

FESTIVAL TELFORD

Creating exceptional moments

TELFORD & WREKIN EVENTS AND FESTIVAL STRATEGY 2015 - 2020



Telford & Wrekin
COUNCIL



OUR CONTEXT

Following on from the legacy of 2012, Telford & Wrekin have, over the past three years, developed its events and festivals programme into something the people of the borough can be proud of, offering quality attractions that promote creativity, aspiration and a hunger for more.

Over the past three years we have significantly raised the attendance level of our paid for and free events and festivals, creating a buzz and anticipation of what will be next. **Our aim is to raise the game and provide new, high quality and exciting experiences that continually surprise and inspire.** The reputation of our boroughs events has grown significantly with some outstanding new experiences and we are rapidly raising the profile of the Borough of Telford as a destination.

The charts displayed on the following pages show an approximate attendance and income record of our event and festivals over the past three years. These show the significant increases in the popularity of both paid for and free events and the continuous growth in external income in grants and ticket sales.

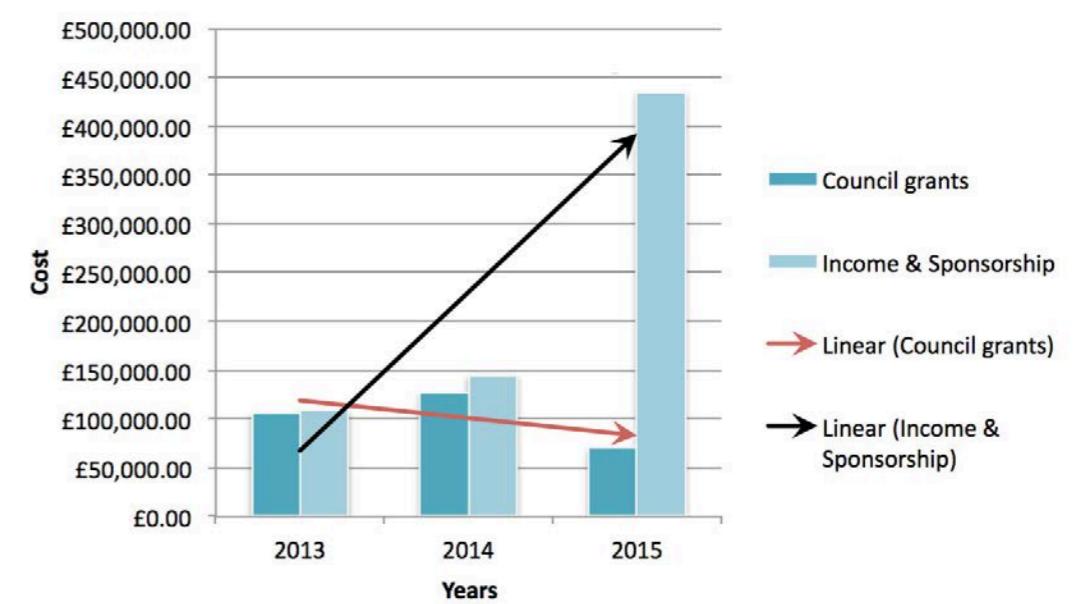
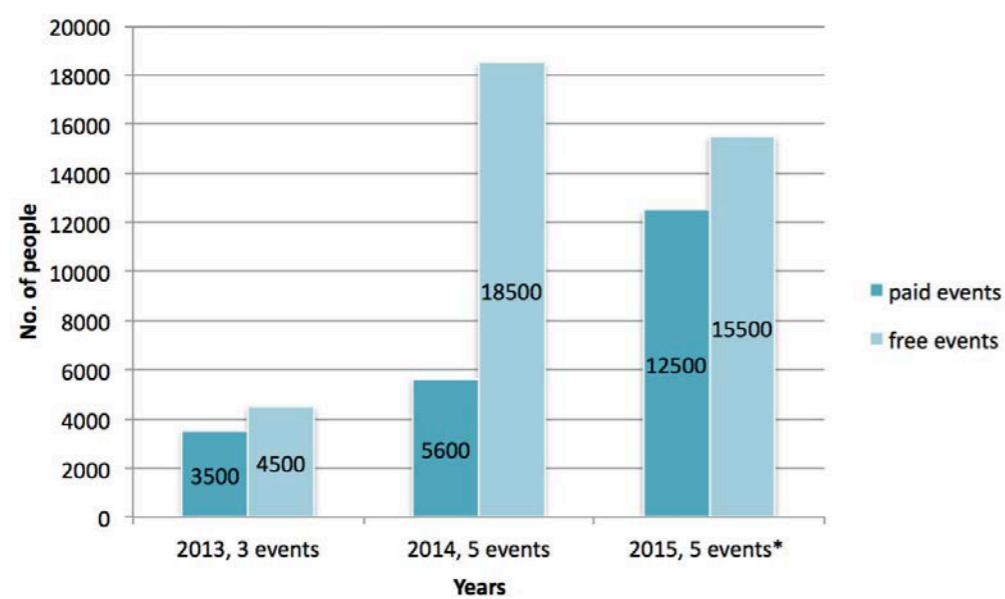


WE ARE COMMITTED TO MAKING TELFORD A DESTINATION THAT PEOPLE VISIT, LIVE AND WORK IN. THE ESTABLISHMENT OF TELFORD TOWN PARK AS A MUSIC VENUE AND THE PROXIMITY TO LEISURE ATTRACTIONS IN SOUTHWATER IS HELPING TO PUT TELFORD ON THE MAP. RICHARD PARTINGTON, MANAGING DIRECTOR



