

Felixstowe Multi-Cultural Event August Bank Holiday Saturday 26th 2017

Background to the event.

Visit Felixstowe was approached by the Mayor of Felixstowe, Nick Barber, about holding an event that would celebrate diversity in the town. Visit Felixstowe convened a meeting of potential partners on 6 January 2017 where it was agreed that we would pilot a Multi Cultural event.

Aims of the event

- To showcase the different cultures we have in our diverse community
- Contribute to the events calendar in Felixstowe
- To have a signature event for the Town Centre
- To increase footfall in the Town Centre
- Provide additional promotional materials to support future events

Organisation

The idea of having a Multi-Cultural event was raised at an inaugural meeting of interested partners on 6th January 2017. It was agreed at that meeting that the event would take place on Saturday 12th August 2017.

Following setting the date of the event an email was sent to various community groups plus Community Action Suffolk and Suffolk County Council to arrange a preliminary meeting about the event planning and ideas. This meeting took place on 27th February where great interest was shown by participants who would liaise in their areas to book food stalls, performers and other activities.

A later meeting was also arranged by Taz Hussain from Suffolk County Council on 18th April at The Oaks Children's centre to give an opportunity to those cultural groups with small children to also take part in the event planning. (Unfortunately this meeting was not well attended). At this stage there was a commitment to participate in the event from the 27 organisations to have a stall to either sell or display information, and/or to provide a type of entertainment for the day. Letters and further information was sent out to confirm arrangements.

Unfortunately for one reason or another, a number of organisations who had committed to the event on the 12 August pulled out prior to the event. Visit Felixstowe and Felixstowe Forward held a crisis meeting with Nick Barber to determine the best course of action. We agreed to postpone the event and combine it with the International Food Market who had since booked to come to the Town Centre over the August Bank Holiday. The music and entertainment could all be located at The Triangle and the trade stalls in Hamilton Road. A few of the information stalls could continue to locate at The Triangle. The date was confirmed as 26 August and widely communicated with everyone in the hope that it might encourage further interest. The entertainment was confirmed and the order placed for bunting. A lot of work was done by the Visit Felixstowe team to find new and potential partners. Despite all the efforts we were unable to attract any significant interest.

The Event - 26 August

A Children Flag Trail was organised involving the town centre retailers. This included:

◦ Adnams ◦ Age UK ◦ Alford's ◦ Ashton Jayne Bridal ◦ Borham Christopher ◦ Chick-A-Dee Clothing ◦ Coes ◦ Coffee Link ◦ Curve Boutique ◦ Felixstowe Library ◦ Fish Monger ◦ Gorgeous Jewels ◦ Hills ◦ J & C Webb ◦ Lilac Wardrobe ◦ Livias ◦ Maddy Posh ◦ Madison Boutique ◦ Nick Barber Auctions ◦ Pierrots ◦ Ruby & Scarlett ◦ Crafty Coffee ◦ Still Water Books ◦ Suffolk Living ◦ Sweets & Treats ◦ Tea & Kate ◦ The Salon ◦ The Thrifty Thistle ◦ The Wharf ◦ Toggs ◦ Treasure Chest ◦ Vintage by the Sea ◦ Wine Boutique ◦ Wool Bar





Music and entertainment

Music & entertainment was provided by:

- Pantasy Steel Band
- DDFK Oompah Band
- Silbury Hill.

The Musicians all performed at The Triangle Canopy with the exception of the Oompah Band that strolled through Hamilton Road.



As well as the Flag Trail giant games were available at The Triangle plus face painting for both children and adults. The giant games were surprisingly popular with adults.

Aims and Outcomes

1) To showcase the different cultures we have in our diverse community

The event did not achieve this outcome despite every effort. For this reason there are no plans to repeat the event.

2) Contribute to the events calendar in Felixstowe

The event did contribute to the events calendar.

The event was well publicised across the Town and through Social Media.

3) To have a signature event for the Town Centre

The lack of participation does not suggest this event should be repeated as a signature event.

4) To increase footfall in the Town Centre

There was increased footfall in the Town. The Bank Holiday weekend was particularly good weather. Despite concern that visitors would flock to the beach the event was surprisingly well attended.

We estimated crowds of in excess of 500 throughout the day which was better than we were anticipating. In fact, the strolling Oompah Band actually found it impossible to get through Hamilton Road early in the afternoon.

5) Provide additional promotional materials to support events

A large amount of bunting was purchased that can be used to support other events in 2018.

