

APPENDICES 1 – 5

SUMMARY OF OUTCOME OF THE CONSULTATION



City Mayor

Schedule of the options and proposals that formed the basis of the public and Stakeholder consultation undertaken during the period 23rd April to 27th July 2012.

number	Option / proposal
one	to maintain funding at the current level and enter into new three year funding contract and service level agreement with: <ul style="list-style-type: none"> • Dave’s Leicester Comedy Festival (£18,500), • The Spark for the provision of the Spark Children’s Arts Festival (£9,000), • Leicester Belgrave Mela (£30,000)
two	to maintain funding at the current level for Leicester International Music Festival and enter into a one year funding contract (£5,000)
three	to maintain funding at the current level and the current ‘in-house’ management and delivery arrangements for the: <ul style="list-style-type: none"> • Riverside Festival, • Abbey Park Bonfire and Firework Display and • Christmas Lights Switch On event,
four	to maintain funding at the current level and maintain the current management arrangement for the delivery of St George’s day celebration for 2012/13 and that during the year a brief and specification for the event is written and that this is used to tender the management and delivery of the St Georges Day celebration for (2 years) 2013 and 2014, with the option to extend for a further year
five	the Carnival on Victoria Park is supported based on the model developed in 2011/12 and that the city centre procession/parade is not re-instated; and that a 3 year funding contract and service level agreement is entered into with funding reducing from £100,000 in 2012/13, to £80,000 in 2013/14 and to £60,000 in 2014/15 to reflect the nature of the event
six	Council, in 2013, ceases to fund and provide Castle Park Festival from 2013 onwards in order to develop a new weekend heritage and arts festival with a focus on the old town area and to provide opportunities to celebrate the wider city built, environmental, social and cultural heritage and history to help fulfil the City Mayors 100 day pledge on festivals
seven	the Council maintains the funding and delivery arrangement for Black History Month in 2012 with a focus on a programme of events throughout October so that the City has the opportunity to celebrate Black History Month; and that a brief and specification for the event is written and that this is used to tender the management and delivery of Black History Month for (2 years) 2013 and 2014, with the option to extend for a further year
eight	Council, in 2013, ceases to fund and organise the Humberstone Park Bonfire but provides advice and guidance to assist in the preparation and delivery of a community managed bonfire event in its place if the community want to take a lead on it
nine	the Council, in 2013, ceases to provide a financial contribution to the Leicester Hindu Festival Council for the hire of the Ramgarhia Community Centre; and the Council continues to hire De Montfort Hall, at its published community rate, to the Leicester Hindu Festival Council for the purpose of staging its Navratri Festival
ten	the Council, in 2013, reduces its funding to £3,000 for Dashera and negotiates with

	the Leicester Hindu Festival Council to take over the management and delivery of a Dasher event with a focus on the core activity of the burning of the effigy
eleven	the current level of funding for the Diwali Switch on and Diwali Day events is maintained but that the Diwali Working Party are asked to review the programme / budget allocation for these events to re-balance the programme to increase cultural activities on Diwali day and create more distinctiveness between the two days
twelve	once the review is concluded a Festivals and Events networking group, led by the Council, is established to share good practice and develop partnership and joint working arrangements
thirteen	a review of marketing is undertaken to develop a campaign to brand the city's festival programme and to provide more 'in kind' support to festival organisations with their own marketing and PR campaigns
fourteen	a small fund be established to support the development and delivery of new festivals and provide additional support, where appropriate, to existing festivals
fifteen	<p>the savings identified through the review be allocated as listed below:</p> <ul style="list-style-type: none"> • Additional investment in marketing and branding - £15,000 • Invest in new weekend heritage and arts festival - £30,000 • Establish a growth/new festivals fund - £10,000 in 2013/14 rising to £30,000 in 2014/15 • Potential saving to contribute to the 2013/14 budget strategy - £15,000

Review of the Festivals and Events programme summary of the On-line survey responses.

1. Introduction

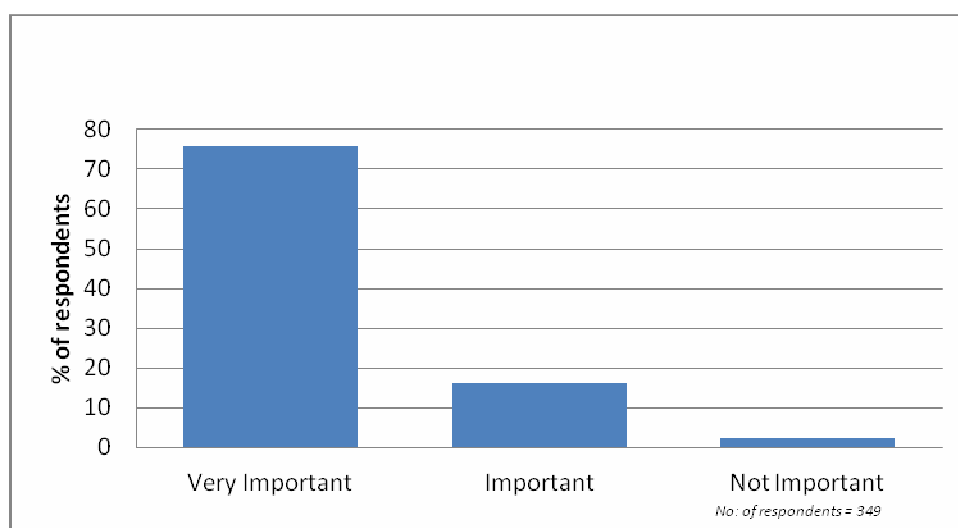
Public and Stakeholder consultation on the options and proposals arising from the information and data gathering stage of the review of the Festivals and events was undertaken during the period 23rd April to 27th July 2012. A key strand of the public consultation was the on-line survey questionnaire. A total of 349 on-line survey questionnaires were completed.

