

REVIEW OF 2017 FESTIVALS AND EVENTS PROGRAMME AND PREVIEW OF 2018 PROGRAMME

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CLLr Iain Eadie Cabinet Member for Operational Services, Leisure & Waste and
CLLr Doug Pullen Cabinet Member for Regulatory Services, Housing and Well-being



**Economic Growth,
Environment and
Development
(Overview &
Scrutiny) Committee**

Date:	14 March 2018
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Key Decision?	No
Local Ward Members	N/a

1. Executive Summary

- 1.1 The purpose of this report is to provide to the committee details of the events and festivals programme delivered in 2017 and those planned for the forthcoming year.
- 1.2 Lichfield District traditionally boasts an extensive and enviable programme of events and festivals which attract thousands of visitors to the city and the district, boost local businesses and support local jobs.
- 1.3 A wide range of events and festivals took place across the District in 2017, attracting thousands of extra visitors to the area. Highlights included Lichfield Proms in Beacon Park, The Cathedral Illuminated, The Lichfield Food Festival and a range of Christmas events and promotions.
- 1.4 Events and festivals contribute to help make Lichfield a vibrant place to visit, they attract extra visitors to our district and help increase spend in our local economy. In addition they encourage overnight stays.
- 1.5 Whilst Lichfield District Council delivers and supports a small number of these events, the majority of events that take place in the district are delivered and funded by partner organisations.
- 1.6 In addition to reviewing what happened in 2017, the report highlights the key events taking place across the District in 2018, as well as new initiatives in terms of marketing, promotion and creating a new strong, brand and identity for Lichfield.

2. Recommendations

- 2.1 It is recommended that Members consider and note the contents of the report including the planned 2018 programme.

3. Background

Context

- 3.1 A key theme of Lichfield District Council's Strategic Plan 2016-2020 is that we will help 'create a vibrant and prosperous economy' by encouraging increased visitors to our district, increased spend in our local economy and more overnight stays.
- 3.2 Events and festivals are recognised as a key part of this, as an engaging events programme helps us build on our heritage, tourism and cultural offer and encourages more footfall, both to the events and afterwards as events help to showcase the city/district for future visits.
- 3.3 Annually, the district boasts an enviable year-long programme of events and festivals, which encourage local residents, as well as visitors, to appreciate the very best the district can offer. Traditional, centuries-old events like the Lichfield Greenhill Bower and the Burntwood Wakes are complemented by more recent innovations like the Lichfield Festival, Lichfield Proms in Beacon Park and the Lichfield Food Festival.

