

TELFORD & WREKIN COUNCIL

CABINET – 19 May 2022

Events and Festivals 2022 - 24

REPORT OF Director, Communities, Customer and Commercial Services

LEAD CABINET MEMBER – Cllr Carolyn Healy, Cabinet Member for Climate Change, Green Spaces, Natural and Historic Environment and Cultural services

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

1.1 This report outlines the Telford & Wrekin Council events and festival calendar for 2022 and a proposed outline plan for 2023. The annual events calendar runs from January to December each year, and is a key part of the Council's programme to protect, care and invest to create a better borough.

1.2 A £1m budget from reserve funding was announced for the delivery of the existing programme to include additional national events such as the Jubilee and Commonwealth Games. An additional £1m from the 2022/23 Council's Investment Programme has now been agreed to support new programme development and the continued expansion of the existing events.

1.3 As a result of sustained increased investment in the events and festivals programme, our communities, local businesses and organisations are benefiting from an increased headline events offer, more exciting and inspiring content and more opportunities to participate, including communities producing their own events. This is delivering an increased programme of activity across the borough, bringing increased animation and positivity, as well as increased economic impact.

1.4 The last two years of the pandemic has undoubtedly had a huge effect on the wellbeing of communities. The lack of social contact and ability to be engaged in fun, entertaining and creative activity has had dramatic consequences. Where we have been able to stage events during the pandemic, it is clear that the desire to be part of those social activities is high. Now that we are emerging from the pandemic restrictions, and with a doubling of the investment into events for the next 2 years, we are delighted to once again be able to swiftly progress on delivering a range of exciting, attractive and engaging events.

1.5 The calendar takes into account these recent additional investments into the programme and particularly focuses on enabling the community to celebrate and get involved in the year's special commemorative events,

including the Queens Platinum Jubilee in June and the Commonwealth Games (Birmingham) in July/August.

1.6 The principle is always to build on what has been delivered previously, keeping the content fresh and exciting, inspiring and participatory.

1.7 By agreeing the main content of the events calendar for the next two years, much needed planning time will be realised for the culture and events team, allowing for research into a wider variety of content and programme for the borough and the sourcing of additional resource and support funding.

2. <u>RECOMMENDATIONS</u>
<p>That Members support the content of the events and festivals programme for Year 2022/23 and planned outline programme for 2023/24.</p> <p>That Cabinet authorises the Director Communities, Customer and Commercial Services, after consultation with the Cabinet Member for Climate Change, Green Spaces, Natural and Historic Environment and Cultural Services and The Leader (responsibility for Headline Events) to take all required action and utilise funding totalling £2m from the Investment in Council Priorities Fund to support implementation of the events and festivals programme.</p>

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	These proposals form part of the Council’s vision to ‘protect, care and invest to create a better borough’ and contribute to a number of the Council’s priorities including: <ul style="list-style-type: none"> - Every child, young person and adult lives well in their community; - Everyone benefits from a thriving economy; - All neighbourhoods are a great place to live.
	Will the proposals impact on specific groups of people?	
	No	The events programme is intended to be accessible to all
TARGET COMPLETION/DELIVERY DATE	Delivery will be over next two calendar years and to end of 2023. Planning will be underway for 2024 in early 2023. Key milestones are the	

	individual events and festivals listed on the attached appendix.	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	A further £1million has been made available through the Council's Investment Programme for 2022/23 for events. This is in addition to the £1million already earmarked in reserves for the current events programme. The events outlined in this report will be met from this funding.MLB 14.4.22
LEGAL ISSUES	Yes	There are no specific legal implications arising from this report but advice will be given on specific legal matters should they arise. EH 14.4.22
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	Reputational and financial if unable to deliver outdoor events due to circumstances beyond our control e.g. adverse weather conditions, pandemic restrictions. Postponement is an option.
IMPACT ON SPECIFIC WARDS	No	Borough-wide impact – activities take place across the borough.

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

4.1 The Events and Festivals calendar has grown significantly over the past 10 years reaching a milestone in 2018 with Telford @50 with a year of celebration and record numbers of audience.