2. Information about the respondent:

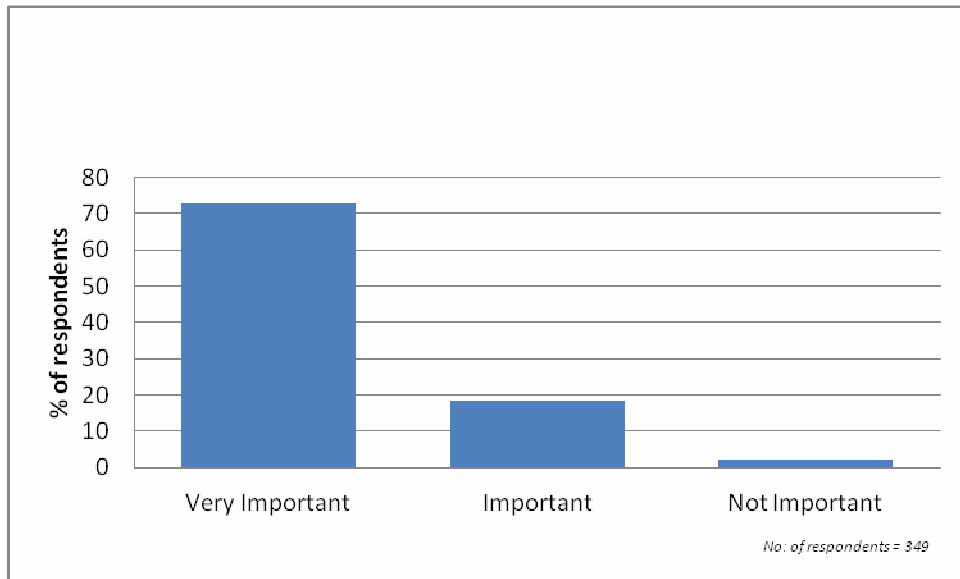
- 70.5% of respondents live in Leicester
- 4.9% were responding on behalf of an organisation based in the City
- 29.5% of respondents do not live in Leicester but are a regular visitor to Leicester
- 4% of respondents work for a voluntary sector or small business that receives funding from the Council
- 44.7% of respondents work in Leicester

3. Responses to the specific questions posed in the On-line survey questionnaire

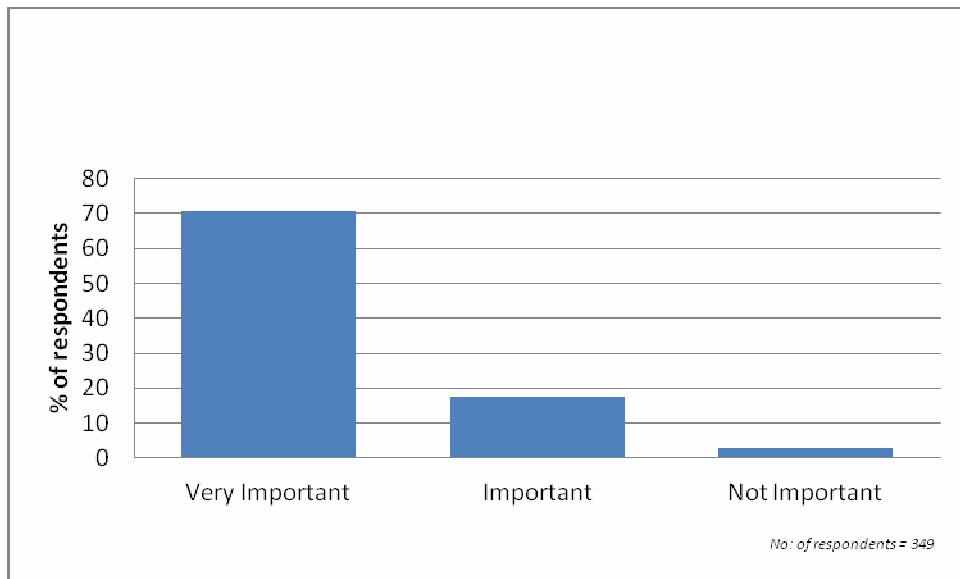
3.1 How important do you feel it is for the City to provide a programme of festivals and events?



