

REPORT OF DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

HISTORY FAIR 2008

1.0 PURPOSE OF REPORT

- 1.1 The purpose of this report is to update Members on the Sunderland History Fair 2008.

2.0 BACKGROUND

- 2.1 Sunderland Heritage Forum was established in 1997 to bring together people from voluntary and professional organisations to protect and celebrate Wearside's local heritage. The Forum meet on a bi-monthly basis and over the years have run a number of conferences, participated in Heritage Open Days and organised a programme of events for Local History Month.
- 2.2 The City Council's Local Heritage Strategy which was developed through consultation with stakeholders across the city has seven key aims relating to Heritage provision. Under Key Theme 1 – Provision, an action is "to seek to involve the Local Studies Centre and community libraries in a regular programme of heritage activities and events, such as a Local History Fair".
- 2.2 A small sub-group from the Sunderland Heritage Forum with representatives from the city's Culture and Tourism section have had regular meetings to discuss and organise the event. Alastair Yule from the Forum is acting as the Project Manager and support and advice is given to the group from staff from within Culture and Tourism, including officers from both the heritage and marketing sections.
- 2.3 Research was undertaken to decide on a suitable venue, cost of hiring exhibition space and tables to commercial and non-commercial groups, publicity and marketing of the event.

3.0 HISTORY FAIR

- 3.1 The History Fair will take place on Saturday 7 June 2008 at the Seaburn Centre from 10.00am – 4.00pm.
- 3.2 The fair is open to all groups and organisations interested in promoting our heritage through their activities. It will provide a unique opportunity for the general public to appreciate the diversity of the active organisation in the region and will also provide a point of personal contact for individual interests.

4.0 OPENING CEREMONY

- 4.1 Popular local historian John Grundy has agreed to open the History Fair at 11.00am on Saturday 7 June 2008 and give a short speech.
- 4.2 As the Mayor and Mayoress are unable to attend the Deputy Mayor and Consort have agreed to attend the event and will give a short speech.
- 4.3 Sunderland Heritage Forum will formally invite the relevant Councillors to the event.
- 4.4 A running order for the event will be produced in due course and staff from Culture and Tourism will be in attendance to support the event organisation.
- 4.5 A press release will be issued leading up to the event and contact has been made with Sarah Stoner from the Sunderland Echo, who will actively work to promote the event in the two weeks prior to the event.

5.0 PUBLICITY AND PROMOTION

- 5.1 The History Fair has been added to the Visit Sunderland website and will appear in Switched On, Workwise and Sunrise Council publications and it is listed on www.sunderlandevents.com.
- 5.2 Approximately 200 promotional brochures, giving details of the event, with a booking form were printed and posted to relevant groups and organisations. It is now confirmed that the event is at full capacity with 110 tables and spaces allocated for the event.
- 5.3 An e-mail address has been created to accept bookings and take enquires – sunderland.history.fair@hotmail.co.uk.
- 5.4 A5 flyers and posters are now being circulated to promote the event and to attract an audience.

6.0 FUNDING AND FINANCIAL IMPLICATIONS

- 6.1 An estimate of the total cost to organise the History Fair is approximately £3,250.
- 6.2 After submitting a bid to Community Chest a grant of £400 has been awarded from the Fulwell Ward, along with a £2,600 grant from the Heritage Lottery Fund (Awards for All).
- 6.3 Income from Exhibitors along with the funding received to date will allow for the event to be self financing and will also allow for additional programme including 'Roma Antiqua' who will be guarding the Seaburn esplanade, along with exhibitions of unpublished photographs from

Monkwearmouth School and the North East England Mining Archive
and Research Centre.

7.0 RECOMMENDATIONS

7.1 Members are asked to note the content of this report.