- 3.4 Key events that took place in 2017 - please see **Appendix 1**, included the **Lichfield Food Festival** in August. We are advised this event attracted around 100,000 visitors to the city over the three days, bringing in an estimated £4 million to the local economy, the weather was glorious over this weekend, which certainly added to the atmosphere and attracted extra visitors. Four cash points in the city ran out of money over this weekend. BID businesses advised that they benefited from the event as it brought extra footfall through their doors, and extra spend in their tills.
- 3.5 **Lichfield Festival** now in its 37th year, held in July attracts over 50,000 visitors from across the West Midlands and further afield, bringing in an estimated £2 million into the local economy.
- 3.6 **The Cathedral Illuminated** held for a week in December on the lead up to Christmas, was another highly successful event, attracting 16,500 visitors into the city in 2017. This event was featured on the local television news. Hugely popular events like this help put Lichfield on the map. The evening economy felt the benefit of this event as the shows took place from 6pm to 10pm most evenings.
- 3.7 **How events are delivered and supported**
- 3.8 The vast majority of the district's events are delivered by our partners, including voluntary organisations. Our Strategic Plan recognises the important role the council's partner's play in continuing to support and develop our thriving arts and cultural offer, and furthermore recognises the Lichfield BID, Lichfield City Centre Development Partnership and Burntwood Business Community in this respect.
- 3.9 A small number of events are directly staged by the council. These include Lichfield Proms in the Park and a range of smaller Lichfield Historic Parks events, which are delivered in line with the Parks and Opens Spaces Service Plan (part of the council's HLF grant funding obligations), and align with the council's new Physical Activity and Sports Strategy (PASS). We also provide support to a number of events organisers who hire our parks for key events, such as the Fuse Festival and Cars in the Park
- 3.10 Other events, such as the annual Heritage Weekend Festival & Christmas Festival support the district council's tourism objectives, and the Lichfield City Centre Development Strategy. These are organised through a marketing partnership with local attractions, trade organisations, shops and businesses, including the Lichfield BID and Lichfield Chamber of Trade & Commerce. These partnerships see the district council delivering the marketing support for the events, in recognition of the footfall these events bring to the city and district, the boost to car park income, and the way in which they support the council's own economic development/tourism ambitions.
- 3.11 The district council also supports/has supported a number of events through the range of grant funding programmes the council delivers. For 2018 the council is supporting The Lichfield Festival, through the Lichfield City Art Fund, the festival is a 9 day event that takes place across various venues in the city.
- 3.12 The council provides a lot of assistance and advice to event organisers through the Safety Advisory Group (SAG) process, a cross section of LDC service areas support this group, including officers from Regulatory Services, Licensing, Parks, Health and Safety and Tourism. Along with representatives from the Police, Staffordshire County Council and the Fire service which meet with event organisers to ensure a collaborative approach is taken with the major events.
- 3.13 The increasing number of events and festivals that are taking place across the city are creating a significant increase in the large amount of work required for regulatory services. In 2017, 931 street traders applied for street trading consent, over 800 were granted. The street trading fee of £33 per day is currently being waived by LDC. In 2017, a number of SAGs were held to discuss events. The total amount of hours attributed to SAGs last year for Regulatory Services was 73 hours and an estimated cost of £3,340. For 2018, we anticipate this figure to increase dramatically as the SAG is proving to be invaluable.
- 3.14 In 2017 Regulatory Services received 931 applications for Street Trading Consent. Out of those we issued consent for 811. Some of these will have been for more than one day depending on the event so we have estimated that we would have generated somewhere in the region of £34,000. As you are aware the fee for these was waived, so in effect this was a cost to LDC last year. Members may want to consider whether this approach is appropriate.

