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| <b>COMMUNITY DEVELOPMENT SCRUTINY PANEL</b> | <b>Agenda Item No. 6</b> |
| <b>25 March 2009</b>                        | <b>Public Report</b>     |

## Report of the Executive Director of Operations

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### THE PETERBOROUGH FESTIVAL 2009 - UPDATE

#### 1 PURPOSE

- 1.1 The purpose of this report is to provide Members with an overview of the Peterborough Festival 2009.

#### 2 RECOMMENDATIONS

- 2.1 Members are asked to note and comment upon the proposals within the report.

#### 3. LINKS TO CORPORATE PLAN, SUSTAINABLE COMMUNITY STRATEGY AND LOCAL AREA AGREEMENT

- 3.1 The Peterborough Festival links to objectives within the Local Area Agreement, Sustainable Community Strategy and Corporate Plan, in particular:

- Substantial and Truly Sustainable Growth - Increasing Economic Prosperity;
- Creating Strong & Supportive Communities - Building Pride in Peterborough;
- Making Peterborough a better place in which to live and work - providing for a better place to enjoy and visit with a range of arts, cultural, sporting, shopping and leisure facilities. Promote the city as a place in which to live and do business.

#### 4 BACKGROUND

- 4.1 Community Development Scrutiny Panel last explored the programme for the Peterborough Festival on the 18 June 2008.

#### 5 KEY ISSUES

- 5.1 The Festival will be focused around three weekends:

- 5.2 **Central Park Weekend 20/21 June:** The first weekend will provide a varied programme which has appeal for the widest of audiences. It includes a diverse daytime programme, which is inclusive and involves a multitude of community activity and a first evening programme of popular music. The Sunday programme will focus on orchestral performance by the City of Peterborough Symphony Orchestra providing a popular programme and ending with a 'last night at the proms' content with a guest conductor and vocal performances. The programme will be provided free to the public. A choral event at the Cathedral with the Orpheus Male Choir will be advertised as part of the festival programme (this is a paid event).

- 5.3 The festival will start with the Mayors parade with a 'Green' theme and will involve collaborative working with schools, Greater Peterborough Partnership - community regeneration, businesses and Council services. During the festival period redevelopment work will be happening in Cathedral Square and as such it is unlikely that a vehicular parade can pass through the city

centre. This presents a challenge to delivering the traditional parade. Creative solutions are being sought with partners.

- 5.4 **City Centre Weekend 27/28 June:** The second festival weekend will see the first ever 'Heritage Festival' right in the heart of the city as a celebration of the history and heritage of the city. It will be delivered in partnership with the Cathedral and bring together re-enactment, medieval markets and Shakespeare performance in and around the city centre and precincts. This builds on the very successful Local History Day two years ago and delivers to popular demand. The event is also a collaborative and sponsored event with the local History Society and Civic Society.
- 5.5 **The Embankment Weekend 4/5 July:** The final festival weekend will see the 'country come to town'. Professional company 'Oakleigh Fairs will deliver a quality Town and Country fair including displays, entertainments, local produce, steam rally, Shire horses and much more. Alongside this will be the Peterborough Boat festival. Together this event will take advantage of the embankment and river a feature of Peterborough. There will be opportunity to involve local Heritage partners and organisations.
- 5.6 In addition to these three weekends there will be a host of other events including a 'Peterborough Platforms' – fringe festival. This will run alongside the main weekends and building on past lunchtime performances and activities which we are calling 'Peterborough Platforms'. These will provide opportunities for emerging talent, smaller, diverse, edgy performance and art forms, sometimes in unexpected venues. We will look to grow this aspect of the festival year on year and will actively search out new and unexpected venues for performance and diverse performers.
- 5.7 **Brand, Profile and Promotion:** The festival will be developed as a recognisable brand with a three year rolling planning cycle which will allow sustained development and ongoing partnership involvement. As in other cities 'The Peterborough Festival' should stand on its own reputation with recognised branding, which will not totally change according to a new theme each year. That said aspects such as the parade will be themed. This year we will align with the 'green and environmental' theme for the city.
- 5.8 The festival branding will align with the new city branding and be supported by Opportunity Peterborough as 'The Peterborough Festival', and as a showcase for the city, its people and talents, whilst also attracting high profile performance and aspiration elements, as a vehicle to drive both internal and external tourism
- 5.9 The festival will deliver against objectives as detailed above but also act as a vehicle to develop cultural audiences and encourage increased participation in arts and usage of our cultural venues.



**The festival is Yours'**

- 5.10 The following marketing initiatives will be undertaken:
- Festival 2009 will be officially launched to the public in March following and building on the launch of the new city branding from Opportunity Peterborough;
  - A web page which is continuously updated and links to other related websites has been created;
  - A leaflet which folds out into a poster programme will be produced to present the range of activities across the whole two weeks of the festival, themed by type, such as Music, performance etc and will be available in April/May;

- Media partners Radio Cambridgeshire and Heart FM are posed to support the festival through proactive promotion in advance and as part of the events weekends.

5.11 **Budget and Resources:** The current economic environment is extremely challenging with sponsorship being very difficult to obtain. The Council budget is £75,000. Further funding through sponsorship is actively being sought. Funding in kind and through partnership working is being used to maximise delivery and inclusion in the festival. Partnerships include: Opportunity Peterborough, The Civic Society and Cathedral.

## **6 IMPLICATIONS**

6.1 There are no financial, legal, human resource or ICT implications emerging from this report.

## **7 CONSULTATION**

7.1 Feedback, evaluation and comments were sought from the stakeholders and Members following the festival 2008. Members particularly requested that the festival make use of Central Park for the opening weekend with a similar community/traditionally focussed programme to 2008 with an orchestral performance. Members emphasised that there must be a focus on quality and there was agreement to have three weekends as part of the festival. The proposed programme meets these objectives.

7.2 Community group stakeholders were consulted at an event on 25 February 2009.

## **8 EXPECTED OUTCOMES**

8.1 That Members support the festival programme as set out within this paper.

## **9 NEXT STEPS**

9.1 Officers and community partners will continue to deliver the festival taking into consideration the advice and recommendations of the panel. The festival will be evaluated, consultation and feedback will be gathered to produce a post festival report and to inform future festival delivery and to ensure continuous improvement.

## **10 BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

None

## **11. APPENDICES**

None

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