



BILLINGHAM

INTERNATIONAL

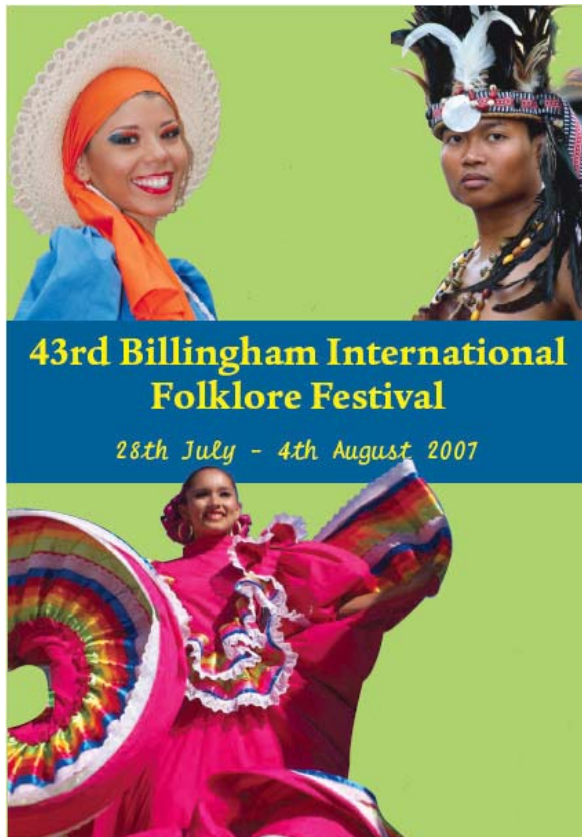
FOLKLORE FESTIVAL



BIFF NEWSLETTER No 2, December 2006

43rd BILLINGHAM FESTIVAL – 28th July – 4th August 2007
Next Festival – New Ideas ...

The Preparations for the 43rd Billingham International Folklore Festival 2007 are well underway and organisers are working hard to put on the best ever Festival.



As the result of a grant from Tees Valley Partnership in 2006, Billingham Festival with the help of professional Marketing Consultants recently produced a marketing strategy to guide its marketing and promotional activity in future. Some of this marketing strategy will be implemented in 2007.

We are also very grateful to all the people who took part in the festival Audience Survey 2006 and sent us their ideas and suggestions on how to improve the festival.

As the result of the survey and marketing analysis we formulated several key directions, which, depending on the funding available to us, we would like to implement in the near future:

The main aim of the New Strategy is:
To raise the Profile of Billingham International Folklore Festival as a Major Tees Valley Attraction and to ensure that the Festival evolves in order to remain attractive to the people of Billingham and visitors to the town in an increasingly competitive environment.

To achieve this aim we would like:

- To enhance the impact of Billingham International Folklore Festival by strengthening its activities, profile and image through extending its participation events across the Tees Valley and North East.

To achieve that we would like to:

Arrange performances and workshops by International Groups performing at the Festival at various locations in Darlington, Redcar and Cleveland, Hartlepool, Middlesbrough and Stockton and other North East venues.

To make it possible we will need to

Bring 2 extra top quality International Groups to the Festival.

Cost involved: £20,000



- To attract wider audiences to the Festival, putting special emphasis on the younger generation

To achieve that we would like to:

Make all the Concerts in Town Centre Festival Arena FREE for the audience

To make it possible we will need

Extra funding of £15,000 to cover the loss of income from ticket sales

- To promote British intangible cultural heritage within Billingham Festival

To achieve this we would like to:

Include 4-5 UK Folklore Dance and Music groups, representing English, Scottish, Irish and Welsh folklore and culture, in festival Concerts, as requested by over 50% of the festival audience 2006

To make it possible we will need

Extra funding of £10,000 to cover the expenses of British performers.

- To promote international dance as a fun and physical activity for everyone of all ages and abilities
- To promote international music as a creative means of communication between the nations.
- To promote international friendship and understanding in our present and future multi-cultural society.

To achieve that we would like to:

Continue and expand our “World of Cultural Diversity Project for Children & Youth”

To make it possible we will need

Extra funding of £15,000 to cover each International Presentation

- To organise a Fringe Festival Village in John Whitehead Park (crafts stalls & concerts) – approx. cost – £20,000
- To build a roof over the Town Centre Festival Arena to hold evening concerts

and to reduce the risk of inclement weather – approx. cost £30,000

- Work towards a permanent base for the Festival with a year round programme of events and courses

We have already applied for funding to various organizations and we are currently looking for sponsors willing to give their contributions to make our festival dreams come true.



