



Stamford .  
**Georgian**  
FESTIVAL

**A weekend festival celebrating the Georgian Period**

**27-29 September 2013**

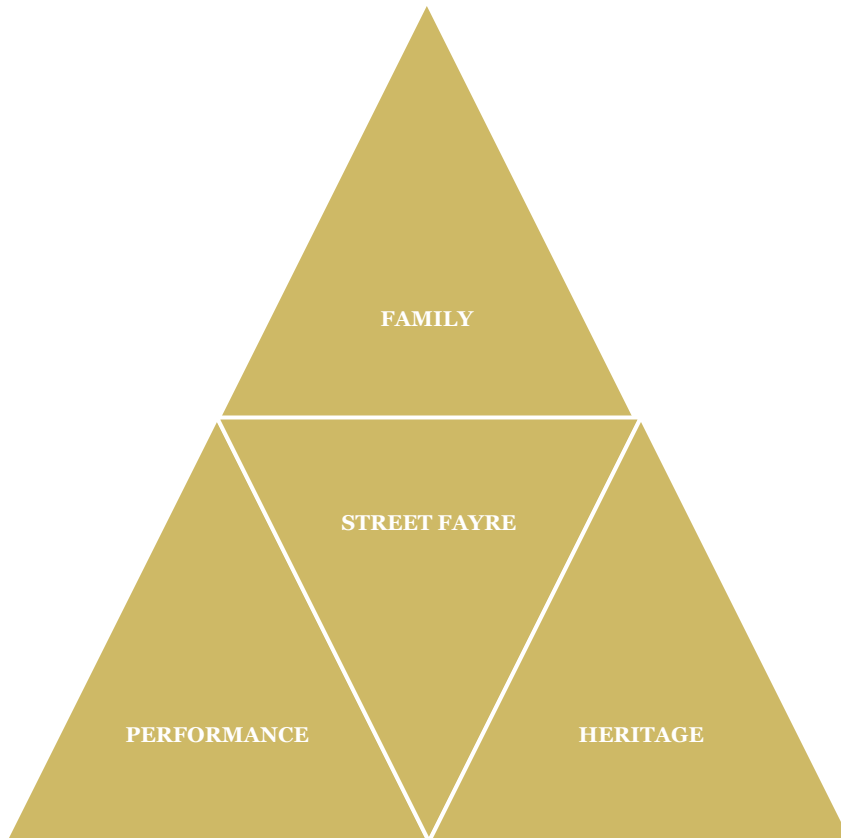
# Aim

To promote the local economy and heritage of the area by delivering a high quality event that celebrates the unique character of the town and helps to build a reputation nationally for the district .

## We want to...

- Attract more visitors to the town
- Promote Stamford as a destination
- Generate footfall and boost the local economy
- Engage local people in something that they can enjoy and be proud of
- Build on SKDC's success with festivals following Gravity Fields 2012

# Proven formula



‘A festival for all  
the community to  
be involved in and  
benefit from’

# Festival Format

FRIDAY 27 <sup>TH</sup> SEPT.	SATURDAY 28 <sup>TH</sup> SEPT.	SUNDAY 28 <sup>TH</sup> SEPT.
Opening event	Georgian Street Fayre with a children's entertainment area and street artists	Horrible Histories Georgian Show and other family entertainment
Music recital	Horrible Histories Georgian Show and other family entertainment	Period Cricket re-enactment, drama, music and historic tours
Speakers on the period	Historic re-enactments, drama, music and historic tours	Speakers on the period
	Speakers on the period	Georgian Poetry
	Pride and Prejudice performance	



## Venues

- St Martin's Church
- Stamford Arts Centre
- Corn Exchange Theatre
- Browne's Hospital
- Library
- Stamford Town Hall
- All Saints Brewery
- William Cecil Hotel
- Burghley House

# Street Fayre



# Family Fun



# Gorgeous Georgians



[HORRIBLE HISTORIES]

