

- Other Chief Officers
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION **YES/NO** (*If 'No' complete Suggested Next Steps*)

SUGGESTED NEXT STEPS :

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Stratford on Avon Area Committee - 15th March 2006

Stratford-upon-Avon Cricket Festival 2005

Report of the Strategic Director of Environment and Economy

Recommendation

The Committee is recommended to confirm that the outcomes expected from the Festival were achieved.

1. Introduction

- 1.1 A decision for the Council to participate in and underwrite potential losses up to £40,000.00 accrued by the organisers of the Stratford Cricket Festival was agreed by Cabinet on 17th March 2005. The festival took place on 25th-29th May 2005 at the Stratford Sports Club, Swans Nest Lane, Stratford-upon-Avon.

2. Objectives for the Council's Support

- 2.1 Support the County's economy in terms of promoting and generating trade and raising the profile of the County as a visitor destination.
- 2.2 Involve the County's schools and local sports clubs and associations in the activities of the Club.
- 2.3 Gain positive profile for Warwickshire and the County Council through a range of associated initiatives.
- 2.4 The Festival was planned over five days starting with a four day County match and followed on the Sunday by a one day Totesport league match. The four day match finished early leaving two days with no play. However, the one day-match on the Sunday resulted in a capacity crowd.

3. Outcomes

- 3.1 In terms of social, educational and economic benefits the festival was considered a success for the area and the event generated a lot of goodwill and positive PR for the County Council as a result of its commitment to underwrite it.
- 3.2 Some of the key areas of activity and profile raising included:-

- (i) Kwik Cricket for schools at lunchtime.
- (ii) Perimeter Board Adverts.
- (iii) Two adverts in the match programme.
- (iv) Creation of cricket module for a children's university programme.
- (v) Promotion of the "Walking Festival" through a pedometer challenge.
- (vi) Competition to win the right to be a mascot for Sunday game.
- (vii) School children performed guards of honour as players went onto the ground morning and lunchtime.
- (viii) Tourist related information in a flyer and on the Council web pages.
- (ix) Corporate Hospitality (10 places) each day.
- (x) Wide range of PR coverage and competitions across Warwickshire media.
- (xi) Field research each day to establish local economic impact of the festival and to gain a profile of the audience.

4. Underwriting the Festival

- 4.1 In financial terms the event has proved more challenging and figures supplied by Warwickshire County Cricket Club put the financial deficit for the Festival at £30,992.00. In accordance with the agreement with the match organisers £10,000.00 of this was paid as a loan to the Organising Committee prior to the Festival and pending the outcome of the event.
- 4.2 For very practical reasons the Organising Committee was unable to conform to all the terms of the contract with Warwickshire County Council, many of the transactions having passed through the books of the County Cricket Club, rather than the Organising Committee accounts making it difficult to disaggregate. Nevertheless, having interviewed Club officers and having examined the financial statements and the supporting documents supplied by the Cricket Club, the Council's officers have satisfied themselves that the figures supplied are reasonable and have accepted the above figure for settlement.

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1st March 2006