3.2 How important do you feel it is for the City Council to provide support for the city's programme of festivals and events?



3.3 How important is it for you and for your community for the City Council to provide a programme of festivals and public events?



3.4 Are there any new festivals and events that you would like to see taking place in the City?

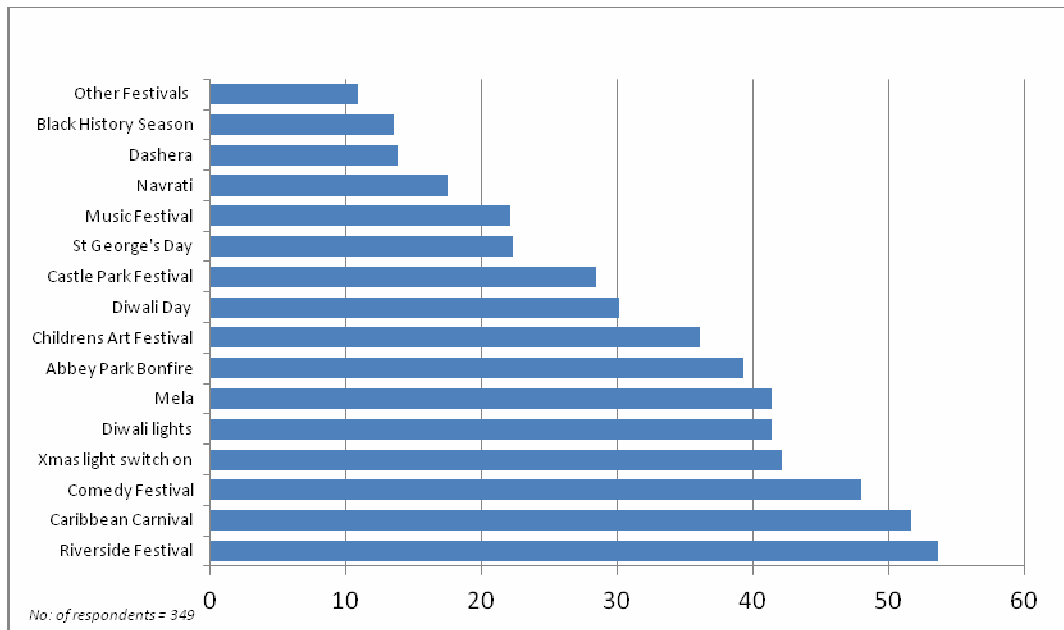
30.3% of respondents had ideas about other festivals and events they would like to see taking place in the City, some examples are provided below to indicate the range:

<input type="radio"/>	Annual City Festival
<input type="radio"/>	UK City of Culture

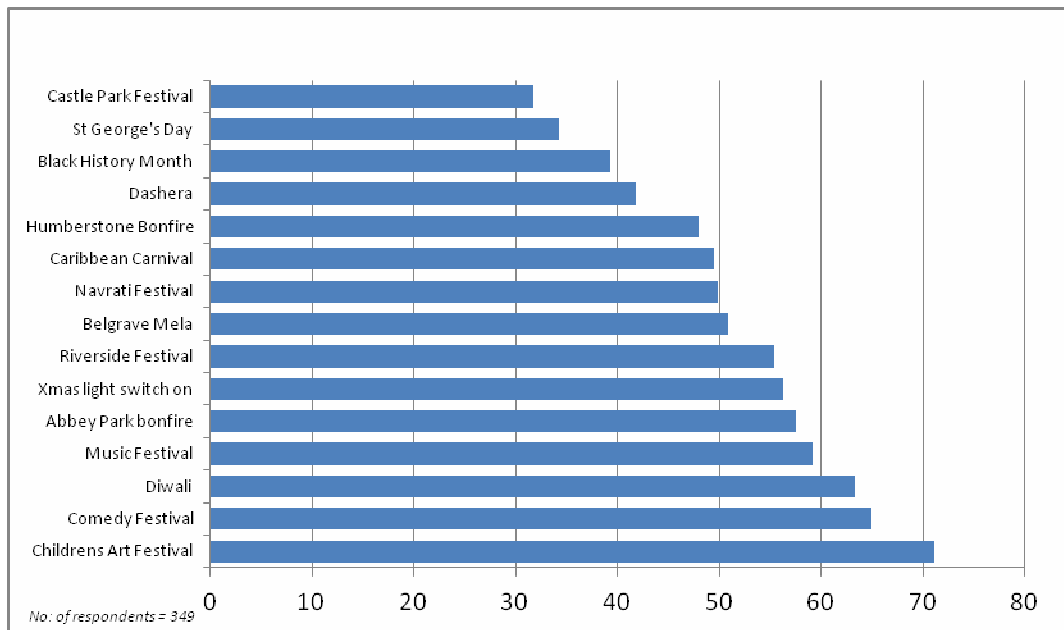
○ Early Music Festival
○ A celebration of the local grass roots arts scene
○ We have lots of good festivals. Let's concentrate on enabling them to go on improving
○ Street Entertainers/Circus Acts along the High Street.
○ I love the Castle Park festival but agree an arts and heritage festival would be very interesting. It also seems that the Castle Park festival is a bit on the small side. It would be interesting to see this same festival rebranded and extended to incorporate more of the features surrounding it and to bring more residents to attend
○ Better Christmas Lights Switch-On event. Possibly better special guests to switch on lights.
○ A renewed food healthy life styles and gardening and sustainable living event similar to the old city shows held at Abbey Park
○ Folk Festival - a proper city-centre-camping festival for younger audiences, using venues in the city
○ I would like to see an investment in something truly unique and innovative- like the Sultan's Elephant in London or the recent Sea Odyssey in Liverpool, that would truly put Leicester on a national map.
○ re-instate an Abbey Park 'type' of festival, where it is all community focused, the community fete type of festival for city dwellers. Utilize the Big Society focus an event that brings all communities together in a typically 'British' fashion. For all communities to celebrate their British-ness
○ I would like to see a car free day festival, when the city is barred to cars and we can all experience a carless city. and I would like to have a night sky festival, when the street lights would go off.
○ world music - traditional or modern Indian/ African/ South American world culture workshops i.e. African drumming, dance, singing, music
○ Ramadan festival Somali festival
○ Vaisakhi celebrations are not at the forefront of Leicester culture, when compared to Holi or Diwali
○ Perhaps a celebration of local arts & craft?
○ think that Circuit/Hatch/Emergency/Lets Dance have potential to develop into a larger Live Art/Dance strand of talent promotion placing the City as a hub for creative talent development

