

**AGENDA ITEM**

**REPORT TO CABINET**

**15 NOVEMBER 2018**

**REPORT OF SENIOR  
MANAGEMENT TEAM**

**Arts, Leisure & Culture – Lead Cabinet Member – Councillor Norma Wilburn**

**STOCKTON INTERNATIONAL RIVERSIDE FESTIVAL AND STOCKTON CYCLING FESTIVAL  
2018**

1. Summary

This report provides 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 has been assessed by independent consultants.

The report also outlines 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.

2. Recommendations

1. To note the success of SIRF and the Cycling Festival 2018
2. To note the SIRF artistic direction as a basis for the programming of the event in 2019 - 2021

3. Reasons for the Recommendation(s)/Decision(s)

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. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or

- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code)

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

### **Disclosable Pecuniary Interests**

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code)

## **REPORT TO CABINET**

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## **REPORT OF SENIOR MANAGEMENT TEAM**

### **CABINET DECISION**

#### **STOCKTON INTERNATIONAL RIVERSIDE FESTIVAL AND STOCKTON CYCLING FESTIVAL 2018**

#### **SUMMARY**

This report provides 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 has been assessed by independent consultants.

The report also outlines 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.

#### **RECOMMENDATIONS**

1. To note the success of SIRF and the Cycling Festival 2018
2. To note the SIRF artistic direction as a basis for the programming of the event in 2019 - 2021

#### **DETAIL**

1. SIRF18 was once again a huge success attracting large audiences all weekend enjoying an amazing programme of outdoor performances across Stockton Town Centre; High Street, Trinity Green, Parish Gardens, Church Road and Stockton Riverside. The festival created a diverse and vibrant atmosphere in the town, all helped by good weather.
2. This year SIRF presented more than 150 performances to estimated audiences of over 65000 people. The High Street footfall counter showed that SIRF 18 was the busiest week in the Town since counting began in 2015.
3. The programme was 50% larger than recent years made possible by additional funds from SBC and Arts Council England. The increased funds from Arts Council also enabled us to start working across the Tees Valley contributing to the Tees Valley's aspiration the become UK City of Culture in 2025
4. Headlines statistics from the independent market research:
  - 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.

## **SIRF programme**

5. The extensive programme of shows occupied the High Street, Trinity Green, Church Road Plaza, and Riverside Road. Following the same format as previous years the programme was launched on the Thursday evening, the Community Carnival took place on the Saturday lunch time, and the event closed on the Sunday with a large finale show.

## **Launch**

6. The launch event comprised the opening of both SIRF and The Danger Tree exhibition marking the centenary of the end of World War One.
7. The SIRF opening show, This Is Not For You was by Graeae theatre company and Blesma, the Limbless Veterans organisation. It was an epic outdoor performance paying moving tribute to Britain's wounded veterans from the First World War as well as more recent conflicts. It was stunning, raw and emotional. The main performers were 25 disabled veterans and as they paraded on to the performance area, the audience gave them a rapturous welcome. "This Is Not For You" also featured a community choir of 51 singers drawn from 7 community choirs across the Tees Valley.
8. The Danger Tree exhibition by Scarlett Raven and Mac Marot told an immersive story of the soldiers who fought and fell. Colourful oil paintings depicting fields of flowers evoke scenes of poppies that have become symbolic of the war. The skies and flower forms hinting at something less literal and more ominous. The exhibition combined traditional painting with interactive technology that fully engaged people in the augmented reality experience. The exhibition was installed in an empty shop in Wellington Square specially transformed to look like a shelled art gallery. This show has been extended to become part of the 2018 Remembrance Day programme.

## **Carnival**

9. The Carnival was one of the most popular events in the Festival. The theme was Reach For The Stars celebrating memorable moments in history since women in this country were first granted the right to vote 100 years ago. The participating groups portrayed the achievements of men and women in the fields of the arts, science, technology, sport, travel, exploration, fashion and film.
10. 34 schools, groups and businesses took part in costume making, music, dance and drumming workshops in preparation for the parade along the High Street and Riverside, culminating in a Carnival party of live music, food and creative workshops. Over 1,100 participants took part in the parade; 11 drumming groups, 2 street bands, 3 dance groups and 18 full costume groups. In addition, there were professional circus and stilt walking acts and 5 large structures animated by local volunteers. Thousands of cheerful people watched the Carnival process along the High Street and most made their way to the Riverside to enjoy the live music, food and circus and arts workshops at the Carnival party

## **Finale**

11. This year's finale, Going Out With A Bang, was a combination of wonderful music and amazing, specially commissioned pyrotechnics. Ibibio Sound Machine kick-started the

finale with high energy music. The highlight of the finale was the beautifully choreographed pyrotechnics along the River. It was a real crowd pleaser celebrating the power and beauty of fireworks, with bright, bold colours erupting in the sky, on the bridge and riverbank and filling the river with delicate drifting fountains of red sparks. The display built up with dramatic pace and scale to a spectacular full throttle finale.