4.2 In 2018 a number of new events were developed as part of the celebration of Telford's 50th year. These events include The Balloon Festival, the Community Pride Awards and Telford Carnival. Communities were given the opportunity to develop their own local events through grant funding, engagement of local people and organisations was significant and participation rates were hugely increased. The overall wellbeing and 'feelgood factor' for our communities of the events programme was overwhelming.

4.3 As a result of these successes and the recognition of the impact on community health and wellbeing, community pride and economic and social benefits; investment for the events programme has been increased. The Legacy of Telford @ 50 also included additional events in the programme and community grants opportunities e.g. VE75 grants in 2020 and Platinum Jubilee grants in 2022.

4.4 With the lifting of restrictions, the 2022 events calendar has begun in earnest and the popularity and experiential nature of the events to date is unmistakable. Telford people love their events and are ready to get out and enjoy once more.

The Events Calendar 2022

Love Telford March 19th

This was a new event celebrating the diversity and connectivity of communities in Telford & Wrekin. Promoting unity and harmony and giving our diverse community groups a platform to share their cultures through entertainment, food and demonstrations. Activity included a Bombay brass band, steel drums, Caribbean and Asian food, beat box music graffiti and seed planting workshops. The plight of the people of Ukraine was highlighted including the signing of messages on the Ukrainian flag and a public collection.



Telford Community Pride Awards March 31st

The community, sponsors and dignitaries turned out in force to be part of the biennial celebration of our community heroes and stars who make such a difference to our borough, but often go unrecognised. 21 awards were given out to people and organisations nominated by the local community.



Spring into St Georges April 23rd

This year was a spectacle of historical English entertainment from jousting and axe throwing to battle classes for young people, from crafters and makers to eco-friendly vendors, from Norman enactment camps to archers. Feedback for the day was outstanding with more than 5000 people attending, including a large percentage of out of area audiences. Our approach to waste at events has taken up the challenge of eliminating single use plastic, and we trailed a reusable deposit cup scheme and took an 'educational approach' to recycling every piece of waste including our food waste Nothing would end up in landfill. .



High Street Celebrations May 14th and May 21st

Last year's events to drive footfall back to our covid beleaguered high streets was a great success, seeing footfall rise by 69%, and so we return this year over two weekends in May. A range of roving street entertainment, music, pop up markets and free activities will adorn the 6 main town high streets, Newport, Oakengates, Wellington, Ironbridge, Dawley and Madeley plus Southwater. Working alongside the Town Councils to design each event, businesses and local community groups have been invited to take part.

In addition, in partnership with Get Telford Walking, and building on existing local walking festivals and events, we are planning local walks as part of the high street programme, as an extra activity families can take part in to introduce them to their local area. This will inform the development of a wider Telford & Wrekin walk festival, which is supported through the council investment programme.



Spitfire Tour May 14 & 15

RAF Cosford will be touring a full size Spitfire airplane in the West Midlands and beyond over the summer. They will be in Southwater for the weekend during our High Street Celebration event.





Queens Platinum Jubilee Celebrations June 2nd to June 5th

This year marks the 70th Year of Queen Elizabeth II accession to the throne. A significant year for the country and one we want to make sure the whole community can celebrate. We have been developed a number of work strands.

Queens Canopy Project

48 new trees have been planted across the borough in 27 parishes. 144 other standards (mostly ward/parish funded) 600 hedging whips, all logged as part of the canopy project.

Gifts for School Age Children

37000 school age children will receive a commemorative medal badge this year to mark the Queens Platinum Jubilee.

Community Grant Scheme

Grant submissions for holding Jubilee events were sought in January and shortlisted in February. 77 applications totally over £113,000 were received.

49 organisations receiving funding from Telford & Wrekin Council's The Queen's Platinum Jubilee Celebration Fund to hold community events across the Borough totalling just over £70,000.

The range of celebration events include afternoon teas, community films, music and entertainment events, fun days and summer fetes, Jubilee Big Lunches and celebrations of the Commonwealth.

