
**Decision Session: Cabinet Member for
Leisure, Culture and Tourism**

21 January 2014

Report of the Assistant Director Culture, Communities and Public Realm

Tour de France Yorkshire Festival 2014 – York’s Programme

Summary

1. This report asks the Cabinet Member to approve the outline programme and budget for York’s Tour de France Festival 2014 activities which will take place over a 100 day period between 27 March and 6 July 2014.

Background

2. The Tour de France is the world’s largest annual sporting event which attracts a global audience. There is a huge amount of interest being generated around the 2014 Tour de France and as the start of the second leg of the race York will demonstrate it has much more to offer visitors than its reputation as one of Britain’s foremost historic cities.
3. The Tour de France Yorkshire Festival 2014 represents the first official cultural festival programme in the event’s 100 year history. It provides a real opportunity for York and Yorkshire regional’s arts, creative and cultural sectors to shine.
4. Through a programme of contemporary and performing arts, new and existing events and mass participation community engagement projects York’s programme will add much to the impact of the Tour and its legacy. The regional festival will strengthen connections across Yorkshire and support the economic, social and cultural value offered by York.
5. The Yorkshire Festival 2014 is based on the successful York 800 model with commissioned and existing projects; with a range of new activities, events and projects being added to the programme throughout the festival period. It runs parallel to the Tour de France event and is seen by ASO as a separate but complementary event.

It has its own regional branding, YF14 and its own sponsor, Yorkshire Water, which was announced 13 January.

York's Festival 2014

6. Within the overall context of the regional festival we are proposing a York programme that reflects the following principles:
 - to give the local community and cultural sector the chance to showcase York's diverse and vibrant cultural offer within a wider regional programme
 - to seek to work with partners and organisations making the York programme as inclusive as possible for the communities who live and work within the of boundaries of the City of York
 - to identify innovative and creative ways to bring together all of our communities
 - to build on our longer term goal leaving a lasting legacy for our cultural and creative communities, as well as participants and audiences
 - to promote this once in a life time opportunity for individuals and communities to participate in this unique festival and to help transform York into a city that truly knows how to celebrate!

York's Festival 2014 Planning

Regional Programme – Context:

7. We have proactively worked with the regional Festival Director regarding York's contribution to the regional festival. The draft regional festival programme has been approved by the regional Yorkshire Festival 2014 Steering Group and the official notification of the results will be issued on 29 January 2014 and is embargoed until this date.
8. The regional programme will consist of a range of large, medium and community commissions which have been selected to cover all art forms and to touch rural, urban and costal areas of Yorkshire. There will be marketing and publicising opportunities through the Peleton (printed programme) and the Fringe (web-based programme open to all). The selected regional commissions based in or visiting the City over the 100 days will enhance and complement York's programme.

Programme Development:

9. A series of information and promotional activities have been held in York, as well as 121 meetings with individuals and organisations.

To date over 200 organisations and individuals have registered their interest to take part in the York element of the Yorkshire Festival 2014.

10. The draft programme for York is set out in Annex 1. In building the proposed programme the focus has been on maximising community participation, building-up interest moving towards 6 July 2014 and ensuring the animation of York on the day. The Draft Programme represents the most interesting and achievable new proposals received to date, as well as embracing existing events and projects. We will also be working with York CVS and York Cares on a programme of volunteer opportunities throughout the festival
11. The University of York are running a funded student challenge volunteering programme, with a Tour de France theme. We will work with the nine selected students to ensure the success of this programme and to add value to York's Festival 2014 programme.
12. Cultural partners, venues and attractions around the city have been asked to consider how their 2014 programming of activities and events could help support the objectives of the festival. The proposed programme is open to continuing enhancement as the festival progresses.
13. As plans develop for the spectator hubs we will look to work closely with the commercial development team. In particular offering potential content for the big screens and the provision for family activities and entertainment. Funding and resources for this has not been included or identified within our budget.

Marketing

14. York's Festival 2014 will form part of York's wider Tour de France Communications Plan. A budget for the marketing of the festival is included in the wider communications budget, which is separate to the budget show below.

Corporate Priorities

15. The programme of events and activities will demonstrate the entrepreneurial spirit of the city, the cohesiveness of its communities and build on its world class culture. By being a confident, collaborative lead in the regional festival programme York will continue its journey towards being an inclusive, lively and active city, with a strong international profile.

This will support corporate objectives regarding culture, the economy and neighbourhood management.

Implications

Finance:

16. As part of the bid to Arts Council England which provided the £1m for the regional programme the Council agreed to provide funding or in-kind programme to the value of at least £25k. Of this an in-principle commitment of £10k has been made towards a proposed regional programme commission. This commission will generate and enhance other activities and projects in York.
17. Funding for the remaining part of York's programme has been drawn from the 2013-14 Events and Festivals' budget. The proposed income and expenditure for York's Festival 2014 is set out below with a more detailed breakdown in Annex 2.

INCOME

Allocated York Festival Budget 2014	£10,000
Identified for projects within 2013-14 budget	£29,500
TOTAL INCOME	£39,500

EXPENDITURE

	£
Small Projects Programme	3,000
CYC Initiated Projects	11,000
Matched Funding Grants	11,000
CYC contribution to the Yorkshire Festival 2014	10,000
Contingency - other projects under discussion	4,500
TOTAL EXPENDITURE	£39,500

Equalities

18. A key objective of York's Festival 2014 programme is ensuring the festival is inclusive by promoting activities that will engage communities and develop a sense of belonging in the city. Event organisers will be required to ensure an equality of access to their event and full compliance with the Equalities legislation.

19. There are no Legal, Highways, Human Resources, Crime and Disorder, Information Technology or Property Implications arising from this report.

Risk Management

20. In compliance with the council risk management strategy there are no risks associated with the recommendations of this report. The festival programme is included in the Council's Tour de France central risk register and monitored by the Tour de France York Operations Board.

Recommendations

21. The Cabinet Member is asked to approve the outline programme of events and agree the budget for York's Festival 2014.

Reason: To ensure that York reaps the economic social and cultural benefit of participation in the Yorkshire Festival 14.

Annexes

Annex 1: Draft Programme for York's Festival 2014

Annex 2: Draft Budget for York's Festival 2014

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Report Approved **Date** 16.1.14.

Wards Affected

All

For further information please contact the author of the report

Background Papers: None