

Name of meeting: Cabinet
Date: 18th September 2018
Title of report: A New Events Programme

Purpose of report

Approve the allocation of budget to two new initiatives:

1. A district wide community festival on the theme of textiles
2. Participation in regional and national events

Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?	No
Key Decision - Is it in the Council's Forward Plan (key decisions and private reports?)	No
The Decision - Is it eligible for call in by Scrutiny?	Yes
Date signed off by Strategic <u>Director</u> & name Is it also signed off by the Acting Service Director for Finance, IT and Transactional Services? Is it also signed off by the Service Director - Legal, Governance and Commissioning)?	Karl Battersby - 7.09.2018 Eamonn Croston - 7.09.2018 Julie Muscroft - 10.09.2018
Cabinet member portfolio	Cllr Graham Turner - Corporate

Electoral wards affected: All

Ward councillors consulted: None

Public or private: Public

1. Summary

- 1.1 The council agreed at the February 2018 council budget meeting to allocate £300K to ward based event activities.
- 1.2 After assessing the district's issues and consultation with officers and cabinet members, this report proposes how that budget should be allocated: £200k towards a textiles themed, district wide festival; and £100K to enable the district to participate in regional or national events and festivals.
- 1.3 Cabinet is requested to approve this approach.

2. Information required to take a decision

- 2.1 Through the council budget process, a £300,000 budget was agreed in February 2018 to support a community events programme.

- 2.2 Early discussions with officers and cabinet members about this programme expressed an interest in developing a programme which enables towns and villages to develop a strong place identity, increases town centre vibrancy and promotes diversity and inclusion.
- 2.3 It is proposed that the new events programme should address some of the issues Kirklees is presently facing including:
- Lack of cohesive identity for the Kirklees district
 - Low regional and national profile
 - Lack of excitement/buzz about the place
 - Lack of participation in regional events so not maximising promotional opportunities
 - The existing events programme does not reflect the diversity of our communities.
- 2.4 Kirklees presently has some strong events, many of them music based, including Huddersfield Literature Festival, the Grand Northern Ukulele Festival (the 2018 winner of the Voluntary Arts Epic Award for England), Huddersfield Contemporary Music Festival, Marsden Jazz Festival, Holmfirth Arts Festival, Huddersfield and Holmfirth Food and Drink Festivals, Heckmondlight, Holmfirth Film Festival, Holmfirth Festival of Folk, Cleckheaton Folk Festival and the Batley Festival as well as a number of agricultural shows. New music festivals are presently a growth area such as Marshfest, Huddsfest and the Conscious Youth event. Most of these festivals are in Huddersfield and the Valleys and so there are many parts of the district which do not benefit from events. There is no one event or festival which involves all parts of the district.
- 2.5 In May 2018, the LGA Challenge visited Kirklees. The participants were set the challenge of *"In a district which struggles with its identity, how do you develop a vibrant cultural offer for local people which helps to establish a place identity for the district as a whole and/or its towns and villages?"* The winning team proposed a district wide festival inspired by the heritage of the textiles industry. This was also suggested by officers during consultation.
- 2.6 It is proposed that £200K is allocated to the delivery of a six week festival inspired by the theme of textiles to be held in June and early July 2019. This timing will enable schools, colleges and the University of Huddersfield to participate as many primary schools organise arts festivals towards the end of the academic year and the University and Kirklees College hold their annual fashion shows. The improved weather provides opportunities for both outdoor and indoor activities.
- 2.7 Across Kirklees, textiles has been a major industry and thus one theme which unites the whole of the district. It was identified as a priority area in the *Culture Kirklees* vision approved by Cabinet in October 2016. The theme provides opportunities to explore manufacturing, design, fashion, innovation and can be used creatively to engage communities in costume making, banner making, wrapping buildings, storytelling, exploring the district's history, projecting on to mill buildings for example. It also enables communities to explore change e.g. regeneration of mills, new production methods, jobs and apprenticeships. All communities can engage with the theme as clothing is a projection of our identities and cultural background. Many of our migrant communities came to the district because of the textile industry and so the theme provides an opportunity to tell their stories. Although the theme of textiles would remain the same each year, the content would constantly change as new artists were commissioned. The festival would not be about Kirklees' history but what textiles mean to the district now and in to the future. It will encourage creativity and for people to think out of the box in relation to the theme. It will provide opportunities to commission new work and involve schools, colleges, the University of Huddersfield and community groups.
- 2.8 In 2014, Kirklees successfully contributed to Le Grand Depart, the regional event which started that year's Tour de France. The resulting Tour de Yorkshire passed through the district in 2015 and 2017 although only small parts of the district were involved. There has never been a start or finish in Kirklees. Participating in regional and national events such as the Tour de Yorkshire and, if selected to be a host venue, the Rugby League World Cup in 2021 provides opportunities to promote the district to a global tv audience and attract visitor

spend. A condition of participation in regional and national events like these is often that a financial contribution must be made.

