process has now started by establishing a city wide events meeting that takes place twice a month for all organisations with an interest in events planning and delivery and an annual events diary has been created.

## **7.0 Financial Implications**

- 7.1 The proposed budgetary allocations are incorporated within Section 3 of the report.
- 7.2 These individual allocations are in line with the overall events allocations included within the Council Money Plan for approval by Council in February 2015.

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

## **8.0 Legal Implications**

- 8.1 Section 145 of the Local Government Act 1972 empowers the Council to arrange for the provision of entertainment of "entertainment of any nature" and the provision of events and festivals is therefore a discretionary activity. The contract for the funfair operation in Gloucester Park has expired and a tendering process will take place, which is required to select an operator for the summer funfair.
- 8.2 Not all events require contracts. In this case, we will put grant conditions in place.
- 8.3 The Rugby World Cup bid requires Council to enter into legally binding agreements with the event organiser.

(Legal Services have not yet 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 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 Marketing Gloucester 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