<ul style="list-style-type: none"> ○ more festivals and events that celebrate the culture of newer arrivals and the Muslim communities
<ul style="list-style-type: none"> ○ Folk Festival. Poetry Festival. Art Festival.
<ul style="list-style-type: none"> ○ City Centre music and arts festival which links to different geographical and cultural communities. The BBC Live festival was a great event and something spectacular in the city centre would encourage participation from disadvantaged communities and bring people together.
<ul style="list-style-type: none"> ○ A city centre outdoor festival which encourages people to use the city at night time.
<ul style="list-style-type: none"> ○ Arts Fresco street arts festival
<ul style="list-style-type: none"> ○ Reggae Festival
<ul style="list-style-type: none"> ○ I think we could do more to celebrate and acknowledge our ethnic diversity and culture
<ul style="list-style-type: none"> ○ Design festivals
<ul style="list-style-type: none"> ○ More urban music festivals
<ul style="list-style-type: none"> ○ A festival to bring classical music to a wider audience
<ul style="list-style-type: none"> ○ Community language reading festival
<ul style="list-style-type: none"> ○ 1) . October theatre 2). music in the park - brass bands 3. last night of the proms screen - like Hyde Park whatever happened to University Rag Day- It was a fun event

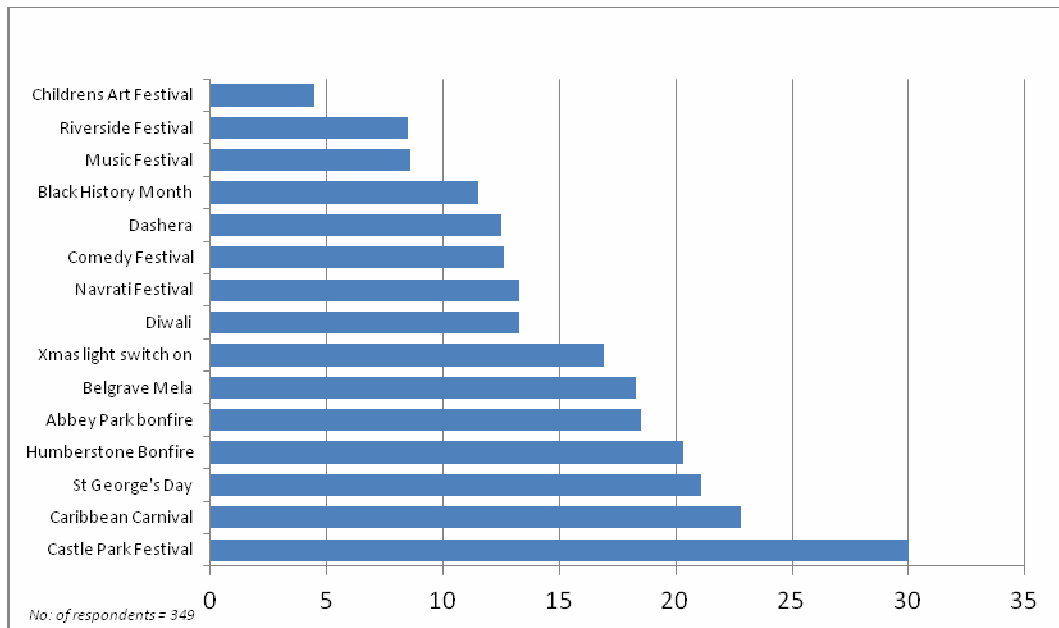
3.5 Have you or your family attended any of the City's festivals and events in the last 5 years?



