



Ryde Carnival Marketing & Administration Agreement

Rather than continue to give grant funding to Ryde Carnival, Ryde Town Council will work together with Ryde Carnival Association on two areas for the future of Ryde Carnival.

This document is a draft proposal for Ryde Town Council. It explores a future formal relationship to support the Carnival and the town of Ryde.

CONTEXT

Ryde Carnival are a volunteer-led organisation with an Association of twelve active members who currently manage the delivery of two processions (main and illuminated) and a Children's Day event.

Ryde Carnival has historically been financed through street collections and an annual grant from Ryde Town Council.

From 2021-2023 Ryde Carnival are in receipt of funding from the Ryde HAZ cultural programme; Waving the Flag to support:

- the development of the association,
- the promotion of all Ryde Carnival activities,
- the development of carnival content
- the development of local networks for creative and sponsorship support.

The emphasis of the Waving the Flag project is to use cultural activity to increase footfall in the Historic Action Zone and to increase civic pride in the town centre. The project funding ceases in December 2023. In 2022, Ryde Carnival delivered their first full carnival season since 2019.

The funding also paid for some pilot activities to broaden accessibility and engagement. The financial support of Waving the Flag and the 2022 Arts Council Grant has enabled us to:

- Deliver sustained marketing of the organisation and events with a clear sense of brand identity.
- Increase creative opportunities for professional and community engagement.
- Improve working relationships and utilise the expertise of Ryde's two professional carnival companies to grow participation.
- Grow ambitions for both the procession content and ancillary events during Carnival Week.
- Increase our digital audience targets exponentially.

- Secure financial investment from local businesses and establish future sponsorship relationships.
- Pilot the hire of a raised seating area for wheelchair users.
- Pilot the delivery of touch talks/tours for the visually impaired.
- Pilot live coverage of the event with sign interpreters.

As they are a voluntary organisation, RTC will be able to help with the additional support to aid the future development of carnival activities.

THE PARTNERSHIP PROPOSAL

The proposal is for an initial three-year period with RTC replacing grant funding for Ryde Carnival Association with in-kind support. As well as this, in the initial year, there is extra support through Waving the Flag funding for marketing spend. This money, £5,817.61, will go direct to RTC to allow for extra staff hours and marketing expenses.

Waving the Flag also have a Marketing Resources budget to pay for the programmes, poster printing etc and will continue to pay for these things.

Ryde Town Council will provide the following administrative support:

MARKETING

- To ensure the continuation of consistent social media coverage with the voice of Ryde Carnival as established in 2021/2.
- Continue with established graphic design relationships to provide professional, high quality printed materials integrating the artwork from the annual poster commission.
- Promotion of Ryde Carnival activity across digital and print media.

EVENT MANAGEMENT

- Liaising with Island Roads in relation to road closures, and parking restrictions.
- Helping with booking licences and public spaces in town.
- Aiding with staff/volunteers to clear and manage public spaces for Carnival events.
- Supporting the implementation of newly piloted improvements to continue to make Ryde Carnival events more accessible.
- Supporting volunteer recruitment and management.

SPONSORSHIP

- Increasing local, small business sponsorship working with our current supporters and Ryde Business Association.
- Seeking high levels of sponsorship from major companies with Island connections to enable us to buy in professional content for the processions and further raise the profile of the event.
- Support with grant applications.

EXAMPLES OF BENEFITS

Currently we give RCA grant money, some of which goes directly to pay for insurance. It may be possible to wrap that cost up within our own existing insurance package thereby immediately saving that cost.

That is the type of duplication we will investigate.

We also have a great deal of experience of road closures, licensing and booking town spaces. So, what might take RCA weeks to complete can be done much quicker and easier with our partnerships already in place.