

Appendix B: DRAFT: Review of Festivals and Events 2020-21

Creation Fund

In response to the Covid-19 lockdown Gloucester Culture Trust (GCT) and Jolt put a call out for creative projects that would keep people engaged in arts and culture. With funding of £6,740 from Gloucester City Council this resulted in;

- 8 projects supported
- 990 art packs produced and distributed by Community Builders
- 6 short films produced, with 3,575 views
- 5 visual artworks produced by local artists
- 10 Screen writing workshops delivered
- 162 public artworks submitted from projects

The Creation fund helped to support artists and organisations deliver against the aims and objectives for the Cultural Strategy. 8 artists being commissioned to produce interactive artworks which also featured in the Life in Lockdown exhibition at Museum of Gloucester over winter 2021.

New commissions

In line with one of the objectives of the Cultural Strategy to raise the profile of Gloucester through bringing high-profile artists and activity to the city a proportion of the budget was allocated to commission a new creative arts activity. This resulted in the Gloucester Culture Trust commissioning internationally acclaimed artist from Gloucestershire - Luke Jerram - to produce a multi-site physical installation of poetry words in the landscape. This project was entitled **Of Earth and Sky** (OEAS). Multiple partners were brought together by GCT to ensure that a high-quality event could be delivered. Of Earth and Sky was commissioned by Gloucester Culture Trust in partnership with Gloucester City Council, Gloucester Cathedral and Strike A Light, in association with Gloucester Quays.

The event was achieved through a combination of investment from the city council, a successful Arts Council England bid and other partner contributions. The investment by the city council achieved match-funding from these other sources, resulting in a project that cost £63k with £25k investment from the city council. This approach to building successful city-wide partnerships means that the city council's investment leveraged an additional £1.50 for every pound it spent on this project. The impact and reach of this activity was wide as the project was highlighted as part of the Gloucester Good to Go city-wide marketing campaign, which took place from August to October 2020.

Gloucester History Festival

A funding bid from a partnership led by Gloucester History Festival, involving multiple partners brought funding from Historic England and raised the profile of the city. This resulted in innovative digital content being distributed and on-line talks driving wide engagement with international reach.

The 2020 GHF saw a broad programme of talks, activities, events and commissions as part of the 10th Gloucester History Festival. This festival was one of the first to take place following the lift of the lockdown, but covid-safety restrictions meant that the Blackfriars talks

took place on-line. As a consequence of delivering much of the content on-line through digital means, the festival reached a much wider audience. The growth of the City Voices programme has led to GHF embedding itself more across the year with a funding application to Take Note and they are also a key partner on the HSHAZ cultural programme.

Other events and festivals

Gaia at the Cathedral

The Cathedral programmed Gaia – a piece by the same artist that attracted 14,000 ticketed visits during a 3-week period in October. This brought much-needed income to the Cathedral, whilst also driving footfall to the city centre benefiting local businesses.

Gloucester Tall Ships Festival

This key festival for the city was tendered out for management in the summer and Richmond Events Management (REM) have been contracted to deliver the 2021 festival and following evaluation from year one may continue to manage the event in 2023 + 2025. REM have over 20 years of experience managing events including 30 maritime themed festivals. Stakeholders and partners have started to be consulted and suppliers contacted for quotes.

Event Planning is well under way and they will be presenting their proposed site plan and programme in January 21 to the F and E team. They aim to deliver the festival even if social distancing guidelines are still in place and will make a final decision on this in consultation with GCC at the end of April.

The allocated budget and the planned budget

The budget of £210,000 allocated to the support of festivals and events in 2020 was used to ensure that any events or activities that could go ahead were supported and could be delivered safely. This meant that the original budget allocation needed to be adapted and re-allocated.

Budgets earmarked for festivals and events in 2020 were rolled into support of a winter festival called Bright Nights which takes place from December 2020 to February 2021 with multiple partners and sites. A 50% contribution has led to match funding of 50% for the project.

Artists and organisations will be supported ensuring that Gloucester communities across the city benefit from the investment into the festivals and events programme.

Of the £210,000 budget to date £177,402 is committed and/or spent. Underspend from the budget will be rolled forward after deductions.

Bright Nights – A Season of light themed events for Gloucester

Working in partnership with GCT the Bright Nights Season will present 8 installations across the City including a world premier piece in Blackfriars Priory. This programme includes the following partners: GL1, GL4 Matson, Podsmead Big Local, The Venture White City, Squid Soup, Gloucester Cathedral, Llanthony Secunda Priory, Blackfriars Priory, the HSHAZ, We Can Move and Arts Council England.

This not only raises the profile of Gloucester as a Cultural City but also aims to brighten the lives of residents, even under tier restrictions and will increase footfall in the city centre, if guidelines allow.

The programme was launched on 1st December with Window Wanderland where 48 households across White City, Matson and Podsmead have created a trail of decorated windows and Squid Soup spent three nights visiting local residents with their travelling light artwork. 6 more installations will be in City Centre locations throughout January and February.

Film and External Event Bookings

From April to December 2020 there have been 9 external event bookings and 6 film bookings. Prior to August nothing was permitted due to government guidelines.

Bob Wilson's Funfair – went ahead successfully in Gloucester Park. Bad weather and limited attendance resulted in the fair requesting an additional week. This was granted at a negotiated fee for the additional week, providing some much-needed income to the city council.

Income raised during this time averages out at £1,700 per month with a total income raised of £8,480 (gross) or £7,583.33 (net) against a net target of £20,000.

All event and film requests are assessed for Covid risk by the City Events Group and the Public Health team.