

**REPORT TO:** Executive Board  
**DATE:** 20 March 2008  
**REPORTING OFFICER:** Strategic Director – Health & Community  
**SUBJECT:** Capital of Culture – Youth Cultural Festival  
**WARD:** Boroughwide

**1.0 PURPOSE OF THE REPORT**

- 1.1 To update Members of the Executive Board on the development of the programme for the Youth Cultural Festival.
- 1.2 To seek approval for the release of further monies to underwrite the proposed programme.

**2.0 RECOMMENDATION: That:**

- i) **Members of the Executive Board endorse the outline programme for the Youth Cultural Festival (attached as Appendix 1).**
- ii) **The Board give approval for orders to be placed to a maximum value of £60,000.**

**3.0 SUPPORTING INFORMATION**

- 3.1 The Board has previously approved an approach to Halton's involvement in Liverpool's Capital of Culture celebrations. This included a major showcase event.
- 3.2 The major showcase event for Halton is its Youth Cultural Festival on July 12/13<sup>th</sup> 2008, to be held at the Stobart Stadium Halton, but with associated activity at the Brindley.
- The ideas to hold such an event came from the Capital of Culture (CoC) working group. The group was formed to consider how Halton could get involved in CoC celebrations and to give thought to an 'Halton offer'. As part of this it was suggested that Halton has at least one high profile event that would attract a mass audience which all Merseyside authorities could get involved in so that Halton becomes a focus of attention.
  - The original idea was to involve all of Merseyside's twin towns and exchange cultures (different foods, costumes, performances, etc). This was then widened out to focus on

young people in general and to invite groups from all Merseyside authorities as well as twin towns.

- Culture was taken in its widest possible sense, encompassing dance, drama, literature, humour, photography, visual arts, music, film, sport, physical activities and lifestyles.
- It was envisaged that the festival would be a culmination of events and activities that would be going on in the months preceding the festival to act as a showcase for that work. For e.g. the heats for 'Streetwaves' (battle of the bands) would take place all over the Borough, but the finals would be at the festival. BMX competitions would be held at Phoenix Park and Victoria Park, but demonstrations by participant would feature at the festival. This would be true of a lot of sports activity (street football, tug-of-war, gymnastics, etc). Thus in the lead up to the festival a lot of community venues would be involved. After the festival it was envisaged that would take their performances to other venues for the rest of the year.
- Exact details of the programme are still being formed, and indeed will continue to be formed for some time. An outline programme is attached as Appendix 1. There will, however be a strong emphasis on participation. It's a chance for those attending to try out new skills (for e.g. the Enterprise party, speed cup stacking, curling). New technology would be used as it is very much part of youth culture, and a way of contacting and involving people who are not there in person. Workshops will give people new skills (for e.g. DJing, mixing, graffiti art, belly dancing).
- There has already been a good response from our twin towns and the other Merseyside authorities.

#### 4.0 **FINANCIAL IMPLICATIONS**

4.1 At its meeting of 20 September 2007, Executive Board resolved that: -

- i) authority be granted for orders to be placed to a maximum value of £50,000 to enable the Youth Cultural Festival in July 2008 to take place;
- ii) approval be given in principle to a further £60,000, subject to further detail and it being considered as part of the overall budgetary process; and
- iii) a report outlining the full details of funding requirements for the event be submitted to a future meeting of the Board.

The Executive Board noted that the Capital of Culture Company had agreed a contribution of £40k.