3.6 Proposals 1a) to 11 - % of respondents in support of the proposals



Proposals 1a) to 11 - % of respondents who do not support the proposals



3.7 Proposal 12) Establish a festivals and Events forum, led by the Council, to share good practice, develop partnership and joint working arrangements as and where appropriate and to develop a shared approach to fundraising and sponsorship.

- 76.3% of respondents support this proposal
- 8.2% of respondents don't support this proposal
- 11.2% of respondents neither support nor don't support this proposal

3.8 Proposal 13) review marketing and develop a stronger campaign to brand the city's festivals and events programme. It is also recommended that the Council should provide more 'in kind' support for festivals with their own marketing and PR campaigns.

- 78.3% of respondents support this proposal
- 5.6% of respondents don't support this proposal
- 10.9% of respondents neither support nor don't support this proposal

3.9 Proposal 14) that a small fund be established to support the development and delivery of new festivals and provide additional support, where appropriate, to existing festivals.

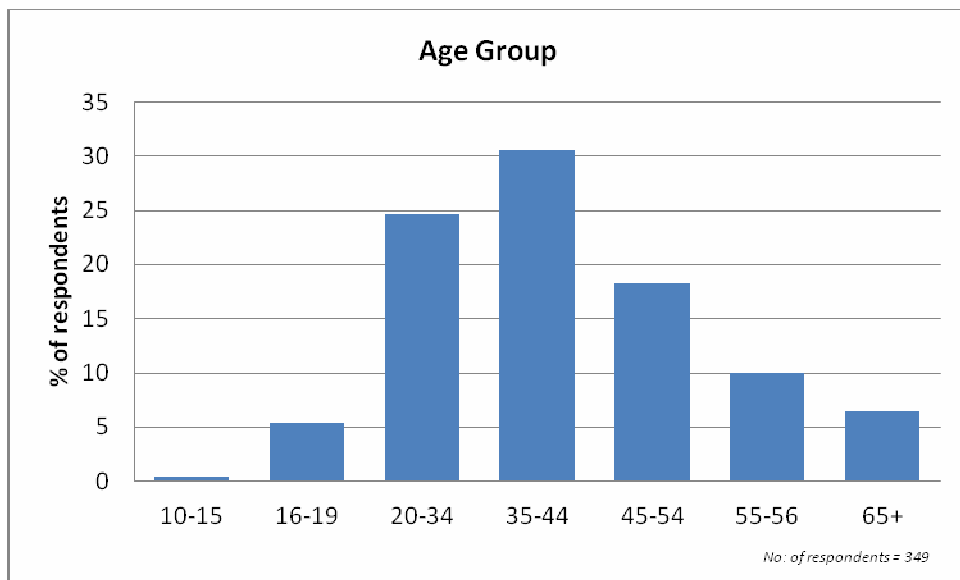
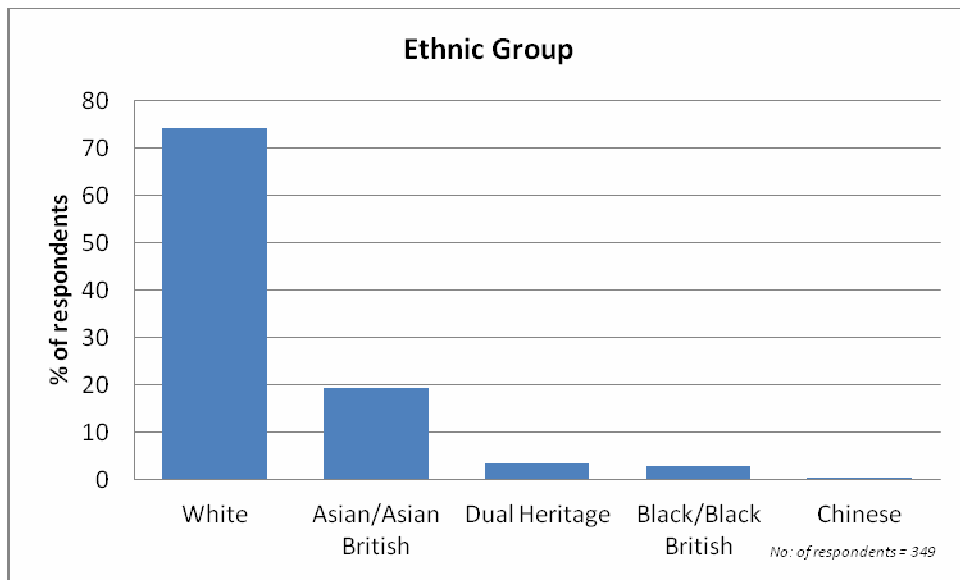
- 74.4% of respondents support this proposal
- 9.5% of respondents don't support this proposal
- 11.8% of respondents neither support nor don't support this proposal