**GORGEOUS  
GEORGIANS**

TERRY DEARY ILLUSTRATED BY MARTIN BROWN

[HORRIBLE HISTORIES]



# The Stamford Bull



# Drama - Age of Elegance



# Speakers - Age of Enlightenment

- Architecture
- Fashion
- Brewing
- Art
- Literature
- Poetry
- Music
- Food
- Life style
- Burghley House

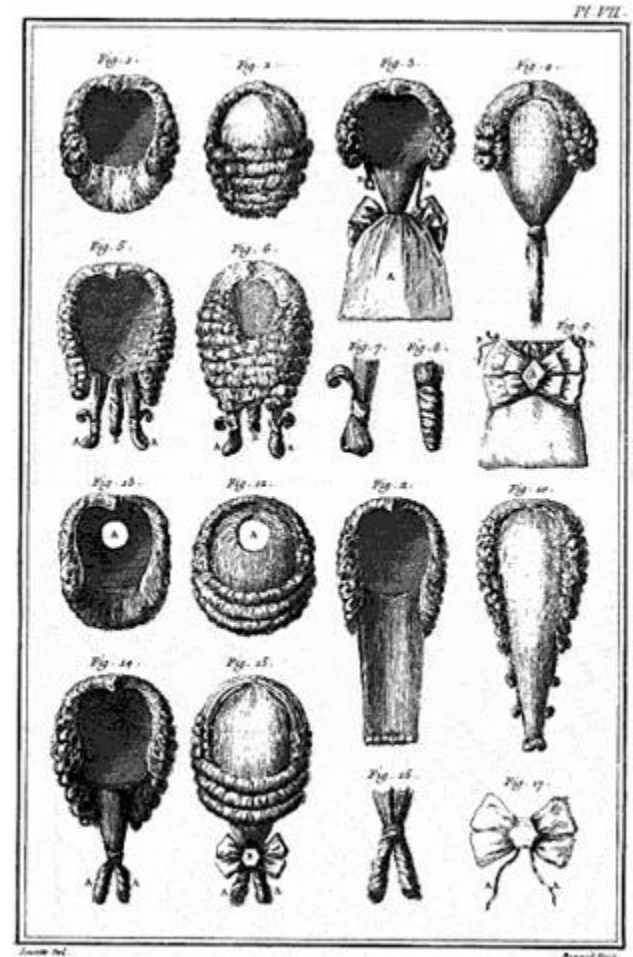
# Heritage



# Alchemy of Brewing



# Periwigs and Powder



*Perruquier Barbier, Perruques.*

## Children's Activities - want some Georgian Time travel?

- Television favourite Horrible Histories
- Street Fayre with children's entertainment area: silhouette cutting, face painting, jugglers
- Fair ground rides
- Punch and Judy show
- re-enactment of the notorious Bull Run.
- Education Packs for Primary schools with all resources available online.

# Promotional Activities

- Website, Facebook, Twitter
- Visit England – social media
- Street Banners and signage
- Media Campaign – Radio, Regional TV, Local press
- Stamford Mercury campaign
- Local Businesses
- Schools and Colleges – Primary Times
- Tourist Information Centres
- Leaflets, Posters, Mail outs
- SK Today
- Parish updates
- Pop up Shop and market stall
- STC, LCC and Rutland

# Additional car parking

- Additional 'Park and Walk' car parks at:
  - Cummins (560 spaces)
  - Burghley (500 spaces)
  - New College (170 spaces)

# Partners

*Shade-makers*

**Stamford  
Town  
Council**



**Rutland &  
Stamford Mercury**



*Bath Minuet  
Company*

# Outcomes

- Increase footfall over the festival weekend
- Raise visitor spend in local businesses
- More return visits to the area
- Higher number of overnight stays
- Wide national and local media coverage
- Support from partners through funding or in-kind support
- Strong community engagement
- Good ticket sales for festival events



Stamford .  
Georgian  
FESTIVAL

A weekend festival celebrating the Georgian Period

27-29 September 2013