

MARKET TOWN AWARDS 2007

MARKET TOWN: BEVERLEY

PROJECT NAME: BRINGING BEVERLEY TO LIFE

Partners: Beverley Renaissance Partnership, East Riding of Yorkshire Council (ERYC), Beverley Town Council, Longcroft School, Community Festival and Event Organisers.

Category: Environment and Culture

Bringing Beverley to Life, was an event management conference which brought together around 45 different festival and event organisers in the town from small scale community events to larger more established festivals.



The programme included guest speakers from Audiences Yorkshire and Arts Council England, Yorkshire and also a number of workshops facilitated by community organisations and people with first hand experience and knowledge. The event encouraged a greater level of joint working to inspire more initiatives for Beverley and the wider east Riding.

The Beverley Renaissance Partnership's Cultural Group found a distinct lack of coordination of events and festivals, date clashes, inadequate marketing and promotion of events. As a result the Group decided to

explore the possibilities for joint working; to assess the best way to promote the town as a cultural service centre; and to draw attention to the impact the festivals make to the town's economy.

The Conference took place on 9th March, and the resulting network will provide strong foundations for the cultural enhancement of the town. This will include a festivals and events guide/calendar, and a feasibility study is underway for a festivals and events coordinator for Beverley.



An events handbook with all relevant information including media contacts, event planning and licensing considerations for festival organisers was produced for the Conference and still continues to be distributed. Furthermore the Town Council's Guide, a publication for all residents will include a comprehensive listing of annual events and festivals.

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