- 3.15 Enforcement work would normally be covered in the costs for Street Trading applications and as such the waiving of the fees has meant that we did not generate any income to offset this. In effect this would normally be covered out of the £34,000 above. However, the Regulatory Services team delivered approximately 130 hours on food safety visits the cost of which comes to a little over £3,000.
- 3.16 We are dependent on event organisers providing us with visitor numbers to enable us to calculate the economic impact, events and festivals add to the local economy. The calculation we make is based on the information supplied to us in an annual Tourism Economic Impact Assessment, provided to us from Destination Staffordshire. Currently we have very little data on the economic impact the various events and festivals have on the local economy, it is recommended that the council undertakes further research to establish some key metrics, which will enable us to evaluate the economic impact of the events programme for local businesses and the economy. Working with event organisers at the SAG meetings will assist with this work.
- 3.17 A new Events and Festivals collaboration group has recently been set up by The Leader of The Council, which is made up of key partners and event's organisers across the City, as well as LDC officers. The aim of this group is to ensure a joined up working approach is taken when it comes to events and festivals, initial feedback from partners is that the group is extremely useful providing as it does a platform to keep all informed of what's going on and when, as well as idea sharing and best practice.
- 3.18 In addition an officers group has been set up to consider how best LDC can promote and support the various events and festivals via its many different roles. Officers from Leisure, Regulatory Services and Tourism are part of the group.
- 3.19 In late 2017, The Lichfield City Centre Development Partnership (LCCDP) commissioned a brand and marketing review for the city with the results presented to the LCCDP Board in February. The key findings of the report showed that outside of Lichfield, there is very little awareness of where Lichfield is and what the city has to offer. It also highlighted that Lichfield as a place, did not have a strong brand or identity. Whilst feedback was a little disappointing, it did confirm what many of the partnership suspected, however, it has provided the LCCDP the platform to move forward with creating a brand and an identity for the city, as well as marketing campaign, to raise awareness of Lichfield and what the city has to offer.
- 3.17 The first stage of this project is to address the **branding and identity** of Lichfield.
- 3.18 A brief has been created by the LCCDP marketing group that has been circulated to 4 local graphic design companies, asking for ideas and designs for a new logo - based on Visit Lichfield, a strapline for the city and a new colour palette. It has been stressed that the new logo/strapline needs to travel and be suitable to use on various marketing platforms, both print and digital. The cost to do this stage of the work has been funded by 4 partners. The designers will be presenting their designs to the LCCDP marketing group at the end of March, when a design will be chosen.
- 3.19 The next stage of the project will be to deliver the **Marketing Campaign**, there will be 2 elements to this :
- A - Attracting Visitors to Lichfield**, targeting a regional and national audience
- B - Events Calendar**
- Initial ideas to do this include - advertising at Birmingham Airport, Railway Stations - cross city line and west coast mainline, west coast train panels, bus sides and regional websites. These offer both print and digital options. A partnership approach will be taken to fund and deliver these campaigns.
- The key events and festivals will be promoted through a poster campaign around the city and local wards, posters will be displayed in the Tourism Information Boards around the city (which are being replaced as they are in a very poor state and do not create a good impression of the city). We would like to circulate A4/A3 versions of these posters to ward members, and ask if you would help by displaying these on parish notice boards and in any local newsletters you may be involved with. It is the intention these event calendars are updated 3 times a year.
- 3.20 **Visit Lichfield website** - The official website for Lichfield is currently being updated and refreshed, it will also be mobile compatible. There is a very comprehensive events calendar on the website, event organisers are asked to add their own events to the calendar, which provides a "one stop" place to go to see what's going on in Lichfield District. The new website will adopt the new logo, strapline and colour palette being created by the LCCDP.

3.21 For information only, please find attached **Appendix 2** an **Events Calendar** - highlighting the key events that are taking place in Lichfield District in 2018. It is not a full line-up of events that take place across the district; for a full line up visit www.visitlichfield.co.uk/events

Benefit of events

3.22 It is widely recognised that shops, businesses and attractions feel the economic benefit of the events and festivals that take place. This underpins and aligns with the strategic ambitions of the council.

3.23 In addition, markets-based events such as the Lichfield Food Festival offer opportunities to support new and embryonic businesses, via market stall opportunities.

3.24 In terms of district council income, city based events (where car parks are chargeable) help to boost parking figures and have a positive impact on parking income.

3.25 It is also recognised that visitors to events often return to the city/district for future visits and hence events help to showcase the city/district to future visitors as well as boost its reputation through word of mouth.

Alternative Options	As this is a summary report focusing on a wide variety of events, alternative options are not considered as part of this report.
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Consultation	As this is a summary report focusing on a wide variety of events, consultation has not formed part of the preparation of this report.
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Financial Implications	Budgets for LDC activities to deliver and support events are contained within relevant service departments.
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Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> 1. A key theme of Lichfield District Council’s Strategic Plan 2016 - 2020 is that we will help ‘create a vibrant and prosperous economy’ by encouraging increased visitors to our district, increased spend in our local economy and more overnight stays. 2. Events and festivals are recognised as a key part of this, as an engaging events programme helps us build on our heritage, tourism and cultural offer and encourages more footfall, both to the events and afterwards as events help to showcase the city/district for future visits.
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Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> 1. There are no identified equality, diversity and human rights implications.
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Crime & Safety Issues	<ol style="list-style-type: none"> 1. There are no identified crime and disorder issues.
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	Risk Description	How We Manage It	Severity of Risk (RYG)
A	LDC decides not to support or deliver events.	This would negatively impact on the council’s ability to support its Strategic Plan ambitions, the PASS, the Parks and Opens Spaces Service Plan and the Lichfield City Centre Development Strategy. It would also impact negatively on car park income and partnership working.	Yellow

Background documents N/A

Relevant web links WWW.Visitlichfield.co.uk
