

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting15th November 2018

1. Title of Item/Report

Stockton International Riverside Festival & Stockton Cycling Festival
2018

2. Record of the Decision

Consideration was given to a report that provided an outline of the 2018 Stockton Cycling Festival and SIRF, highlighting the findings of the market research. Both events were well attended and well received, generating positive responses from visitors about Stockton as a place to visit. The events also generated a significant economic impact which had been assessed by independent consultants.

The report also outlined the efforts to use SIRF to connect communities across the Tees Valley, laying the foundations for the bid to become UK City of Culture in 2025.

Headlines statistics from the independent market research included:

- 93% of visitors were satisfied with the Festival. (87% in 2017)
- 92% of visitors think SIRF is good for promoting Stockton as a place to visit. (92% in 2017)
- 89% of visitors think that SIRF is a good use of Stockton Borough Council's resources. (91% in 2017)
- 83% of visitors attended with someone and 50% of groups attended with a child or children
- Over 1,100 participants and 34 groups participated in the Community Carnival,
- The audience from outside the North East of England doubled compared to 2017 (from 4% in 2017, to 8% in 2018)
- Non-resident overnight stays was 10% compared to 6% in 2017
- Spend per head increased from £21.57 in 2017, to £24.98 in 2018
- The total direct economic impact was £944,131.

With regard to future artistic direction it was noted that SIRF 2018 was the last to be programmed by the outgoing Artistic Director, Jan Doherty. Jan had worked for Stockton Council for more than 10 years and contributed a great deal. Her period as SIRF Director had been a rich

and successful one and the Council was grateful for her tireless work.

The structure for the delivery of SIRF had changed. The Artistic Director role would be delivered by an independent consultant, Jeremy Shine, working with an Assistant Programmer, Juliet Hardy who was employed within the Events Team.

Jeremy had extensive national and international street arts experience and expertise and was recruited through an open call which attracted considerable interest across the UK.

Over the next three years, the artistic priorities included an intention to increase community participation, to commission more site-specific work, and to make more use of the River.

Each year, there would be a focus (25-30%) of the programme on a particular art form:

- 2019 - Performances featuring live music and sound
- 2020 - Puppet and object theatre shows
- 2021 – Booth, small tents and other intimate shows in a ‘Garden of Delights’ setting.

In 2019, the main festival footprint would encompass the High Street, Riverside, Parish Gardens and Church Road with a few shows at interesting other locations such as the Infinity Bridge.

RESOLVED that:-

1. The success of SIRF and the Cycling Festival 2018 be noted.
2. The SIRF artistic direction as a basis for the programming of the event in 2019 – 2021 be noted.

3. Reasons for the Decision

It is important for Cabinet to be given an indication of the profile and impact our largest summer events in order to allow them to consider their importance in the context of overall resource prioritisation.

4. Alternative Options Considered and Rejected

None.

5. Declared (Cabinet Member) Conflicts of Interest

None.

6. Details of any Dispensations

N/A.

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

Midnight, 23 November 2018

Proper Officer
19 November 2018