

**STOCKTON-ON-TEES BOROUGH COUNCIL**

**CABINET RECOMMENDATIONS**

**PROFORMA**

Cabinet Meeting .....25th November 2010

1. Title of Item/Report

Stockton International Riverside Festival 2010

2. Record of the Decision

Cabinet considered a report relating to the 2010 Stockton International Riverside Festival (SIRF).

Members noted that 2010 was the 23rd Stockton International Riverside Festival and 20th Stockton Riverside Fringe and it had been another extremely successful year. SIRF presented the largest programme for many years with over 200 performances by 32 companies from 7 European countries. The Community Carnival was the largest yet with over 1,350 participants and the Fringe presented fantastic headline acts alongside our local musicians. The Festival had continuing high visitor satisfaction ratings, positive impact on Stockton's image and significant economic benefits for the town.

SIRF 2010 presented an excellent creative programme of UK and international shows, justifying SIRF's position as one of the finest street arts festivals in Europe: The Council commissioned new work, largely through the Without Walls consortium of UK street arts festivals; introduced European companies to the UK and participated in a cultural exchange programme with a festival in France, introducing UK companies to Europe. There was also an inclusive Community Carnival, one of the largest in the UK.

Analysis of the substantial body of data from the annual SIRF Visitors Survey was ongoing but the initial report revealed the following headline statistics:

- 98% of visitors thought that SIRF was a good thing for Stockton Borough.
- 93% of visitors thought SIRF was good for promoting Stockton Borough as a place to visit
- 92% of visitors thought that supporting SIRF is a good use of Stockton Borough Council's resources.
- A quarter of businesses experienced a 50% or greater increase in

turnover during the Festival

- SIRF and Fringe generated £1.9m of income for the Borough
- 1,351 participants and 62 groups participated in the Community Carnival, with every ward in the borough represented.
- 26 new community groups were involved.
- SIRF and Fringe combined presented more than 300 performances to estimated audiences of over 160,000 people.

It was considered that SIRF 2010 was well planned and executed. As in previous years, the various internal and external partners collaborated to create an experience for the visitor that was unified and coherent.

Members were provided with details of the 2010 programme and noted issues around Management and Delivery, Marketing and Communications, signage and hospitality. Cabinet discussed finances associated with the delivery of SIRF and was provided with an additional note relating to SIRF 2010 costs. It was noted that charging for certain attractions would be an increasing feature of future Festivals.

RESOLVED that the success and feedback of SIRF 2010 be noted and the proposal to increase the use of charging in future festivals be accepted.

3. Reasons for the Decision

To celebrate the successes and improvements of this Festival and support the event's future development.

4. Alternative Options Considered and Rejected

None

5. Declared (Cabinet Member) Conflicts of Interest

None

6. Details of any Dispensations

Not applicable

7. Date and Time by which Call In must be executed

By no later than midnight on Friday 3 December 2010.

Proper Officer  
29 November 2010