Planting Schemes

A sculptural 6 x 8m steel crown to be located at the Town Park/Southwater boundary, will be a centrepiece of planting scheme



Jubilee Event Makers

Recruited 30+ Jubilee Event Makers (JEMS) already for 2022 – volunteer roles to support headline and community events across the borough



Queens Platinum Jubilee Celebrations June 2nd to June 5th

Headline Events

Thursday 2nd June National Beacons



Beacons or light will be lit across the borough. Iconic buildings and structures across the borough towns plus Southwater One will be lit purple for the evening as part of the national event.

The Summit of the Wrekin will have a sky scanner beaming skyward. A torch lit parade of people will process to the summit, drone filmed as a continual stream of light up the hill.

Friday 3rd June Community Celebrations.

Communities will begin a weekend of celebrations, community picnics and street parties, moments of thanksgiving and fun events.

The Council are waiving fees for Road Closures over the Jubilee bank holiday weekend for community street parties.

High street businesses window dressing across the towns for High Street Celebration Days 14 and 21 May running up to the Jubilee weekend.

Saturday 4th June Community Picnic

Community events continue across the borough.

Big Screen in Telford Town Park QEII arena celebrating the weekend with family films and the broadcast of national events including the Buckingham Palace Jubilee concert. Pop up food and drink market to buy your picnics and come and join the 'street party' celebrations.

Sunday 5th June The Jubilee Concert

Jubilee Concert in the Telford Town Park QEII arena, Community Performers, Telford In Harmony Orchestra, Birmingham Conservatoire musicians. Pop up food and drink market. Proms style finale.



Armed Forces Day 25th June

Staged once again in Broad Oaks Park in Donnington, this is a family orientated event for our Armed forces families and the wider community, with a wide range of entertainment, staged performance, fairground rides, displays and interactive family activities.



The Commonwealth Games 2022 July

The Queens Baton Relay July 19th 2022 (route confirmation embargoed until May 2022 tbc)

Telford will host the first relay leg of the Commonwealth Games Queens Baton Relay in the West Midlands on 19th July.

The Baton will travel from a sunrise on top of the Wrekin, through Ironbridge by coracle, elephant and steam engine, up to the town park for a schools based sports day and carnival procession, over to Lilleshall to meet gymnasts and athletes competing in the Games and to Harper Adams University where it will be carried by a state of the art tractor and crop robot.

Live Site July 28th to August 8th

Southwater will host a big screen site for the duration of games time, broadcasting the ceremonial highlights and big events of the Commonwealth Games. The screen will also be a backdrop for additional summer events and performance.

As part of the council investment programme, we are currently out to procurement for a large outdoor screen for our headline events going forward and the live site is predicted to be the first outing for the new screen.

Telford Carnival July 17th

'We are Telford' is the theme of this year's multicultural community carnival event. The community will have the opportunity to create their own pieces to push, pull and carry along the route around the town centre and into the Town Park Arena. Costumes and colourful parade groups will be created based on the community themes and origins. The Arena will be full of activities, demonstrations, and performance throughout the day.



Telford Balloon Festival August 26 to August 28

Now in its new confirmed annual calendar spot of August bank holiday the balloon festival returns for its 4th year.

This year, Friday night will kick off the weekend, with music and a new night time spectacle for audiences. Saturday will be its usual high-energy mix of spectacular performance, activities, balloon demonstrations, community stage and music, food and drink, the popular night glow finale. Sunday is a more relaxed affair for picnicking and enjoying the park. Balloon launches will be morning and evening, weather permitting.



The Festival Of Imagination, Ironbridge - September

The World Heritage site based festival in Ironbridge will return for a 4th year. Originally funded through an Arts Council Cultural destinations bid the festival continues to be developed in partnership with community organisations and businesses in the gorge world heritage site. A mixed programme of events from walks and talks to poetry and performance, to food and drink and the regular open day for businesses. This year an exceptional cultural hub will be established at Dale End park, hosting a beautiful Speigel Tent – an art deco theatre and event space that will present a programme of very special entertainment including performance, dance and dining events.



Telford Film Festival

Returning for a 4th year the film festival works in partnership with community organisations and venues to produce an eclectic mix of film genres, old and new, with themed events, unusual locations the film festival seeks to broaden appeal, feed some nostalgia and increase audiences. This year the festival is fully funded through grant funding.