- 2.9 It is proposed that £100K will be allocated to support the council's ambitions to be involved in regional and national events such as hosting a start or finish of the Tour de Yorkshire. Prime tv coverage is given to the starts and finishes. Those areas which the race only passes through gain less global exposure. If the recently submitted bid to the Rugby Football League is successful and Kirklees is chosen to host men's and women's games in the 2021 Rugby World Cup, this budget will be used to meet the financial contribution which will have to be made and support any preparatory and community outreach work.
- 2.10 Involvement is not just about profile raising but creating a 'feel good factor' amongst residents and opportunities for the district's communities to come together in celebration. Participating in regional events will enable Kirklees to work in partnership with other local authorities and engender a spirit of collaboration.
- 2.11 Each year, Cabinet will be requested to consider in which regional or national event it wishes to participate and therefore allocate the budget.
- 2.12 Other options have been considered including different themes for a district wide festival; a grants programme for existing community events; and a commissioning programme to stimulate new events in areas of the district where there is low provision. These were assessed to have less impact in relation to increasing the district's profile, creating a cohesive identity for Kirklees and attracting other funding and sponsorship.

3. Implications for the Council

3.1 Early Intervention and Prevention (EIP)

There will be no impact.

3.2 Economic Resilience (ER)

This proposal seeks to achieve the following outcomes:

- Increased and improved positive regional, national and international profile which appeals to visitors and investors
- Increased town and village centre vibrancy
- Increased visitor spend

It contributes to the aim in the Corporate Plan - *People have access to an appealing cultural offer and vibrant town centres* – which will be developed through “*developing and delivering activities, events and public art projects to help make our town centres more vibrant and build a sense of cultural identity.*”

3.3 Improving Outcomes for Children

The Textiles Festival will provide opportunities to involve schools in creative activity and enable children to develop a sense of belonging to the district whilst learning about different local communities. They will be able to learn about the district's heritage and explore job opportunities within the textiles industry. It is hoped that they will be inspired to follow career paths in this industry and understand more about the skills they will need to develop.

3.4 Reducing demand of services

There will be no impact.

3.5 Legal/Financial or Human Resources

So that the district can maximise any promotional opportunities from the Textiles Festival and participation in regional and national events, substantial input from the council's Marketing and Communications team will be essential or this element will need to be contracted out.

A Festival director/co-ordinator will need to be appointed for the Textiles Festival which may mean a re-prioritisation of activities within the Culture and Vibrancy service, the secondment of an officer from within the council or the festival will be contracted out.

The staffing resources required for each regional or national event will need to be assessed each time depending on requirements and nature of the involvement.

4. Consultees and their opinions

The participants in the LGA Challenge were asked how to solve an issue for Kirklees around identity and the winning team proposed that a Textiles Festival was the most effective way to achieve a cohesive identity and raise the profile of the district.

5. Next steps

- 5.1 Planning for the Textiles Festival will begin in September 2018 in order to engage key partners and communities in the development of the programme and enable sufficient time to market the programme. Year one will be very community focused to stimulate interest and secure local support plus establish a track record which will be attractive to potential sponsors and funders to help grow the festival post year one.
- 5.2 Although delivery of the programmes can start in autumn 2018, the actual events supported will not be realised until June to the middle of July 2019. Events take 6 to 12 months on average to organise. A programme of community engagement will start in late autumn 2018 to produce work to be exhibited in summer 2019.
- 5.3 Once the result of a bid to host games in the Rugby League World Cup is known, Cabinet will be asked to take a decision about which regional and national events it wishes to participate in from 2019 to 2021.

6. Officer recommendations and reasons

Members are requested to approve the proposal to allocate £200K to a district wide textiles theme as this festival will provide opportunities to:

- Involve communities across Kirklees and make them feel part of Kirklees whilst also providing opportunities for them to promote their own identities
- Promote Kirklees in the region and wider
- Promote the Textiles Industry in Kirklees, raising awareness of what is designed and manufactured in the district and inspiring residents, especially young people, to develop relevant skills and secure jobs within the industry.

Members are also requested to approve the proposal to allocate £100K to ensure Kirklees can participate in regional or national events so that:

- Kirklees can maximise global media coverage of these events and thus raise the profile of its towns and villages
- Attract visitors and thus economic spend
- A spirit of collaboration and partnership can be engendered with other local authorities which will help when more difficult issues are being discussed regionally and nationally.

7. Cabinet portfolio holder's recommendations

Cllr Graham Turner, Cabinet member for Corporate Services:-

“As part of our ambitions to put Kirklees and its towns and villages on the map and in to the nation's consciousness, we need to improve our profile and reputation regionally and nationally. A new Festival, which promotes our strong textiles heritage, will be part of a package of activities including maximising our global media coverage through participating in regional and national events. Textiles was the foundation on which much of Kirklees was founded, from fine worsted in the Huddersfield area, to the shoddy and mungo industry in the Dewsbury and Batley areas. The textile industry has a common thread across the whole of Kirklees that binds us all together. This festival is not about the past, it's about looking forward to the future and showcasing the skills, talents and creativity of our residents including students. We have world beating companies, using ground breaking technology that will produce the textiles of the future and by working in partnership with these companies, the University of Huddersfield and the Textile Centre of Excellence, I see a future full of promise for all of us.

The textiles industry is very diverse and that is reflected by our diverse communities. The festival gives us a chance to bring all these together to celebrate the here and now and the future. It gives us an excellent opportunity to show to the world that whilst we have a fantastic past, we really have an exciting future by utilising new technology and the creativity and skills of our residents.

I welcome this opportunity to invest in our shared cultures and industry and to showcase to the world the ambition and talent we have in Kirklees and its residents.”

8. Contact officer

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9. Background Papers and History of Decisions

None

10. Service Director responsible

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