

16th October 2014

Place Board Progress Report

Report of the Washington Area Committee Place Board Task Group: Culture and Events Planning (2015)

(Group membership: Cllrs Scaplehorn, Kelly and Miller, Karon Purvis, Phil Spooner and Trina Murphy)

Purpose of the group:

1. To develop a planned approach for events in Washington (2015 programme)
 - a. (Currently programme includes Washington Heritage Festival, Washington Illuminations, Washington Village Christmas Festival, Road closures and PA system for Remembrance celebrations, Miner's banner marches – funded 100% via SIB circa £54k 2014/15 budget plus some Community Chest). Funding strategy required for 2015 programme
2. To consider how Washington's cultural offer can contribute to the city wide strategy/approach for culture
 - a. Timescales for city wide strategy
3. To consider how to use Washington's offer to help deliver other Area committee priorities

1. Event Planning for 2015.

The group has held two meetings – 14th July & 12th August and discussed options for a local events programme for 2015:

- a. 'As is' programme of events (circa £55 - £60k) – 100% SIB
- b. 'As is' programme of events - 50% SIB, 25% corporate support, 25% sponsorship
- c. Reduced or targeted programme (one or two key events – less total budget required) – 50% SIB 25% Corporate 25% sponsorship – new 'lead' to be identified
- d. One key event - 50% SIB 25% Corporate 25% sponsorship – new 'lead' to be identified?
- e. Additionally consider agreeing Community chest for small events – Remembrance (ward wide CC application) and Durham Miners Gala Transport costs (ward specific depending on group).

The group recommends the following:

- Area Committee to support a proposal to support 2 key events for Washington plus agree on-going support for Remembrance Parade and transport costs relating to Durham Miners Gala (c and e above). The two key events to be
 1. A Washington Carnival/Festival – with more focus on a 'family' day but including the heritage elements of the previous events.
 2. A 'shared' switch on/Christmas event – to include both Concord Illuminations switch on and an extension to the lights in Washington Village. This to be a joint event with community activities linking both switch-ons.

Area Committee is requested to

- a. Agree the Place Board determine a Project Brief and a Call for Projects to encourage local voluntary or community sector groups or key partners to deliver the 2 key events on behalf of Area Committee
- b. Agree a new approach to format and content of each of these events to address the current high infrastructure costs at the events. If event format is reconsidered it might be possible to deliver 2 key events for much less. (Board identified the current format results in a 6hr event for £32,500 – expensive when comparing it to other events in the City)

- c. Note some resources are already in place to support the delivery of these proposed events - already have appropriate lights for the Concord switch on and some lights available for the Washington Village switch on. Many community groups have traditionally been involved in the planning etc. of the Heritage Festival. It is proposed these positive and proactive relationships are maintained to add value to any new event/proposal.
- d. Agree an indicative budget to fund these two key events on the assumption that the delivery will be matched to the resource available. It is proposed that a total budget of £30,000 be considered as appropriate
- e. Approve **£15,000** SIB from the 2014/15 budget – considered under **Item 5 Finance Report and proposals for SIB**
- f. Agree the Place Board seeks a corporate contribution of a minimum of £10,000. Portfolio holder to confirm mechanism for agreeing this
- g. Local sponsorship and support is sought for the remaining £5,000 by the appointed lead agent (s). Some opportunities for support have already been identified provisionally for the 2015 via Members and proactive partners. These opportunities need further exploration to allow a business planning approach to be developed for Washington's Events 2015 programme.
- h. Request any identified lead agent seeks to provide/include a variety of community led activities and performances at either/each of the events, making good use of the community groups and partners available in Washington. There are many examples of dance groups, bands, entertainers who might be willing to play a proactive part in any programme. This will be detailed as a project outcome in the Project Brief.
- i. Request Corporate Communications supports the Area Committee and Place Board in determining a relevant framework to allow local sponsorship to be sought.