

Event and description – The events below are to be delivered as part of the Festival Telford programme and promoted via the central Discover Telford event’s calendar.	Anticipated footfall	Economic impact based on Visit England av spend £25 per head in 24 hours	Date of event
Large scale events – Central Telford			
<p>Spring into the Park Our seasonal celebration of the great outdoors within the heart of Telford Town Park - voted UK’s best park. This year we are working in partnership with Telford Steam Railway and have lots of train themed activities running including miniature train rides*</p>	3,000	£75,000	02.04.2016 11:00am-16:00pm
<p>Drive in movie (Red Oak Car Park) - Sit back, relax and enjoy a movie from the comfort of your own car. Films include; Despicable Me 2, Dirty Dancing and Star Wars: The Force Awakens.</p>	1,000	£25,000	30.05.2016 14:00-17:30pm and 20:00pm £20 per car
<p>Shropshire Colour Run (Telford Town Park) - Get your running shoes on and sign up for Shropshire’s first ever 5km colour run in aid of Severn Hospice.</p>	1,000	£25,000	12.06.2016 10:30am £15 per adult, £35 per family
<p>Carnival of Giants (Southwater Square) - Building on the success of last year’s carnival of giants event which gained national publicity in Waitrose Weekender. This year we are looking to increase the scale and spectacle of this event – local participation will be encouraged and creative support – a truly exciting celebration of our destination.</p> <p>Make way for a parade of GIANT creatures heading to Southwater this summer led by the leader of dinosaurs ‘Tyrannosaurs Rex’. This visual sceptical will then be followed by fun for all the family in Telford Town Park’s QEII Arena.</p>	6,000	£150,000	16.07.2016 11:00am-16:00pm FREE entry

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<p>World Picnic and Music Day (QE11 Arena, Telford Town Park)- World Picnic will set the scene for some low cost events in the festival calendar that will support a more sustainable programme. This event will look to generate income streams from ticket sales, markets and stalls and will celebrate world food and cultures showcasing music, dance, food and smells from around the world. We aim to create a vibrant and enticing event, showcasing the culture that Telford has to offer.</p>	3,000	£75,000	<p>03.09.2016</p> <p>11:00am-21:00pm</p> <p>£3 per adult, children under 16yrs free</p>
<p>Kite festival – pop up kite making workshops in the lead up to event. External provider – West Midlands Kite festival in partnership with Telford & Wrekin Council.</p> <p>Let's go fly a kite...with all the family in Telford Town Park. Get involved and build your own kite in the build a kite workshop, enjoy a picnic or grab a bite to eat from one of our many food traders. In association with Midland Kites Fliers.</p>	4,000	£100,000	<p>04.09.2016</p> <p>11:00am-16:00pm</p> <p>Free entry</p>
<p>External events/inward investment won to the destination as of 31.3.16</p>			
<p>Telford Festival (external provider at QE11) x2 day event</p> <p>Telford's very own Festival bringing over 130 local, home-grown exhibitors from across the region for a weekend of foodie fun.</p> <p>QE11 Arena, Telford Town Park, Saturday 30 and Sunday 31 July 2016,</p>	8,000	£200,000	<p>30.07.2016 and 31.07.2016</p> <p>10am – 5pm, £6 Adult, £1 Child, Family £12.</p>
<p>Christmas Market and borough wide activities – Working with an external provider to pilot this initiative giving opportunities to show case borough produce and create a Christmas market offer for the whole destination. Other borough wide Christmas opportunities will be promoted as part of this pilot November – December. Free entry.</p>	20,000	£500,000	01.12.2016
<p>Borough Town partnership examples <i>*Note: these are a few key examples of the events which are happening across the borough towns and local centres. The full list is collated and profiled on the Destination calendar</i></p>			
<p>St Georges Community Events - Pride in Your High Street Innovation funding has supported community groups to establish a range of local events including an Easter event, Summer Festival and Christmas event.</p>	2,000	£50,000	Spring 2016-December 2016

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Oakengates Carnival – the theatre and arts team will continue to support the successful carnival in Oakengates as an annual event.	8,000	£200,000	July 2016
Madeley Anstice Victorian Fair - Pride in Your High Street Innovation funding has supported this community group to establish a range of local events also including Music and comedy events	1,000	£25,000	July 2016
Dawley BMX National Championships – supporting voluntary group to deliver event and showcase a regional asset.	2,500	£62,500	August 2016
Newport – Newport Nocturne –bi annual flood lit town cycle race. Destination programme team will work with members of the Visitor Economy Forum and community groups to support.	6,000	150,000	September 2016
River Festival and World Heritage Festival - River Festival is a new exciting festival showcasing 30 years of Ironbridge Gorge being a UNESCO world heritage site using the River Severn and the celebrated world’s first Ironbridge as a focal point. The team will work with internationally recognised art companies to create a bespoke spectacle in the gorge. The promotion strategy will be agreed in consultation with Ironbridge steering groups and steak holders. It is proposed that other events such as the street party at Maws Craft Centre/Jackfield, will be promoted in line with these celebrations.	10,000	£250,000	17.09.2016
Wellington Literary Festival – Working with Wellington Town Council’s promotion’s committee to develop this annual event in line with promotion of Wellington’s unique borough town offer.	3,000	£75,000	October 2016
Donnington Bonfire – this annual large scale event is part of the heritage of the town and is supported by the Parks and Events team.	8,000	200,000	November 2016
Total	<u>40,500</u>	<u>£10,125,000.00</u>	

The Arts and Culture team will also prioritise support for the recently awarded **Pride in Your High Street Innovation events** which, in collaboration with local partners, will provide further activities including public art trails, music, dance and celebratory community events in our local centres and high streets encouraging new audiences and visitors.

Sponsorship and fundraising

To ensure that the borough's event programme becomes sustainable and continues to offer opportunities for all, the Destination Operations group will align a programme of sponsorship opportunities associated with the delivery of Festival Telford. **Appendix 4** shows external funding grants which will support the Destination Programme and future event opportunities which will be explored as part of the Arts and Culture team's events and festival strategy **Appendix 3**. With the support of the Arts & Events team, Community Capacity building, training and development of the voluntary sector, will also enable local groups to apply for external funding not available to the local authority, in order to bring in income to support local events.

Community guidance and selected event programming

To create a legacy from the the Pride Innovation Fund and to encourage community participation and ownership, the team will provide guidance via the Discover Telford website to support those looking to run events in the borough. The team will explore a future selection process which will give equal access to community groups seeking to see their event delivered in conjunction with Telford & Wrekin Council as part of its annual Festival Telford programme.



Collaboration, continuity and consistency are the three key ingredients of successful cultural tourism.'