

TELFORD & WREKIN COUNCIL

Cabinet: 10th November 2011

TITLE: EVENTS AND FESTIVALS IN TELFORD & WREKIN FOR 2012

REPORT OF: THE HEAD OF LEISURE, LIBRARIES & CUSTOMER SERVICES

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 To inform Cabinet of the proposed calendar of community events for 2012.
- 1.2 2012 will be a significant year for the Borough. The national programme for London 2012, the Olympics and Paralympic Games and the Cultural Olympiad, will have a regional and local resonance for Telford & Wrekin through a dedicated calendar of activity, highlighting the opportunities for the general public to take part in, or experience Olympic related or themed events and activities.
- 1.3 A review of the existing calendar and the inclusion of a number of other services in the overall programme plan has meant that a rich offer is still possible without increased investment. Through rebranding of existing service events and the use of the Olympic themes a calendar has been produced which will be launched for 2012 as Telford's Olympic Offer under the brand 'The Games and Me', **See Appendix A**
- 1.4 This calendar is also supported by the existing local events in the borough which are outlined in **Appendix B** and those lead by the Community and Town and Parish Councils, many of which are outlined in **Appendix C**.
- 1.5 Business Sponsorship and external funding will be key to the continued programme of public events and to this end the Arts & Culture Team have successfully attracted sponsorship funding from two Telford companies this year, Ricoh and Keim Paints. It is hoped that this support will continue for next year and that other approaches recently made to the team will also prove beneficial in helping to sustain our events programme

2. ADDITIONAL IMPORTANT NATIONAL AND REGIONAL EVENTS

2.1 The London 2012 Torch Relay

On the 7th November we will learn if Telford & Wrekin will be a part of the torch relay route touring the country throughout May/June next year. If successful we will begin working with our communities and parishes on the route to plan the celebration of this once in a lifetime event. Additional funding will be required to support this event, a further report will be provided to Cabinet once further detail is available.

2.2 The Queen's Diamond Jubilee 2012

There is the potential of a royal visit taking place in July 2012 as part of the Queen's Diamond Jubilee celebrations. Confirmation is again due in November 2011 from the Office of the Deputy Lord Lieutenant. The main event is likely to take place at RAF Cosford and Telford & Wrekin have agreed in principle to support this event should the royal visit be confirmed. Additional one off funding would be required.

2.3 The Community Games

For the past 18 months, Telford and Shropshire have been working as a sub region to create as many opportunities as possible for people to engage with the Olympics. Sporting Champions was a great example of this engagement with our local communities, celebrating the heroes and young hopefuls in Sport from Telford & Wrekin.

Inspired by William Penny Brookes' original Wenlock Olympian Games which started in Shropshire in 1850 and ultimately provided the vision for the modern day Olympic and Paralympic Games, the Community Games Toolkit was launched in May 2010 as part of the West Midlands Cultural Olympiad, and Telford have adopted the programme as a practical way to engage local people in 'active health' events which combine sport and cultural activity in celebration of 2012.

During 2011 Telford & Wrekin had registered 10 community Games events. Funding has been provided by the council and PCT in 2011/12 to support local games-makers to match fund their events up to £250. We hope to continue this small grants fund into 2012/13.

3.0 RECOMMENDATIONS

- 3.1 Endorse the 'Olympic' Themed events outlined in Appendix 1 and endorse the annual core calendar of community events outlined in Appendix 2**
- 3.2 The Arts and Culture Team working in conjunction with the Head of Service and Cabinet Member continue to seek business sponsorship and external support to sustain the annual core programme of community events.**
- 3.3 Cabinet endorse their support for the Torch Relay should we be successful on 7th November 2011 and Queens Diamond Jubilee Celebrations and note the additional one off funding required to support these unique opportunities.**