- 4.2 The programme attached as Appendix 1 shows the outline programme. It also shows committed expenditure (£72,250) and other budget requirements (£63,900) to deliver the programme. This includes a contingency of 15%. Given the resolution of Executive Board of 20 September 2007, the budget is now approaching its initial spending limits.
- 4.3 In September 2007, the Board gave agreement in principle to a further £60,000, subject to further detail and it being considered as part of the overall budgetary process. This report attempts to give that detail. The £60,000 has been identified within 2007/08 budgets, and therefore no new monies are required.
- 4.4 Attempts continue to be made to attract sponsorship. Already the hotels have made significant reductions in their prices to house our twin-town visitors attending the event. The bus companies will make a big contribution in providing transport for the twin-towns, but also to provide a pick-up service to get Halton people to the event. The top 50 companies in Halton have been approached for sponsorship. There are some initial positive reactions which is anticipated will translate to some sponsorship.
- 4.5 In asking for the agreement to commit to the 'in principle' sum of £60,000, it is not anticipated that the full amount will be required. Appendix 1 estimates the need to be £46,150. In addition, the attempts to attract sponsorship, as outlined in Paragraph 4.4 (above) would hope to further reduce this figure.

## 5.0 **POLICY IMPLICATIONS**

- 5.1 There are no policy implications.

## 6.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

### 6.1 **Children & Young People in Halton**

The focus of the event is on young people offering healthy constructive activities, and a genuine opportunity for cultural exchange with the involvement of twin towns.

### 6.2 **Employment, Learning & Skills in Halton**

There will be opportunities to learn new skills by participating in workshops.

### 6.3 **A Healthy Halton**

Physical and cultural activity is one of the corner stones of the Council's health strategy.

#### 6.4 **A Safer Halton**

Sport, recreational and cultural activities provide constructive diversionary activities for young people who may engage in anti-social behaviour or cause youth nuisance.

#### 6.5 **Halton's Urban Renewal**

There are no implications.

#### 7.0 **RISK ANALYSIS**

7.1 The success of the event will be increased by the participation of other Merseyside Boroughs. This is being addressed through the Merseyside Cultural Forum.

7.2 It is essential that a fully developed marketing campaign is put in place to ensure that the event has maximum exposure and attracts the anticipated audiences.

#### 8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 The event is designed to be accessible to everyone in the community irrespective of individual circumstances. There is active involvement of young people themselves through the Youth Parliament and the Youth Service. Public transport will be arranged to help local people to get to the event.

#### 9.0 **LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

9.1 None under the meaning of the Act.

<b>Activity</b>	<b>Description</b>	<b>Equipment</b>	<b>CONFIRMED</b>	<b>BUDGET REQUIRED</b>
Superlambanana	2 SLBs to be design by Halton Youth. 2 mini slb at stadium(SSH) to be painted with washable ink. Also cost includes moving SLBs to sites after event for the Halton Tour of schools and HBC premises	paint/ transport	£ 15,000.00	
Willow Sculpture	Workshop @ SSH, drop in sessions for youth to work with artist to create final large willow sculpture. Will be placed in open space in November and entwined with live willow.		£ 750.00	
Play station Games Arena/ big screen	Youth Service(YS) to host heats in community centres in run up to weekend. Competition at SSH-categories for male/female + variety of age groups.	Screen, consoles	£ 1,000.00	2000
Silent Arena	Dance room with headphones, 2 DJs playing different music. Listeners can choose which one they play via fm radio waves. 2 Sets from local female DJ included during the weekend.	inflatables, lights, mini-stage	£ 3,000.00	
Archaeology Pit	Temporary pit with historical artifacts and different strata for youth to work with Norton Priory staff to dig out during day.	pit, artifacts, strata		600
It's a Knockout	Competition on Sunday - 10 teams from Halton and surrounding boroughs + twin towns		£ 3,850.00	
Skydiving	Wind tunnel on a lorry in car park - can experience feeling of skydiving-sat + sun.		£ 8,500.00	
Climbing Walls	Large wall, back to back, young people can just turn up and have a go - manned with instructors.		£ 3,000.00	
Band 'Night'	Best of' shows on main stage on to include bands/acts from neighbouring boroughs + twin towns	Stage, lighting, sound	£ 675.00	15000
Car Sculpture	Built as part of arts project - moving vehicle with designed and made by youth, plays music			200
Dance Workshops	Salsa, street dance - scheduled drop in sessions throughout weekend	PA	£ 800.00	
Cheerleaders	From Riverside College-to open It's a knockout comp + other			200

