



CREATE  
ARTS DEVELOPMENT LTD.

[www.create.uk.net](http://www.create.uk.net)  
[www.coastival.com](http://www.coastival.com)

# Festival of Britain 1951

"It will leave behind not just a record of what we have thought of ourselves in the year 1951 but, in a fair community founded where once there was a slum, in an avenue of trees or in some work of art, a reminder of what we have done to write this single, adventurous year into our national and local history."

What is Create?

Coastival

Festivals North Yorkshire

How to Run a Festival?

What is Create?

# Create

- Established in 2000 as an arts umbrella organisation representing all arts organisations in Scarborough and run part time on an ad hoc basis by enthusiasts.
- Now a not-for-profit arts and cultural development agency based in Woodend Creative Workspace in Scarborough and is active across Scarborough Borough and North Yorkshire
- Funded by Arts Council of England Yorkshire, Scarborough Borough Council and North Yorkshire County Council
- Employs a Director, a Finance and Operations Manager, a part-time Administrator and freelance Project Workers
- Managed by a voluntary Board of Directors comprising of professionals in arts, business, & individual artists from a variety of disciplines.



## Incline – Urban Renaissance public space transformation

By Artist Trudi Entwistle

CREATE in association with The Other Side Comedy Club, Scarborough Borough Council, Town Centre Management & Arts on Tour, Hull University Scarborough Campus proudly present:

# Festival of Light 2003

Incorporating the **Festival of Light Relief**

Visual Art

Performance

Outdoor Film

Comedy

Digital Art

Literature

Workshops

**29th Nov - 21st December**

For enlightenment call 01723 501170 or pick up a schedule from Tourist Information office,  
read the local press or visit  
[www.festivaloflight.org.uk](http://www.festivaloflight.org.uk)





Hextatic in the Railway Sheds –  
Digital Scarborough 06



Mapmaker – Rotunda Museum and  
The Rounders (SJT)



[Drift] – Festival of Light 05



MOJO'S  
music cafe

CREATE

Scarborough  
Borough Council

presents...

# Acoustic Gathering

Free Festival 2006

**NICK HARPER**  
**Jon Gomm**

Jesse Hutchinson \* Carl Woodford

Darren Cooke \* Ollie Banks \* Amaya Huntly \* Alex Kirby

Karl Culley \* Mat Harrop \* Billy Nielsen \* Digga \* Tom Davenport

John & Tom Watton \* Carlos Baez \* Ollie Koppert \* Craig Blair

*compers \* Graham Rhodes & Tony Turner*

**Sunday 17th September 2006**

**Peasholm Park . North Bay . Scarborough . North Yorks**

Families welcome

On-site bar & catering \* Projections

[www.myspace.com/acousticgathering](http://www.myspace.com/acousticgathering)

12noon-  
10.30pm

an electric original design  
01723 263310



## First Coastival

13 – 15<sup>th</sup> February 2009

96 events

30 venues

3 days











- Over 10,000 event attendances
- 48% of tickets bought by Scarborough residents
- 52% of tickets bought out of town
- The average number of miles travelled to get to Coastival was 106
- 92% from out of town came especially for Coastival
- On average 3 days were spent in Scarborough by those visiting
- Direct economic impact - £235,085 (UK) & £175,231 (Scarborough)
- Induced economic impact - £513,725 (UK) & £364,688 (Scarborough)
- Worked with over 300 children in 9 schools



## Second Coastival

18 – 20<sup>th</sup> February 2011

Patrons - Sir Ben Kingsley, Sir Alan and  
Lady Ayckbourn, Mark Richardson,  
Clare Teal