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	Cooperative Council, health and well being and community cohesion
	Will the proposals impact on specific groups of people?	
	Yes	The events programme has been designed to attract all members of the community to attend and take part
TARGET COMPLETION	January 2012 to December 2012 – see appendices for information	
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	<p>The 2011/12 base budget for Arts & Culture includes £35k for events. The current events programme is managed within this budget. For 2012/13 savings of £8k have been offered up against this budget reducing the amount available to £27k. In 2013/14 a further saving of £9.5k has been identified which would leave £18k to support the events programme for that year.</p> <p>The Queen's Diamond Jubilee event will require additional funding of between £50k to £60k indicatively. Also as part of Telford's commitment to hosting the Olympic Torch if successful there are likely to be additional costs in the region of £20k. Should it be agreed that support be given to the above two projects then additional funding will need to be identified from Council resources. MLB 07.10.11</p>
LEGAL ISSUES	No	
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	There is a significant positive impact on the reputation of the Council through the delivery of these events. There are a number of opportunities to engage with businesses in the borough who recognise the value of these events and would like to sponsor activities.
IMPACT ON SPECIFIC WARDS	No	Borough Wide Impact

PART B) – ADDITIONAL INFORMATION

5.0 BACKGROUND INFORMATION

- 5.1 Events have been developed to meet the needs of the widest possible sections of the community and have deliberately been as inclusive as possible both in terms of the offer of leisure, culture and sports at events and the opportunities to participate often being Free.
- 5.2 Funding to kick start the delivery of an outdoor events programme was approved by the Cabinet in 2008. The budget has reduced over a three year period and will likely be reduced again as part of the 20% savings initiative. We have however been fortunate to be able to diversify our offer through programmes such as Find Your Talent which have brought us events such as Park Live and Telford's Got Talent. However some events previously delivered in 2011 will be at risk in 2012 and 2013 unless funding through sponsorship can be secured. Those events at risk for 2012/13 have been outlined in Appendix 2.
- 5.3 We are working closely with the Southwater Events Group who own TIC to ensure our events programmes are mutually supportive. We are also working with them to assess if and how we could both make more effective use of the Arena to bring in additional events to the area e.g. music events, flower shows etc.
- 5.4 The success of the parks for people bid £2.1m investment will further develop our offer in the Town Park including the opportunity to add some further events to the list outlined in Appendix 1.
- 5.5 Support has been received from the PCT in the delivery of certain events e.g. CultureFest Fun Run. The Arts & Culture team have been successful in securing additional business sponsorship funding for two key events this year – CultureFest and Park Live. This will continue to be a priority objective for the team, following up new opportunities to secure business sponsors to support the events programme.

APPENDICES

Appendix 1 – The Games and Me Calendar 2012 to support the 2012 Olympic and Paralympic Games

Appendix 2 – Calendar of Lead Annual Events for Telford & Wrekin

Appendix 3 - Borough Wide Events delivered by Town & Parish Councils

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Appendix 1

Proposed 'The Games and Me' Programme February to September 2012 (games time)
Bringing the Olympics to Telford and Wrekin

Month	Date	Activity or Event Title	Brief Description of event	Location
Feb		Telford 2012 Torch Parade	A community torch parade in the Park. Communities and groups will be involved in creating lanterns/torches before the event and from part of the procession. Fireworks finale.	Town Park
Feb	tbc	Dance Festival	Schools and community Groups plus professional companies showcase at Oakengates Theatre	Oakengates Theatre
March	14 th	T & W Music Showcase	Schools showcase /pupils Olympic themed – Music from around the world	Oakengates Theatre
April	21	St George's Day	Traditional games e.g egg and spoon, welly wanging, tug of war, Morris Dancing etc.	Town Park/ Southwater
April	tbc	Young People's Market – Enterprise activity	Market for young people to promote and sell their creative work (Cultural Olympiad)	Choice of indoor and outdoor
April	Easter Hols	Leisure Centres Easter Holiday Programme	Easter Olympic themed activities at our leisure sites	Various

Month	Date	Activity	Details	Location
May	tbc	Tight Knit Community	Residents to knit/crochet some of the 205 flags of competing nations and drape over the Ironbridge – will be actioned following announcement on 7 th November	Ironbridge
May	9/10	Much Ado about Wenlock	A drama production based on the Wenlock Olympic story.	Oakengates Theatre
May	?	Olympic Torch Relay - Telford	The Olympic Torch could pass through Telford and Wrekin (Await announcement 7 th November)	
May	tbc	Olympic themed World Market	Stalls to represent some of the 205 competing countries	To be confirmed
June		Queens Diamond Jubilee Celebrations	Promotion of street parties/celebrations	
June	tbc	The Big Sing	Olympic themed singing event	Tbc
June	28 th June to 1 st July	Outdoor Dance Commission – Playground Dance	Dance Xchange, Birmingham commission for Shropshire and Telford	Various playgrounds in STW
May – Aug		'A sport for every culture' programme Kabadi Games – Womens Swimming Event (College) –	A week long festival showcasing sports that represent nations living in Telford & Wrekin.	Various community halls and venues throughout the borough

