

## AGENDA ITEM NO. 12

**REPORT TO:** Halton Strategic Partnership Board

**DATE:** 18 May 2005

**REPORTING OFFICER:** Local Authority Chief Executive

**SUBJECT:** Halton Festival

### 1. PURPOSE OF REPORT

To update the Board on the progress made in organising the first Halton Festival week.

### 2. RECOMMENDATION: That the Board notes the report.

### 3. BACKGROUND

The Halton Strategic Partnership Board first discussed the Halton Festival in September 2004, and it was agreed that a week of activities to promote Halton and celebrate the area should be organised.

A multi-agency steering group chaired by Cllr Rob Polhill was set up to organise the Festival, a Co-ordinator appointed, and a Media Group formed. There are currently more than 70 Festival events confirmed across Halton, with an equal split between the town centre areas. A wide range of activities will be on offer, including:

- Opening parades
- It's a Knockout with Stuart Hall
- Street theatre
- Arts events
- School workshops and performances
- Music and dance events
- Activities for older people
- A youth day in Victoria Park
- Events organised by the Community and Voluntary sector

A schedule of advertising and promotion has been planned for the run up to the Festival. This has commenced with the launch of a website, distribution of a leaflet, a media launch, and a series of press releases. Activity will increase in the weeks before the Festival, with a programme of advertising already booked, a link-up with Wire FM being finalised, and a regular stream of targeted press releases planned.

More information on the Festival can be found on the new dedicated website at [www.haltonfestival.net](http://www.haltonfestival.net).