



City Area Committee

Planning and Licensing

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REPORT

Author: Mary Pocock

Tourism Manager

01722 434394

mpocock@salisbury.gov.uk

Application for Discretionary Grant

1. Background

1.1 From medieval until the present times, Salisbury has celebrated St. George's Day with a variety of activities, including Mummers' Plays, St George and the Dragon reenactments, feasting on Ox Roasts in the Market Square, church services and parades of VIPs (Mayor, Councillors, Freeman etc) and city traders, who traditionally paraded with their Guild banners to the Guildhall, after having them blessed by the Church.

1.2 St George's Day has been organised by Salisbury District Council, the Riding of the George Committee and other local partners, including City Centre Management and English Heritage, for the past ten years or more.

1.3 The MEDT team at Salisbury District Council have been organising the event since 2001, when the Riding of the George Committee decided that they no longer wished to participate. Traditionally the celebrations have taken place on the nearest Sunday to St George's day.

2. Why celebrate St. George's Day?

2.1 Ireland, Scotland and Wales are so dedicated to their patron saints that they celebrate their saints' days as public holidays. St George is not so revered in England, other than here in Salisbury and district, and the continuation of these celebrations keeps a local tradition alive for residents and visitors alike. Salisbury has a remarkable history, culture and heritage and this we also celebrate on 23rd April.

2.2 In tourism terms, the St George's Day Festival is a unique selling point for the region and attracts visits at a time of the year (the shoulder months), when extra visitors are welcome.

3. Celebrations 2004

3.1 Salisbury is, and has always been, one of the few cities in England to celebrate St George's Day in one form or another. However, it was the conscious decision to celebrate St. George's on the Saints Day itself in 2004 that caused Salisbury to be the focus of national media attention – including coverage by BBC, Channel 5 and ITV news teams as well as on local radio and local/regional newspapers.

3.2 The media exposure of the event raised the profile of Salisbury on a national level. The celebration was covered live, and then repeated, on the various channels' Breakfast News, Lunchtime News and Early Evening News broadcasts. Each broadcast segment lasted between 45 seconds to 3 minutes.

3.3 It is estimated that to receive the same exposure for Salisbury in a TV advertising campaign would have cost an estimated £35,000. The Tourism Unit delivered the event for £5,000.

4. Plans for St. George's 2005

4.1 Celebrating St. George's on the Saints Day is a unique selling point (USP). It is a marketing opportunity that we wish to build on, giving unique potential for publicity and brand awareness. We believe that Salisbury leads in the celebration of our patron saint and that other cities will soon follow our lead. In the future it is hoped that, with increasing participation nationally, St. George's Day will be declared a 'public holiday' making celebration a truly national event!

4.2 The St. George's Day celebrations 2005 are planned to take place at various locations throughout the city centre and will maintain a traditional medieval theme. The focus will be on the Guildhall Square but street entertainment will also be located throughout the city centre in order to entertain the maximum amount of people as they go about their shopping. This will also help to boost retailers' activity on the day and talks are already taking place with the management of the Old George Mall to this effect.

4.3 Activities on the day will include: a St. George's re-enactment (a traditional telling of the story of St George by professional entertainers in medieval costume); England's largest flag of St. George to be "flown" from the Guildhall; medieval musicians; wandering puppeteer; medieval dance; the Medieval Grave Diggers; puppet shows; the Sarum Morrismen and May Pole Dancing.

Other activities will include:

- Charter Market (Saturday)
- Farmers' Market in the Guildhall Square
- Craft Market in the Guildhall Square
- Stocks in the Guildhall Square
- City Centre Management dragon egg hunt.
- Prizes for the best themed shop window display.
- School children will be asked to design a national costume – pictures of which will be uploaded onto the Visit Salisbury/SDC website.

4.4 Local businesses will be encouraged to participate by dressing in 'Old English' or medieval costume and residents and visitors will be encouraged to fly the flag by wearing a red rose or England branded clothing. Hand-held England flags will be given to visitors/spectators.

4.5 Satellite Events organised and funded by independent organisations or groups will be invited to have their event included in the SDC marketing and promotional effort.

5. Budget, Funding and Grant requested

5.1 It is anticipated that the event as planned above will cost £12,380 (a detailed budget showing expenditure is shown in appendix 1). £5,000 of the £12,380 total cost will come from the existing Special Events' budget. It is hoped that the shortfall of £7,380 will be met by grants and sponsorship as follows:

- City Area Committee discretionary grant £5,000
- Sponsorship: £2,380 both in cash and as goods in kind.

5.2 A grant of £5,000 is, therefore, requested from the City Area Committee.

5.3 Sponsorship

It is hoped that because the St. George's Day celebrations will be a high profile media event, that sponsors will be attracted to the event to cover the costs of activities, either through cash or goods in kind.

5.4 Should we not reach our anticipated income levels, the St George's Day events as detailed above will be scaled down accordingly to meet the existing budget of £5,000. This would result in fewer acts and less street entertainment, which would lessen the positive impacts of a larger-scale event.

**ST.GEORGE'S DAY FESTIVAL - Saturday 23rd April 2005,
10am-4pm, throughout Salisbury**

St.George's Reenactment x 3	£1,500.00	
Medieval entertainers - jugglers, stilt walkers.	£1,000.00	
Puppet Shows x3	£300.00	
Story Telling - Knights & Dragons	£100.00	
Sarum Morrismen	£200.00	
Salisbury Dance Studio - May Pole Dancing	£150.00	
		£3,250.00
Marketing Item	Cost	Budget
Posters inc production	£550.00	
Leaflets inc production	£465.00	
Newspaper advertising	£600.00	
Radio Campaign	£500.00	
Street Banners - x 5	£2,300.00	
		£4,415.00
Technical Item	Cost	Budget
Staging	£550.00	
PA system	£700.00	
Stage Barriers	£500.00	
Stewards/humpers @ 7.00 p.h x 3	£315.00	
Giant Flag of St George inc fixing	£1,200.00	
		£3,265.00
Sundry Item	Cost	Budget
Flags of St.George - hand-held	£500.00	
Flags of St.George - banner display	£400.00	
		£900.00
Health & Safety Item	Cost	Budget
Police cover	n/a	
Fire Brigade	n/a	
Street Cleaning & Litter Management	£300.00	
St John Ambulance	£250.00	
		£550.00
TOTALS	£12,380.00	£12,380.00

Appendix I. Budget