		Ghanian Community sports and culture event (Brookside) Asian Women's Event – Woodside		
July	21st	CultureFest 2012	Family Fun Day including the PCT annual Fun Run. Show casing cultural and leisure opportunities across the borough and 2012 themed displays and events. Community Games will be a particular feature in 2012.	Telford Town Park
July	21 st	Trailblazer Roadshow – community dance on a touring stage	Dance Xchange Birmingham Commission	Telford Town Park
July	tbc	Active Lifestyles Awards Evening	Annual Event celebrating young sports people	Oakengates Theatre
July	10 or 17 th – tbc	Urban Games	Annual event rebadged with an Olympic theme	tbc
July	July 31 st	Older People's activity day and tea dance	Indoor event to promote physical and cultural activities available for Older people, culminating in a Tea Dance	Oakengates Theatre
July	tbc	Junior Open Art Exhibition	Art exhibition with Olympic theme	Oakengates Theatre
July /Aug	Launch date tbc	Summer Reading Challenge – part of the national "Cultural Olympiad" offer	Annual national programme supported by local events for 4-11 yrs " <i>Stories around the world</i> "	Available from all libraries / activities at selected libraries
July/ Aug	six weeks summer activity calendar	Leisure Sites Summer Holiday programme - Olympic themed activities at the leisure sites	A host of promotions and activities at our leisure sites, possibly to include some sort of personal challenge for people to try as many different activities as possible or achieve a certain goal in a chosen activity	Various leisure sites

Aug		Street Sports	Annual event with an Olympic theme	
Sept	1st	Park Live	Young Bands Event	Telford Town Park
Sept	9 th	Paralympic Games Opening Ceremony	Invite Disability groups eg I Can 2 to put on an event	to be confirmed and agreed
Sept	22 nd ?	WHS Festival	Annual Heritage Festival with 2012 theme. Possible twinning with other World Heritage sites	Ironbridge Gorge

Foot note: Our 2012 Calendar will be complimented by a rich offer from the private and voluntary sector. The town and parish councils have plans to celebrate the Olympic year through their annual events (mapped in Appendix 3) and we anticipate a large number of community games taking place across the borough. Notably Ironbridge Gorge Museums will feature as part of the national Festival 2012 Calendar of the Cultural Olympiad with their Science Sport Life Exhibitions which run through till September 2012 and 'Core' their recent commission with an international digital artist will create a huge amount of tourism and international media interest for Telford & Wrekin.

Appendix 2

Calendar of Lead Annual Events led by Telford & Wrekin Council

Month	Event	Location
January	Oakengates Theatre Pantomime – Robin Hood	Oakengates Theatre
	Open Art Exhibition	Oakengates Theatre
February	Telford Dance Festival	Oakengates Theatre
March	Telford & Wrekin Music Showcase	Oakengates Theatre
	Young Bands Night	Oakengates Theatre
April	St Georges Day	Oakengates Theatre
	Easter Indoor Market	Oakengates Theatre
May	Young Band Night	Oakengates Theatre
June	The Big Sing	Telford AFC Football Ground
July	Culture Fest 2012	Telford Town Park
August	Oakengates Theatre Youth Summer Schools	Oakengates Theatre
September	World Heritage Festival 2012	Telford Town Park
	Park Live	Telford Town Park
	Active Lifestyles Sports Awards Event	Oakengates Theatre
November	Remembrance Day Services	Remembrance Memorial Telford Town Park & Oakengates Theatre
	Young Bands Night	Oakengates Theatre
	Ice Show	Telford Ice Rink
December	Oakengates Theatre Pantomime	Oakengates Theatre
	Christmas Indoor Market	Oakengates Theatre

The Events overleaf appeared in the 2011 calendar which we are unable to support in the 2012 calendar at this point in time due to resources and funding:

Telford Book Awards

Originally supported by funding from the Find Your Talent programme, this annual event ended with the Find Your Talent Grant being cut by national government

Telford Drama Festival

An event developed through the withdrawn Find Your Talent funding which may be adopted by schools as a showcase but will no longer form part of Oakengates theatres events calendar due to lack of funding.