ATTENDANCE OF EVENTS

INCOME VERSES COUNCIL GRANTS





WHY OUR PROGRAMME IS IMPORTANT

TO DEVELOP OUR CULTURAL IDENTITY AND CELEBRATE OUR HERITAGE THROUGH AUTHENTIC AND QUALITY EXPERIENCES. ■ TO MAKE A STRONG CONTRIBUTION TO THE IDENTITY OF OUR BOROUGH, CREATING LIFE AND INTEREST. ■ TO CREATE A SENSE OF PLACE, MAKING THE TOWN ATTRACTIVE AND ENERGISED. ■ TO GIVE THE PEOPLE WHO INHABIT THE BOROUGH, A SENSE OF BELONGING TO A VIBRANT, EXCITING AND APPEALING PLACE TO LIVE, WORK AND VISIT. ■ TO CONTRIBUTE TO THE BOROUGH'S ECONOMY, SUPPORTING GROWTH AND DIVERSITY. ■ IMPROVING COMMUNITY HEALTH AND WELLBEING, IMPACTING ON PEOPLE'S QUALITY OF LIFE. ■ TO PROVIDE ACCESSIBLE CULTURAL ACTIVITY FOR ALL.





VISION

Telford & Wrekin aim to create a calendar of events and festivals under a vision of Festival Telford.

- Make more of our outdoor spaces, developing a sense of place for Telford.
- Engage and involve local people.
- Provide added value to an existing programme of community events.
- Be regionally and nationally recognised for the quality of events and festivals delivered in Telford & Wrekin.
- Provide supportive opportunities for people to engage and participate with arts and culture in Telford.
- Generate additional investment and income.
- Create opportunity and links to support council and health priorities.
- Support the local visitor economy.
- A clear vision and direction with defined outcomes.

We seek to develop a strong and dynamic portfolio of local events that deliver sustainable impact and regional profile.



OUR STRATEGY

The Events and Festival Strategy is related to the Cultural Strategy and Telford Destination Plan. The strategy aims to plan and deliver a programme of major events and festivals over the next 5 years.

We aim to build on our success, raising our profile delivering aspirations, building on already established events and festivals. As part of the portfolio we will also seek to generate and strive to create and bring in new, emerging, unique and vibrant ideas, creating excitement and enthusiasm for the calendar.

Ensuring Festival Telford has a balanced programme throughout the year to maximise positive engagement for all.

We will provide an opportunity within the programme to develop our events and co-ordinate with providers and community groups to promote health and wellbeing outcomes. This will include increasing participation and volunteering at existing events, and developing new events that promote and support health and wellbeing outcomes.



ONE THE BEST OUTDOOR EVENTS WE HAVE ATTENDED IN A LONG TIME, WE HAD A GREAT DAY, THANK YOU. T-PARTY 2015



FANTASTIC EXPERIENCE TODAY! I WAS REALLY PROUD THAT SUCH AN EVENT WAS IN MY HOME TOWN. AMAZING TO SEE HEAR PEOPLE TALKING AROUND ME SAYING THAT THEY HAD TRAVELLED TO TELFORD FOR THE FIRST TIME. I'M SURE EVENTS LIKE THIS WILL BRING MORE PEOPLE TO TELFORD AND PUT US ON THE MAP!

ARCHITECTS OF AIR 2015



OUR AIM

Raising the artistic ambition of Telford & Wrekin to encourage more people to discover that the arts are for them, show the Borough in a new light and support the local visitor economy.

- To deliver a calendar of high quality events across the year that will be packaged as Festival Telford and will provide an inclusive offer of free and paid for events for all.
- Delivering a new programme for animating our public spaces and meeting places across the borough, encouraging the public to have regular interaction with arts and culture, raising aspirations and expectations.
- New capacity building through existing activity. Support the existing community led calendar of celebration activity across the borough towns – empowering communities, increasing confidence, adding value where appropriate and increasing the overlap of product between Southwater events and our towns and parishes under the Festival Telford plan, increasing the sense of pride and ownership.
- The Festival Telford programme is about providing an accessible range of events and cultural activities to meet the wide set of requirements of people who live in and visit the borough.



HOW WE WILL ACHIEVE OUR FESTIVAL TELFORD

- Facilitate and co-ordinate a vibrant Festival Telford programme
- Engage and involve local people
- Use market intelligence
- Build relationships and new partnerships
- Explore new sources of investment
- More coordinated social media and PR with opportunities for the smaller attractions to “coat-tail” on the larger activity.
- Co-ordinate the programme diary
- Facilitate community activities to develop their own events.
- Advise the community
- Provide professional advice and guidance

We will achieve this through measuring our success in attracting additional income and investment and the growth in numbers of people engaged in arts and culture as audiences, artists and participants.

Large Scale events ■ Small scale events and festivals ■ Commercial events and festivals ■ Civic events ■ Community events and festivals ■ Sports events and festivals.



THE ATMOSPHERE WAS SOMETHING I HAVE NOT WITNESSED FOR A LONG TIME IN THE TOWN CENTRE

SOUTHWATER OPENING 2014



CONCLUSION

With its World Heritage Site and Museums, Southwater development, The Place Theatre, 450 acre Town Park, International Conference Centre and growing business economy, Telford as a destination is now poised to develop its visitor economy through a managed series of shared priority actions for future success by maximising cultural opportunities using its multiple cultural assets.

Festival Telford will deliver a culturally diverse range of community and commercial events and festivals, and cultural activities that bring the following benefits:

- Produce vibrant creative ideas and stimulate knowledge.
- Enrich the local communities.
- Bring economic growth and investment to our local communities.
- Promote destination image and increase tourism.
- Provide a 'stage' for communities and local performance groups.

In 5 years' time Festival Telford will aim to be commercially viable, delivering and supporting events and festivals to more than 100,000 people per year locally.



FOR MORE INFORMATION

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