

## **Review of Events 2018**

### **1. Strike A Light Festival: March and October**

A contemporary performance festival organised by Strike A Light

Promotional support was provided by MGL to 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

100 offers for residents and users of the GL Card alongside buskers on the streets created a buzz in the City.

### **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. The event received national media coverage.

MGL produced events and activities that help to deliver the steering group's agreed narratives and outcomes for the Aethelflaed programme. MGL fundraised for these events and activities and marketed and promoted the Anniversary festival. MGL took part in the steering group's Aethelflaed programme and the related evaluation activities.

Living History activity, workshops and performance were staged in a mock Anglo Saxon settlement around St Oswalds Priory. The site was surveyed by Gloucester schoolchildren and new archaeological discoveries made. A mock Anglo Saxon funeral procession from Gloucester Docks to St Oswalds attracted thousands of people into the City..

### **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.

MGL programmed Art in the City on the weekend of 14 – 15 July. Exhibitions, workshops, craft markets, plein air competitions and an open art competition were supported from sponsorship. With marketing support and branding for the SoMAC festival provided by Marketing Gloucester. City council funding was primarily used to develop and support Kings Jam / SoMAC Stage activities which form part of SoMAC with MGL collaborating closely with partners to maximise the impact of

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

### **5. Commemorating the RAF Centenary in Gloucester: 7 and 8 July**

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

The grant from Gloucester City Council to MGL included a contribution of approximately £2k towards the costs of this event, to cover: a service at the Cathedral (including organist); the hire of Wheatstone Hall as operations room for the event; re-enactors; a NAAFI van to be located in Kings Square; and music, as per the RAFA's proposed programme.

MGL also provided promotional support for the event and support on the day.

### **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 and supported by a collaborative partnership including Gloucester BID

MGL supported events and activities that helped to deliver the steering group's agreed narratives and outcomes for the Siege programme: fundraised for these events and activities; promoted the Siege festival and the steering group's Siege programme; and took part in the steering group's evaluation activities.

The Civil War re-enactment is likely to become an annual event.

### **7. Gloucester History Festival**

Annual event organised and promoted by Gloucester History Trust with a £10k contribution from the City Council and supported by Great Place funding. The Festival 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 provide some 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.

### **9. Gloucester Carnival: 21 July**

Annual long-standing event with Arts Council funding of £47k.

MGL led 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 includes licencing; stewarding; promotion; organising the Civic Bus; and police liaison.

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

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

**12. Gloucester Goes Retro: 25 August**

A popular annual event organised by Councillor Colin Organ. MGL provide promotional, administrative and event organisation/ delivery support. Retro is the single biggest event in the City Centre and retailers report a significant boost to footfall and spend.

**13. Gloucester Day: 1 September**

Annual event organised by Alan Myatt as part of the History Festival. MGL assist with event organisation and delivery, and provide entertainment, equipment.

**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 with some further support from Gloucester BID. MGL promote both events and provide the Tree of Light stage. The event engages with six schools each year and the Culture Trust has expanded the event to incorporate a winter lantern trail.

**15. Local Media/Community event BiG**

Sponsorship of the Believe in Gloucester awards, jointly with the City Council

**16. Three Choirs Festival**

The Council sets 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.