The Big Draw

A national Scheme for each October Half Term led by the Campaign for Drawing which raises the profile of drawing as a tool for thought, creativity, social and cultural engagement. This programme was supported by Find Your Talent and is no longer viable without further support.

Events that took place in 2011 independently

These events were removed from the T & W led calendar of 2010 through loss of funding however we are pleased to report that they still took part due to the commitment of those people involved.

Telford's Got Talent

To be staged at Oakengates theatre in October 2011 – the theatre and the Councils Arts teams met the demand from the public to restage this event by funding it through subscription to take part. The event will showcase the final 12 selected acts on October 25th 2011 at the Theatre.

Rural Arts Festival

This arts and cultural celebration festival was established through Find Your Talent funding – it is hosted by the Schools in High Ercall, Crudginton and Waters Upton and has been very well received. The school network funded and drove the event themselves this year.

Telford Film Festival

An event supported by the Find Your Talent fund which gave young people an opportunity to showcase their short films at a gala event. Our mini – Cannes. The showcase was hosted by one of the secondary schools this year and looks like another successful legacy project from Find Your Talent.

Footnote:

All of the above events should be seen in the context of local events that will also be taking place around the borough which we have mapped in **Appendix 3**. We believe that viewing both appendices together offers a rich mix of opportunities for our communities to engage in different activities and although there is always room for more as a standard framework the calendar we can offer as an authority in 2012 is varied and complimentary to our priorities.

Appendix 3 - Key Borough Wide Events delivered by the Community

Month	Event	Service Organisers	Location
January			
February			
March			
April	The Bailey Mile (Run)	Wellington Town Council	Wellington Town
May			
June	Telford Primary Schools Youth Games		
	Newport Carnival	Newport Town Council	Newport Town
	Wellington Carnival	Wellington Town Council	Wellington Town
	Wellington Midsummer Fayre	Wellington H2A	Wellington Town
	The Great Wrekin Barrel Race	Wellington H2A	The Wrekin, Wellington
July	Newport Show	Newport Town Council	Newport Town
	Folkangates Music Festival	Oakengates Town Council	Oakengates Town
	Ironbridge Gorge Brass Band Festival	Ironbridge Gorge Brass Band	Coalbrookdale, Ironbridge
August	The Coracle Regatta	Ironbridge Rowing Club	The Severn, Ironbridge
September	World Heritage Festival	Ironbridge Regeneration Partnership and Community members	Ironbridge Town
	Harper Adams Farmers Market	Harper Adams University College	Harper Adams University College
	Telford Trail – Walks	Madeley Parish Council	Telford Town Park
	Newport Nocturne Floodlit Cycle Race	Newport Town Council	Newport Town
October	Dawley Celebration Event	Dawley Parish Council	Dawley Town
	Wellington Literary Festival	Wellington Town Council	Wellington Town Locations
	Madeley Green Day – Environmental Festival	Madeley Parish Council	Madeley Town

	Gorgeous – Annual Craft and Design Fair	The Ironbridge Gorge Museum Trust and The Shropshire Guild of Contemporary Craft	Enginuity, Coalbrookdale, Ironbridge
	Apple Day	Greenwood Centre	Greenwood Craft Centre, Coalbrookdale, Ironbridge
	Greenshoots Week	A variety of organisations such as the PCT, The Greenwood Centre on Councils' parks and open spaces.	Various locations across the borough
	Ironbridge Museum Ghostly Gaslight Halloween Event	Ironbridge Gorge Museums	Blists Hill Victorian Town
November	Ironbridge Christmas Market and Lights Switch On	Ironbridge Parish Council and Ironbridge Regeneration Partnership	Ironbridge Town
	Donnington Bonfire Event	Independent contractor	Broadoakes Playing Field
	Ironbridge Museum Bonfire and Fireworks Event	Ironbridge Gorge Museums	Blists Hill Victorian Town
December	Christmas Light Switch On's	Various Parishes	e.g Madeley, Oakengates, Wellington, Donnington, Church Aston, Newport
	Newport Christmas Market	Newport Town Council	Newport Town
	Oakengates Christmas Market	Oakengates Town Council	Oakengates Town
	Ironbridge Victorian Christmas Market	Ironbridge Gorge Museum Trust	Blists Hill Victorian Town