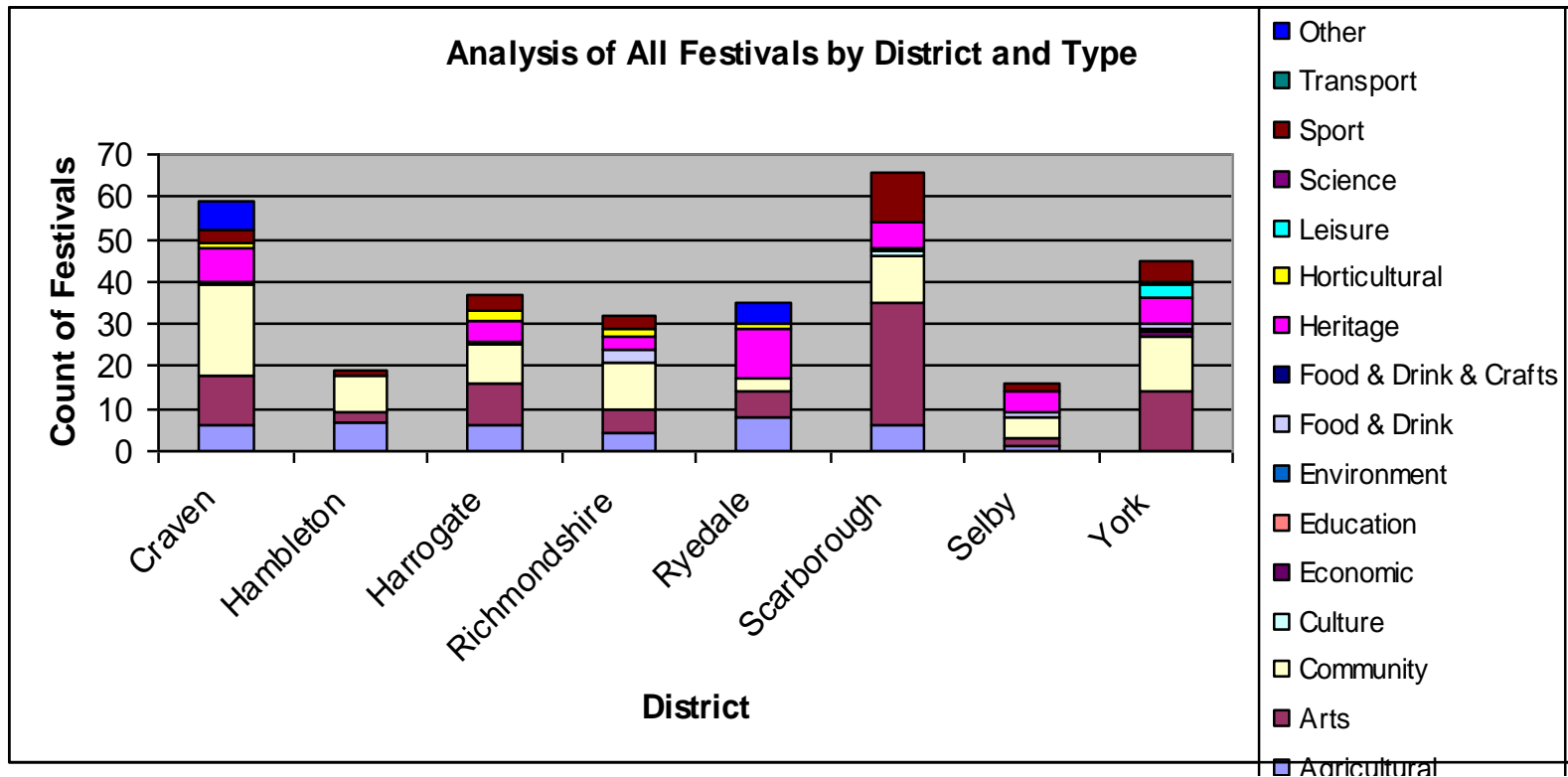
- Coastival 2011 had 120 events over 3 days and included international acts such as the Levellers, Claire Martin and 17 Hippies, the Dutch street performance company Close Act and high quality art exhibitions and installations.
- There were a total of **19851** event *attendances*. This is an increase of 120% from 2009 to 2011.
- Coastival worked with 37 different partner organisations, over 300 artists and 40 volunteers.
- A special Coastival commission was the Sound of the Sands Concert featuring with York University Jazz Orchestra and local rock musicians Dan Whinney, Ben Sullivan and Everyone's An Army in new collaborative compositions.
- The Sound Sculpture project involved an artist and percussionist working with adults with learning difficulties from the Adult and Community Training Centre in Eastfield.
- Approximately 310 children and adults from hard to reach groups took part in the lantern making workshops, parade and sound sculpture workshops. Ten lantern workshops were held 7 primary schools, 1 nursery school and 2 public open sessions. Three of the schools are in areas that fall in the top 10% of deprived wards in the UK.