## **Working across the Tees Valley**

12. This year sees SIRF embarking on a new area of work to build the capacity within the Tees Valley to develop and deliver outdoor arts and lay the foundations for the bid for UK City of Culture 2025. This work is made possible by the increased funds from Arts Council England, resources made available through the Tees Valley Combined Authority and partnership working with local authorities, organisations and artists across the area. In 2018 we have been working on 2 projects:
13. **Greater Tees Carnival, 2018 – 2019;** SIRF is a partner in the Tees Valley wide Heritage Lottery/ Arts Council England Great Place funded project, developing and delivering the Greater Tees Carnival. This is a wonderful project to start building relationships with communities across the Tees Valley.
14. 2018 saw the launch of the project with a celebration on the Riverside on the eve of SIRF Community Carnival where groups from across the Tees Valley came together to mark the occasion. As well as independent parades and events in Hartlepool at the Waterfront festival and Red Hall in Darlington, SIRF welcomed over 70 participants from Hartlepool to join the main Carnival parade.
15. We've had amazing feedback from the Tees Valley groups and are already preparing for next year, where we will bring participants together from Middlesbrough, Darlington, Redcar, Hartlepool and Stockton to highlight and celebrate "Tales of the Tees Valley", SIRF 2019 Carnival Theme.
16. **The Glass Ceiling by Periplum;** The Glass Ceiling is an ambitious new outdoor visual theatre work marking 100 years since the first British women were given the right to vote. Inspired by the Suffragettes & Suffragists, the show celebrates inspirational women activists from the Tees Valley region through a contemporary interpretation of the search for equality, bringing together innovative new staging & pyrotechnic design, original music composition, new writing & aerial performance.
17. It was commissioned and funded by SIRF and the 5 Tees Valley local authorities with funding from Tees Valley Combine Authority and Arts Council England.
18. The show has been created for particular sites in the Tees Valley. It premiered at SIRF to great critical acclaim and will now tour to 5 Tees Valley locations during September and October 2018.

## **SIRF Correspondents**

19. For the second year we ran our SIRF Correspondents volunteer's programme for young people in partnership with the Council's Bright Minds Big Futures initiative. This year we recruited 33 young people, several of whom had participated in SIRF 17. Their role was to be involved as participants and commentators capturing their own unique coverage of SIRF and SIRF performances, including behind the scenes rehearsals, stage/set constructions, interviews, images, videos, live social media updates, blog posts and more.
20. Each of the Correspondents worked for at least five days accumulating sufficient hours of voluntary work which has enabled each of them to receive a nationally accredited voluntary

qualification through Vinspired, officially recognised by UCAS and the National Apprenticeship Scheme.

21. Throughout the week the young people's enthusiasm never waned and they built up positive relationships with staff, the public, artists and performers. They all had a great time and fully immersed themselves in SIRF, their confidence growing each day. They have all signed up to Bright Minds Big Futures.

### **Future artistic direction**

22. SIRF 2018 was the last to be programmed by the outgoing Artistic Director, Jan Doherty. Jan has worked for Stockton Council for more than 10 years and contributed a great deal. Her period as SIRF Director has been a rich and successful one and we are grateful for her tireless work.

23. The structure for the delivery of SIRF has changed. The Artistic Director role is now delivered by an independent consultant, Jeremy Shine, working with an Assistant Programmer, Juliet Hardy, who is employed within our Events Team.

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

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

26. Each year, there will 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.

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

### **SIRF economic impact**

28. The economic impact of our major events is calculated using a methodology endorsed by the Department for Digital, Culture, Media, & Sport (DCMS). Not all expenditure associated with people in the town during the event is included. Qualifying expenditure is that derived from people who stated that they would not have been present if it wasn't for the event.

29. There was a significant increase in the number of non-resident overnight stays in 2018, 10% of the total audience compared to 5% in 2017. The rate of qualifying expenditure per person was up from £21.57 in 2017 to £24.98 in 2018.

30. The total direct economic impact in 2018 was £944,131, compared to £787,561 in 2017. There is considerable additional value arising from the media coverage attracted by SIRF, estimated to be in excess of £144,000.

