

Part 1: GLOUCESTER CITY EVENT MANAGEMENT PROCESS

In order to deliver a vibrant programme of events throughout the calendar year, the Festivals and Events department have introduced a process that each potential event organiser must complete in order to run an event in Gloucester City. This process covers all Health and Safety and legal requirements, ensures that all departments are aware of event proposals and also enables third party organisers to request a partnership with Gloucester City Council.

These partnerships range from support from the Festivals and Events team in ensuring that the organiser is following guidelines and talking to the right people, to requesting physical assistance in planning the event, help in operating the event and requests for contributions towards the event.

The process consists of an event application form, a signed agreement between both parties and an evaluation.

With financial contracts the final 20% of the grant is paid on receipt of the event evaluation.

Once the partnership is agreed, the Festivals and Events team maintain contact with the event organiser to monitor event planning, help troubleshoot and ensure that all council regulations are being followed.

All evaluation information is recorded in order to measure and compare our contribution and output on an annual basis. This will help form decisions on partnerships and the support allocated within the budget the following year.

Part 2: CASE STUDY: OF EARTH AND SKY

Following the success of the Gaia and Moon installations in 2019, the internationally acclaimed artist, Luke Jerram, in discussion with the Gloucester Culture Trust, (GCT) mentioned that he had an idea for another event he would like to stage at some point in the future.

GCT developed the relationship and the idea with him, in conversation and partnership with the Head of Cultural Services at the City Council. This project couldn't have happened without the partnership and collaborative working of GCT and GCC alongside a range of other city partners. 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. This project was the first project to emerge after the UK lockdown and was presented in a socially-distanced covid-secure way, which many festivals and other events were unable to achieve.

The artist worked with local poets and communities to select the words used. Gloucester Culture Trust commissioned this new work, which had 89,000 physical visitors and displayed the words of Gloucestershire residents across the city. This project not only was appropriate to the ambition of a citywide iconic partnership event but was also in line with all 6 of the cultural strategy objectives.

1. Develop artists and arts organisations
2. Broaden the Cultural offer for Gloucester
3. Develop a vibrant City Centre
4. Develop audiences
5. Put Gloucester on the Cultural map
6. Make things happen

This 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 costed £63,000 with £25,000 investment from the city council.



Partners

The remaining funding came from presenting partners and funding bodies. There were 11 partners in total.

- Gloucester Culture Trust -Project Managers
- Gloucester City Council - partners, worked on permissions, licenses, communication, maintenance and provided funding
- Strike A Light - promoted event and poetry interaction and provided funding
- Gloucester Quays - location host and provided funding
- Gloucester Cathedral - location host and provided funding
- Arts Council England - funder
- Great Place - funder
- In Situ - funder
- Thirty Percy - funder
- Barnwood Trust - funder
- We can move (Active Gloucestershire) - funder

The total budget was £63,000 composed of; GCC £25,000, £15,000 Sponsorship, and £23,000 from Trusts and Funders.



Outcomes

The project involved 1 international artist, one local poet, received 80 submissions of poetry of which 30 phrases were used. These were placed in 31 locations across the city.

638,671 people saw the messages and interacted with the event and it attracted approx. 89,000 visitors.

Local community groups used the poems as backdrops for photos and performances, for example the university dance students held and filmed a performance in Gloucester Docks.

Gloucester will be credited as an original commissioning partner wherever OEAS goes in the future which is key for Gloucester's national and international cultural reputation. OEAS is going to Blackburn in 2021 for 10 weeks and the artist is holding discussions about this being recreated in Rome later in 2021.

OEAS proved to be a successful test-case of how to present culture in a socially-distanced and covid-secure way. The learning from this was useful in planning the Bright Nights winter programme.

OEAS met the commissioners and funders objectives to encourage healthy lifestyles and encourage participation through low-carbon means, by promoting walking and cycling as a way to experience the artworks.