- 600 attendances at Coastival were made by people who never normally go to arts events.
- 80% of audiences scored Coastival an 8 or above out of 10. 10 was the most common score.
- 50% of attendances were by visitors to Scarborough. Of those visiting from out of town, 93% came especially for Coastival. On average, 2½ days were spent in Scarborough by those visiting the town for Coastival.
- The average mileage travelled excluding international travel was 113 miles. Festival attendees travelled from all over the UK and also from the continent and the USA to visit Coastival.
- Coastival had a Direct Economic Impact of £402,205 and Induced Economic Impact of £608,836. The town benefited from increased visitor spends which will have brought gains for local accommodation providers, hospitality, retailers and transport providers.
- 89% of those surveyed agreed that Coastival helped to improve the image of Scarborough

# Festivals in North Yorkshire

# 2005 – Mapping of festivals



# Economic Impact

- Sample – 53 Festivals (17%)
- Total festival annual turnover – £18m - £21m
- Annual direct visitor spend - £100m approx.
- Impact of festival expenditure - £49.8m
- Impact of direct visitor spend - £199m
- Total Economic impact - £248.8m
- Equivalent total jobs - 4600 approx.

# Key Strengths and Weaknesses

## Strengths

- High quality product
- Strong festival brands
- Significant pillar of sub-regional cultural offer
- Strong professional ethos in key festivals
- Heritage landscape setting (urban and rural)
- Strong sense of place

## Weaknesses

- Financial sustainability
- Venue capacity in rural areas
- Lack of development capacity
- Inability to take risks
- No coherent marketing strategy
- Growing competition from other regions

# Key Messages

## Message 1 - Investment:

Well-run, varied and exciting festivals are renowned for having a massively positive impact on the local economy. Investing in a transformational programme for Festivals will have a big long term impact on the sub-regional economy.

## Message 2 - Culture:

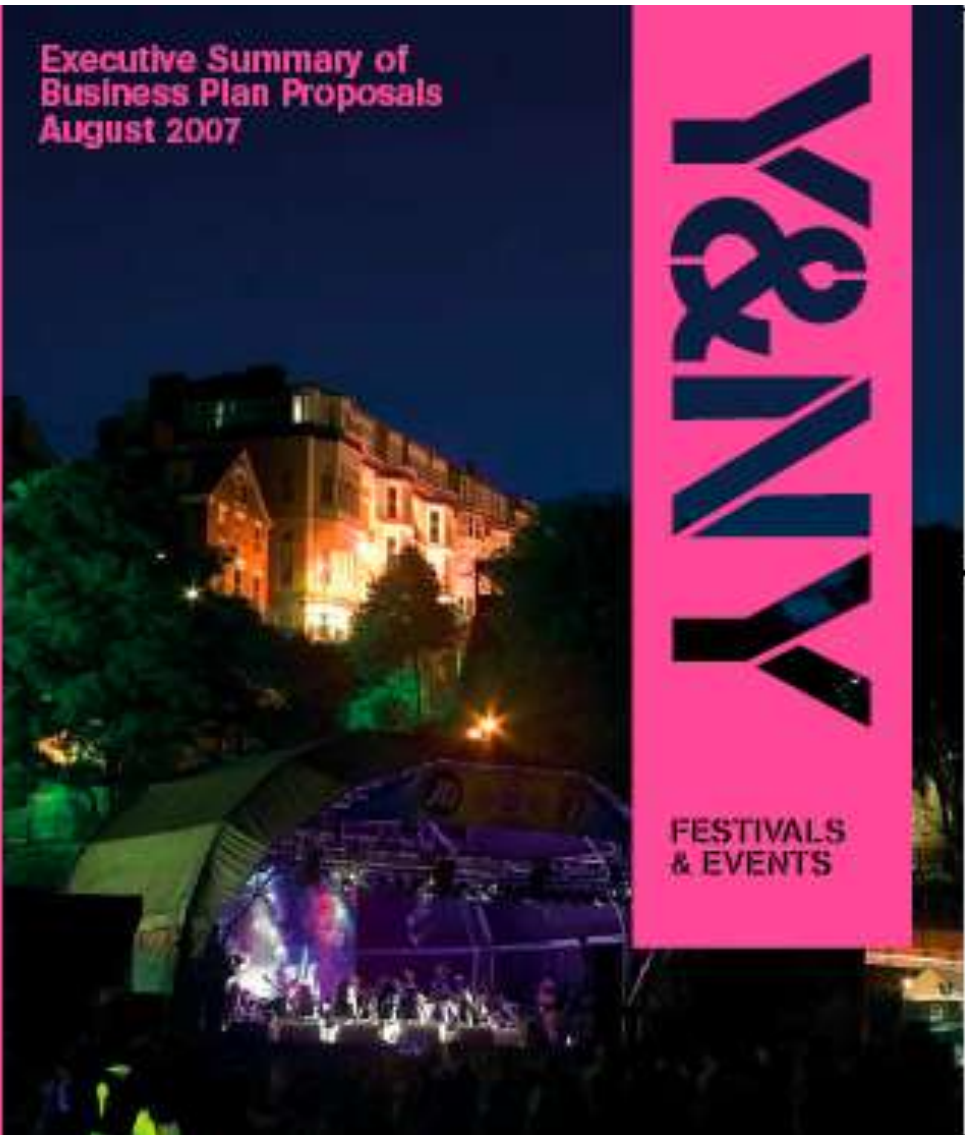
There are as many as 300 festivals and events in North Yorkshire and with stunning landscapes and areas of great historical importance at our disposal, we have a duty to do their beauty justice by utilising them in this way. Festivals are a key part of cultural tourism, which is the future for North Yorkshire.