Civic Events

Annual Events we mark are Remembrance Events November, Civic Carol Concert December

Christmas 2022

Discussions are in progress to plan a new end of year celebration involving light and special effects. Southwater and elements of the Town Park will be decorated in festive style. Elements of a festive winter fayre will be installed closer to Christmas and there will festive activities for Christmas week.



Love Telford March 2023

Year two will be establishing a cultural event for the Telford & Wrekin calendar that embraces our diversity and demonstrates our unity. The Hindu Festival of Holi was delayed from taking place at the park this year and we hope to bring elements of this to Love Telford.

4.2 Commercial Events Telford

There is an increasing number of commercial events now choosing to stage events in Telford demonstrating the attractiveness of the location, the audience and the support received from council teams. These events bring a much needed boost to the visitor and local economy.

July 1st Tears For Fears with support Alison Moyet

July 2nd Tom Grennan with support Ella Henderson

July 3rd Bryan Adams

23rd July Fake Festival Telford

14th-16th October Historic Rally Festival

4.3

The Place Theatre

In addition to all of the outdoor events programme we do have a 364 day calendar of activity at the Place theatre in Oakengates. The theatre hosts a multi genre programme of touring music, theatre, comedy, dance and special interest shows. The theatre was closed for over a year as a result of Covid but is now once more welcoming audiences back in good numbers.

4.4

The Telford & Wrekin Events Calendar 2023/24

The Culture and Events Team have begun to plan out the coming year so that we can prepare further in advance and free up time to attract more resource such as sponsorship and funding, research new exciting content, plus create more time to consult with and engage the community in the development of our events and new ideas.

The Outline Programme includes the following;

Love Telford

Spring into St Georges

Armed Forces Day

Balloon Festival

Festival of Imagination

Christmas Celebrations

New for 2023

Big Top in the Park (large scale live theatre venue in the Park)

A 1990s concert

Walking Festival

Telford Comedy Festival

Big Screen for Outdoor events (currently in tender process)

5. COMMUNICATIONS

5.1 Telford & Wrekin Council are producing a huge calendar of headline events each year and we have recognised that we need to have more prominence for the Council brand and be bolder in the ownership of the programme and its incredible impact.

There are a number of ways this is being done, including a range of approaches are being taken through social media to increase our engagement which is traditionally very high for events through virtual channels, using more engaging live content. We are also creating more banners, flags, props and branded items for events.

6. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

These proposals form part of the Council’s vision to ‘protect, care and invest to create a better borough’ and contribute to a number of the Council’s priorities including:

- Every child, young person and adult lives well in their community;
- Everyone benefits from a thriving economy;
- All neighbourhoods are a great place to live.

The events and festivals calendar is developed to appeal to the widest possible range of the community. The majority of our events are delivered as free to access and outdoors. Each year we aim produce ‘bigger and better’ events with new content, excitement and surprises, but the purpose is always to be inclusive.

6. PREVIOUS MINUTES

Not applicable

7. BACKGROUND PAPERS

Not applicable

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Appendix 1 Events Planner 2022

January	February	March Mayoral Ball Love Telford Community Pride Awards
April Spring into St Georges Day	May High Street Celebrations Mayor Making AGM	June Queens Platinum Jubilee Armed Forces Day

July Telford Carnival Queens Baton Relay CWG 2022 Live Site Southwater Commercial Concerts in the Park	August Telford Balloon Festival Telford Summer programme	September Festival of Imagination, Ironbridge Telford Film Festival
October Black History Month Telford Film Festival	November Armistice/Festival of Remembrance World Cup 2022	December Civic Carol Concert Christmas Festival

Events Planner 2023

January	February	March Mayoral Ball Love Telford Walking Festival tbc
April Spring into St Georges Day	May High Street Celebrations Mayor Making AGM	June Armed Forces Day Big Top – Telford Theatre @the Park
July Tel Fest tbc Concerts in the Park	August Telford Balloon Festival Telford Summer programme	September Festival of Imagination, Ironbridge
October Black History Month Telford Film Festival	November Armistice/Festival of Remembrance	December Civic Carol Concert Christmas Festival