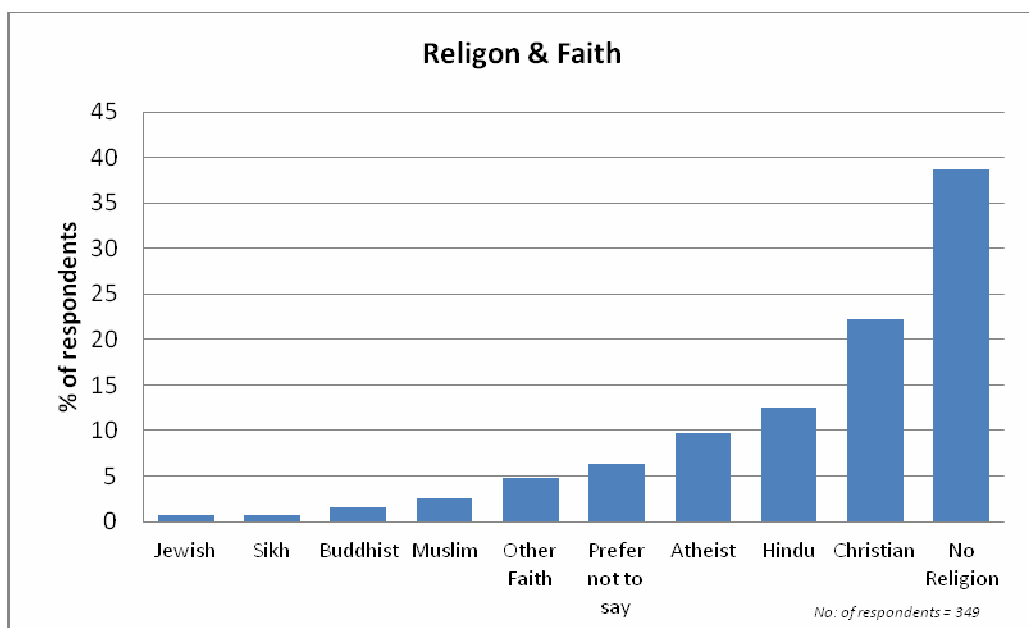
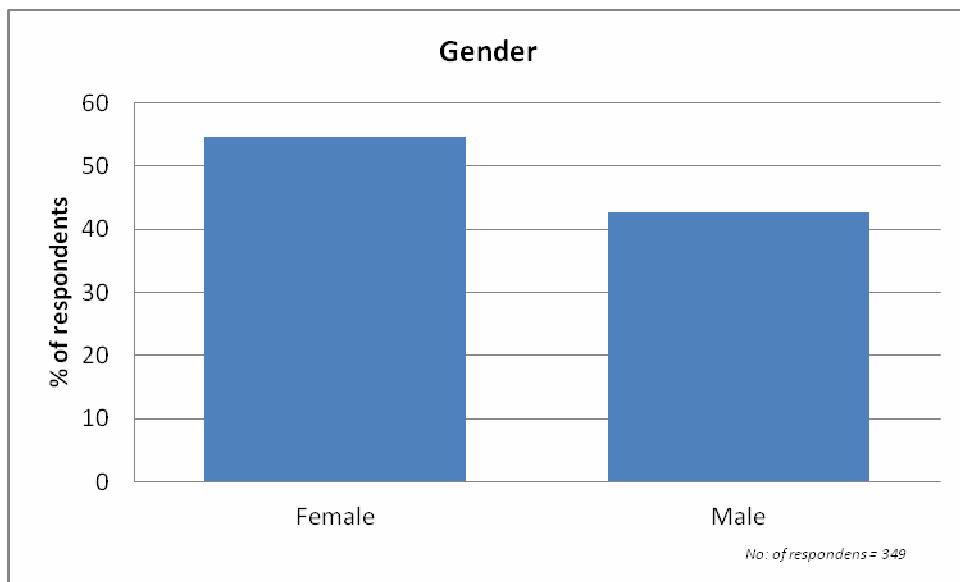
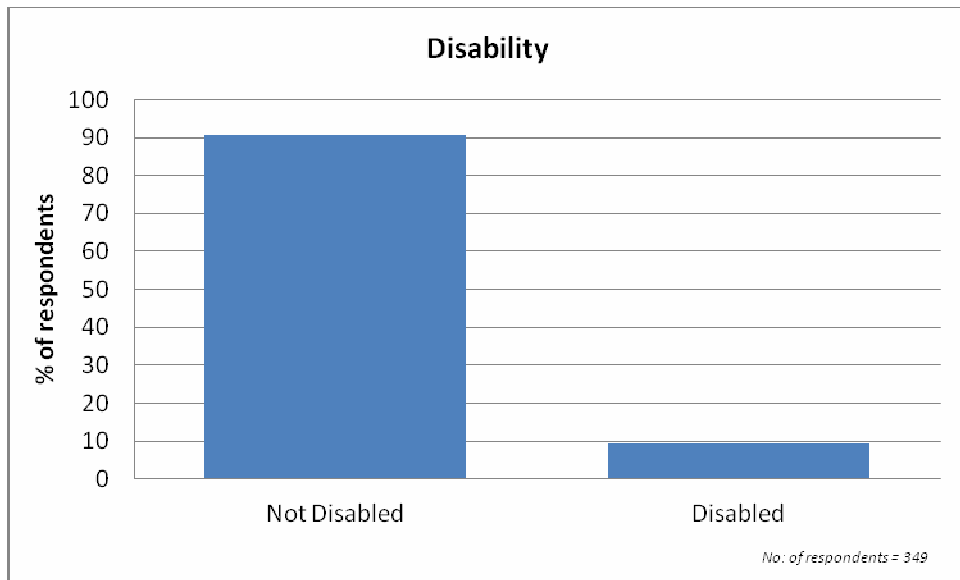
3.10 Proposal 15) that the savings achieved through the review from 2013/14 onwards be allocated as listed below:

- Additional investment into marketing £15,000
- Invest in a new weekend heritage and arts festival £30,000

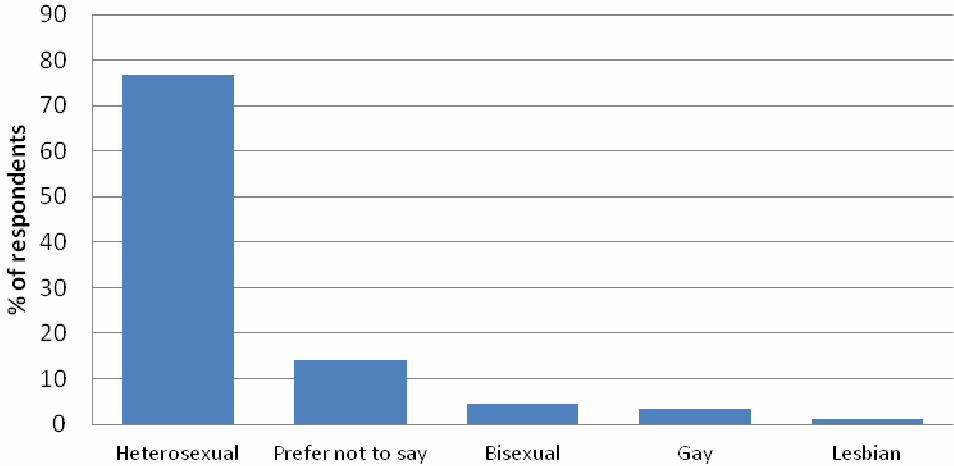
- c) Establish a growth / new festivals fund £10,000 rising to £30,000 in 2014/15
- d) Contribution to the 2013/14 budget strategy £15,000
 - 57.8% of respondents support this proposal
 - 16.6% of respondents don't support this proposal
 - 17.3% of respondents neither support nor don't support this proposal

4. **Equality Monitoring:**





Sexual Orientation



No. of respondents = 349

List of funded organisations who participated in the consultation

1. Written responses to the Festivals and Events options and proposals have been received from:
 - Big Difference Company - Dave's Leicester Comedy Festival
 - The Spark Children's Arts Festival
 - Leicester Belgrave Mela
 - Leicester Hindu Festival Council – Navratri and Dashera

Summary of stakeholder organisation comments

1. Written responses to the Festivals and Events options and proposals have been received from:
 - a) Culture Partnership Board
 - b) LE1 and the City Centre Director
 - c) Leicester Business Voice
 - d) Arts Council England
 - e) Cultural Quarter Business Association

2. Some of the comments put forward by the stakeholder organisations were of a similar theme:
 - the need to be ambitious and aspirational in the programme
 - the lack of a strategy for the festivals and events programme guiding and informing the review and a need to understand better the outcomes the Council is looking to achieve through the programme
 - the need to research and track the economic, social and cultural impact and benefits derived through festivals and events
 - the value that festivals and events bring to the profile of the city and how these activities can enable social cohesion, and that the programme presents an opportunity to further advance the profile of the city at a national (and potentially international) level, the ability to animate and connect different parts of the City, and the opportunity for festivals and events to join up different aspects of the City (e.g. Le-One, Big Eat and Dave's Leicester Comedy Festival)
 - the role that the festivals and events forum can play in providing leadership, develop strategy, enable the individual and collective development of organisations and their respective festival
 - a sense that this review is the start of a process that will continue to refine and shape the programme, the strategy and collation of data that enables measurement and comparison across the programme with