31. The economic benefit of the combined spend and promotional value is £1,088,000.

## Cycling Festival

32. Launched in 2010 the Stockton Cycling Festival has grown from a local event with local riders to one where Olympic gold medallists grace the roads, towns and villages of the Borough. At its inception in 2010 Stockton was the only festival in the UK that genuinely combined participation and elite performance with equal value and prominence, others have since followed suit. The Event now benefits from a strong profile and reputation and has been acclaimed by event teams and riders as one of the best run events of its type in the UK.
33. In Stockton we have always been clear that along with enabling people to be inspired by elite cyclists in our Borough, we want to provide opportunities at the event for people to get on their own bikes, whatever their ability or fitness level. The overall attendance figures at the event and the numbers participating in aspects such as Ride-Stockton and the Sportive demonstrates the event's success in encouraging both adults and children to take to the saddle.
34. The 2018 Cycling Festival included Stockton's second British Cycling National Championships; the Circuit Championships. This early evening race around a tight town centre circuit on the Friday of the Festival weekend was broadcast live by British Cycling, presenting our High Street to a widespread audience.
35. Saturday's programme was dominated by the Stockton Sportive with nearly five hundred riders heading out of town for rides of differing distances. The hardest souls ventured across the North Yorkshire Moors as far as Whitby, whilst others completed the more modest 30 and 50 mile options.
36. Sunday brought the biggest audiences with the combination of the elite teams competing in the British Cycling Road Race series, the closed road circuit giving families and recreational riders a chance to enjoy car-free streets, and an event site packed with stunts, demonstrations and bike related retail. A number of partner agencies utilised the event to promote cycling as a healthy lifestyle choice and a sustainable form of transport. As in previous years the Riverside area provided the main event site on the Sunday.
37. The independent market research, carried out by Bluegrass, demonstrates high levels of satisfaction and positive impacts on perceptions of the place and attitudes toward physical activity.
  - 97% think the Cycling Festival is a good use of Stockton Borough Council resources
  - 93% were positive about the event (65% - very satisfied)
  - 92% think the Cycling Festival is good for promoting Stockton as a place to visit
  - 74% stated that events such as the Cycling Festival inspired them to become more active
  - 42% came from outside the Borough, showing the event attraction has reach beyond the local population
  - 93% came to Stockton specifically to attend the Cycling Festival
  - 83% were positive about the variety of activities on offer
38. The Cycling Festival's economic impact is primarily derived from the direct spend of visitors and the value of media coverage. However, in addition, the event supports our efforts to attract businesses investment and skilled individuals by projecting a sense of the quality of life and cultural opportunities available in the area.
39. The direct economic impact, calculated by the independent research company Bluegrass, was £301,475, compared to £249,879 for 2017.

40. The elite cycling elements of the Festival were broadcast on Eurosport. The estimated value of television coverage, excluding local news reports or repeats, was £1,260,000.
41. The economic benefit of the combined spend and promotional value is estimated to be £1,561,475.



## **COMMUNITY IMPACT IMPLICATIONS**

The major events presented by Stockton Council are designed to be accessible to all our communities. SIRF and Cycling Festivals are predominantly free and attract a socio-economic and demographic spread largely consistent with the population of the Borough as a whole. In general, SIRF audience members from lower socio-economic groups are better represented than they are for the population as a whole.

This paper doesn't introduce any policy changes or new policies. The future artistic direction of SIRF will aim to maintain the events broad appeal and the means by which the event is promoted and marketed will continue to aim to reach all communities.

The Cycling Festival is designed to ensure that it is accessible to all, with participatory elements suited to the widest possible range of physical abilities and characteristics.

## **FINANCIAL IMPLICATIONS**

There are no financial implications arising from this report. The events described were delivered within budgets agreed within the MTFP.

## **LEGAL IMPLICATIONS**

There are no legal implications arising from this report.

## **RISK ASSESSMENT**

The risks associated with major events are complex and varied. Risks include those posed by terrorist threats where large crowds are gathered. All major events in the Borough are covered by detailed event plans containing multiple risk assessments. These plans are scrutinised by an Independent Safety Advisory Group which brings together relevant external agencies such as police and fire services and is overseen by an independent chair.

## **COUNCIL PLAN POLICY PRINCIPLES AND PRIORITIES**

Our events programme is designed to incorporate opportunities targeted at disadvantaged groups and individuals and to provide opportunities to challenge prejudices and perceptions that contribute to discrimination. However, the primary focus of the events programme relates to the Council policies for communities and economic growth.

- **Developing strong and healthy communities**  
Our major events bring diverse communities together and provide opportunities for expression and celebration of shared, positive identities. In addition the events celebrate the local communities and communities of interest that exist within the Borough, promoting a tolerant and inclusive attitude. Events also provide opportunities for people to demonstrate personal achievement and take part in healthy physical activity.
- **Creating economic prosperity**  
The economic impact of our events is described in the main body of the report.

## **CORPORATE PARENTING IMPLICATIONS**

Every effort is made to ensure our children in care can attend or take part in our events. Tickets are provided where access is limited and groups or individuals are accommodated. Our looked after young people are often represented in participating groups, such as those in the SIRF Carnival and extra effort is made to overcome any barriers they may face to their involvement.

## **CONSULTATION INCLUDING WARD/COUNCILLORS**

There is no consultation associated with this report per se, however there is extensive and systematic consultation with residents and visitors to inform the design of our events. There is also systematic consultation with Ward Councillors where an event has an impact in their ward.

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Education related? **No**

Background Papers **none**

Ward(s) and Ward Councillors: **all**

Property