Children of Halton Sing	At Brindley in the week pre-ceding weekend. May include on main stage?			
Halton's Got Talent	Heats in the preceding months across community centres in Halton. Final in May.			2000
Performance	In studio at Brindley - Youth Theatre Performances		£ 500.00	
Circus skills	Workshop at SSH during weekend - drop in sessions with artist		£ 450.00	
Drama Workshop	Workshop at SSH during weekend - drop in sessions with artist		£ 400.00	
Comedy Workshop?	Workshop at SSH during weekend - drop in sessions with artist			400
Rapping/Mcing	National Year of Reading - Janette Fleming			500
storytelling	National Year of Reading			500
Canvas Graffiti Wall	Large canvas to be decorated with artist at SSH. Canvas to go to creative youth after weekend.	Canvas	£ 500.00	
Art Boot Camp	Project during May 1/2 term at Brindley - pieces from this to be displayed at SSH		£ 1,500.00	
Manga Workshop	Workshop at SSH during weekend - drop in sessions with artist		£ 400.00	
Drawing Workshop	Workshop at SSH during weekend - drop in sessions with artist		£ 450.00	
Make & Take Workshop	Workshop at SSH during weekend - drop in sessions with artist		£ 500.00	
Tales from the house next door	Display of artistic journals (visual art & media work) produced by 14 halton schools.		£ 800.00	
Tales from the house next door	Usti tales performance recorded to 10 min film. Played around stadium + on big screen on stage.		£ 1,000.00	
Taiko Drumming	Group of young people performing taiko drumming - possibly use as lead-in to It's a knockout and/or to lead procession around stadium.	uniforms	£ 1,000.00	

Halton's Small School Arts Cluster Exhibition of ten schools work	Exhibition of photography and digital animation on the theme of Africa and slavery.	DVD Production		2000
Hands Across Halton	Display of hands created by young people in run up to weekend. Will be part of a 'hand trail' - equality based.	exhibition units		1000
Volunteer Leader Award Scheme	Sports development to give out awards to volunteers at ceremony on the main stage	microphone, music to open??		
Sports Fair	The week preceeding 12/13 annual sports fair to encourage more young people to get involved in sport.			2000
Mini-rugby, boxing, football comp	Competition on sat and/or sun at Leigh rec.	TROPHIES		
Traditional Play	Workshop for 0-11 focusing on traditional play and history etc.			
Creche	Play centre staff to manage creche area and add soft play equipment for children 2 - 5 yrs old (on a timed ticket basis 1/2 hr - 1 hr max stay).		£ 2,000.00	
Skateboard / BMX Park/ Competition	2 taster sessions/coaching: 1 in crow wood, 1 in rock park. Competition in Victoria park. Best of show + coaching, & demo from team extreme on vert ramp & skate park at SSH.		£ 17,975.00	
Pool/ Snooker	Tournaments will take place in community centres, final pool comp at SSH on Saturday.	Trophies		500
Dr Bike Workshop	Practical workshop on how to maintain your bike, free bike repairs.	display board/ staff		1000
100 Mile Challenge	?			
Transport	Hire of minibuses and vehicles			1000
Cooking/ Chef Skills	students from riverside college to do practical demonstration and taster of their food		£ 1,000.00	
Security/Access	Security staff on door and access passes for selected areas (it's a knockout, silent disco, jetstream etc)			2000
Football Juggling	Skills and techniques from Specialist football jugglers		£ 2,000.00	

Basketball Mania	Channel 4 presenters from Basketball show			3000
Widnes Rugby League Museum			£ 200.00	
Weekly News Archive of Photographs	Archive photographs of young people and sports		£ 2,000.00	
Contingency Fund	To cover unexpected costs			10000
Web Site	dedicated to H208			5000
Promotions/Advertising				10000
Framing	of all art/exhibitions		£ 2,000.00	
Warehouse	to store work/equipment in run up to event		£ 1,000.00	
Hire of venues	Venue hire and staff costs - HBC			5000
			<b>£ 72,250.00</b>	<b>£ 63,900.00</b>