## Message 3 - Community:

Festivals and events make people feel proud of where they live and give people a chance to learn new skills, take part in something spectacular and become friends with neighbours they never knew they had. Regeneration is about more than new buildings. It's about creating a sense of pride and belonging, which is exactly what a festivals and events bring to North Yorkshire.

THIS IS  
THE NEW  
NORTH  
YORKSHIRE

Executive Summary of  
Business Plan Proposals  
August 2007



**Y&NY**

FESTIVALS  
& EVENTS

# Festivals North Yorkshire

- Investment into the sector
- Advocacy
- Developing the networks
- Training programme
- Website
- Product development
- Links with Yorkshire Festivals Network
- Evaluation tool kit

How to run a festival?

# Festival Management – The Idea

## Project planning

- Being creative
- Where are the gaps?
- When could it take place?
- Where could it take place?
- Write a project proposal
- Develop a Time / Action Plan

# Festival Management – Programming

- A big jigsaw puzzle!
- Art form development
- How many days is your festival and how many events?
- Local / regional / national / international artists
- Commissioning new work / buying in work
- Depth to your festival programme
- Lead up / outreach work
- Artist liaison – see the work / contacting artists / agents / contracts / riders

# Festival Management – Making It Happen

- People – Staff / Volunteers / Audience / Participants / Partners / Stakeholders
- Place - Venue
- Marketing – Strategy / PR relations / Promotional tools / Publicity / Website / Social Networking / Figure heads / Stakeholders
- Finance – Fundraising / Bookkeeping / Annual accounts / Budgeting
- Kit – what do you need to buy / hire in
- Nuts and Bolts – Insurances / health and safety / risk assessments / technical requirements / road closures / traffic management / legal structure

# Festival Management – Running the Project

- Make a time plan
- Co-ordinating people – staff / volunteers /
- Customer Service – audience / participants
- Problem Solving
- Evaluations – Survey Monkey / Alternative ways of evaluating / Final report

# Festival Management – Top Tips

- Be organised
- Plan well in advance
- Identify as many risks in advance and plan for worse case scenario
- Keep people informed – staff / volunteers / participants / audiences
- Don't panic – keep very calm!
- Eat properly
- Be nice to people and keep smiling, even when your feet are killing you and you are sooooo tired!
- Dry white wine at the after festival party!
- Have fun





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