APPENDIX FIVE

Summary of Ward Community meeting comments

During the consultation period Ward Community meetings were attended to consult on the options and proposals related to those Festivals and Events hosted in their wards. The ward community meetings attended were:

- 1) Abbey – Abbey Park Bonfire,
- 2) Belgrave and Latimer – Diwali, Dasher and Navratri ,
- 3) Castle – Castle Park Festival, Caribbean Carnival, Dave’s Leicester Comedy Festival, Spark Children’s Arts Festival, Leicester International Music Festival, St. George’s Day and the Christmas Lights Switch On
- 4) Coleman, Charnwood and Thurncourt – Humberstone Park Bonfire,
- 5) Westcotes – Riverside Festival

Summary of comments:

1. Abbey – Abbey Park Bonfire
Nothing specific arising from the consultation – neither a demonstration of positive support for the event or issues of significance raised.
2. Belgrave and Latimer – Diwali, Dasher and Navratri
A well-attended and lively meeting. Following the presentation the majority of comments focussed on Navratri. Minutes of the meeting below

A member of the public questioned whether there would be a Festival to celebrate the Queen’s Diamond Jubilee in this area. It was stated that Belgrave Neighbourhood Centre were holding an event on 13th June outside the Centre with various activities and food and drink. It was further stated that there were a number of other events across the City with the main City event taking place on 4th June during the afternoon on Humberstone Gate. It was agreed that leaflets listing the various Jubilee events would be left at the Neighbourhood Centre.

A member of the public stated that during Diwali a number of residents with cars were rendered prisoners in their homes because they were not able to get their cars out, or if they did, they could not get back again. During the period of the event residents were required to move their cars from certain streets. It appeared that the City Council were more interested in getting people into the area to visit the celebration rather than look after residents.

The Chair stated that when the multi-agency group next met he would raise the issues put forward. In 2011 a Park and Ride scheme was trialled and would be continued in 2012.

It was stated that a Traffic Management Plan was drawn up prior to each Diwali event and the Police regularly patrolled the area and made arrangements for offending vehicles to be towed away. Members of the public stated that they wanted some form of parking provision put in place for local people over the event. The Police agreed to take details after the meeting.

3. Castle – Castle Park Festival, Caribbean Carnival, Dave’s Leicester Comedy Festival, Spark Children’s Arts Festival, Leicester International Music Festival, St. George’s Day and the Christmas Lights Switch On.

The main issues raised at the community meeting was the impact (noise, litter, parking etc.) had on the area –particularly for those events on Victoria Park. Some residents raised specific issues about parking in the area – access to their garage being blocked etc. It was suggested that there should be better co-ordination with Vinci parking and the Police. The meeting requested event organisers to take into account the impact that events have on the area where it is taking place.

4. Coleman, Charnwood – Humberstone Park Bonfire
Coleman. The ward Councillors and community expressed their concern about the proposal to cease providing Humberstone Park Bonfire and asked for the event to be continued in future years. The possibility of the event being funded by pooling together of ward community funds (Coleman, Charnwood, Humberstone & Hamilton and Thurncourt) was noted.

Charnwood. The ward Councillors expressed concern that the event may not be continued. The Councillor added that the event is well accessed by neighbouring wards within which there is a lot of deprivation and added that the event is well patronised. The meeting noted that the Abbey Park Bonfire event is popular but is not always affordable and is beyond the reach of the some of the families in the area. It was suggested that it might be possible to charge for the event – it was explained that this approach had already been explored and had proven that it would not reduce the cost of the event. It was suggested that if the Humberstone Park Bonfire was no longer provided then there could be an increase of do-it-yourself bonfires on green areas around the ward. It was suggested that the event be funded through the pooling of ward community funds. The ward Councillor noted this and that there was already a significant pressure on the ward community fund.

5. Westcotes – Riverside Festival
The Meeting agreed that this was an excellent event, which was very well advertised. The craft stalls on Braunstone Gate and the cycle tours were particularly mentioned. The high standard of cleaning after the event also had been appreciated. Some reservations were expressed about extending the area of the Festival, as the Council had already proposed cancelling the Castle Gardens Festival. It was recognised that the Riverside Festival attracted many visitors from outside of the area and probably was at capacity in its current location. As Western Boulevard was closed for the Festival, using it as part of the Festival area could encourage people to walk along the towpath and use the Castle Gardens. It was emphasised that this was only a proposal and care was being taken not to destabilise the Festival by expanding it too quickly. One concern was that some young people had been disappointed not to be able to find the stalls they usually visited at the 2012 event. Due to the Queen’s Diamond Jubilee celebrations, the Festival had been held a week earlier than usual, but this had meant that some of the usual stall holders had not been able to attend, due to other commitments.

A further concern was that, due to difficulty in parking in the area, many people received parking tickets over the Festival weekend. An undertaking was given to consider how this situation could be improved for future Festivals. One possibility could be to develop a relationship with local organisations, such as De Montfort University, to see if it would be possible to use their facilities.