Any Organisation, Business or individual interested in Festival Sponsorship please contact the Festival Office on:

info@billinghamfestival.co.uk or (01642)553220

to receive our festival Sponsorship Package.

43rd Billingham International Folklore Festival

Time to Dance ?

28th July – 4th August 2007

International Dance Course
for teachers and students of dance

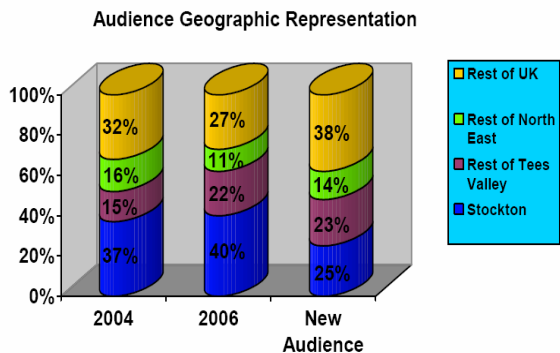
Further information, detailed schedule and costs will be available from March 2007

info@billinghamfestival.co.uk
www.billinghamfestival.co.uk



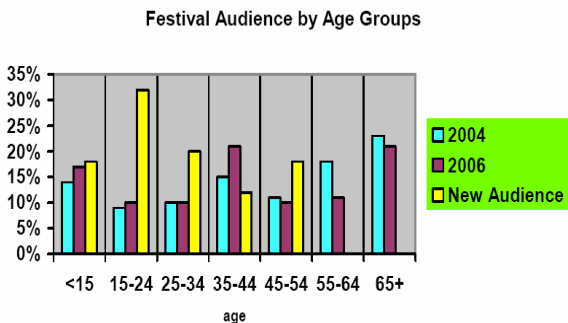
BILLINGHAM FESTIVAL AUDIENCE SURVEY 2006

819 people from the festival audience attending various events took part in the Festival Survey 2006.



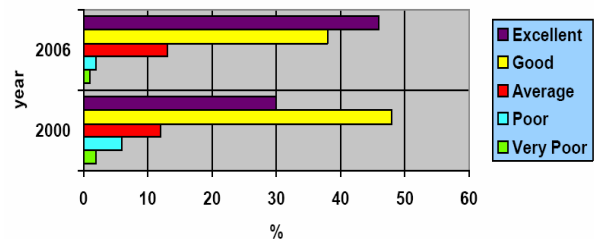
As you can see from the audience geographic representation the Festival is unique as it attracts audiences from all over the UK and more the half of the audience come from outside Stockton and Tees Valley.

The same statistic reflects in the geographical representation of Members of BIFF Ltd and Friends of the Festival.

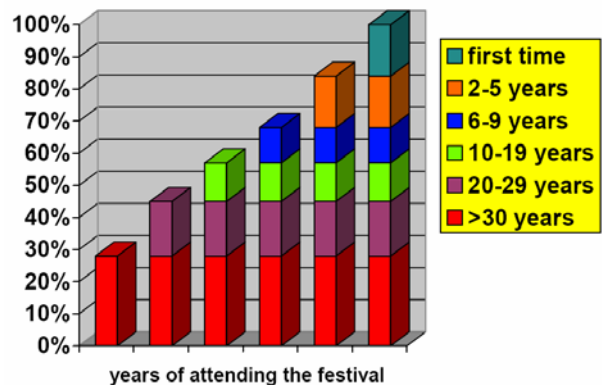


Again this year in particular we concentrated our efforts on attracting younger audience to the festival, and we are pleased with the results, especially from the audience attending festival for the first time.

Rating given by audiences to festival organisation



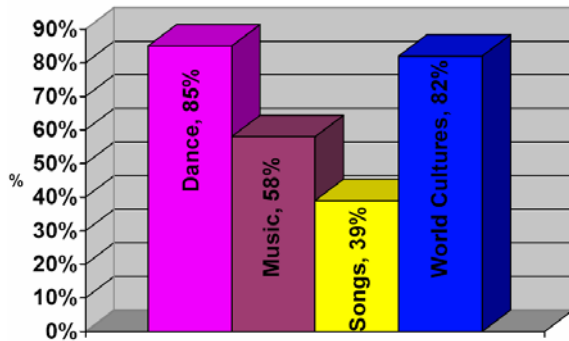
Attracting new festival audience



As shown above the new festival audience coming to see the festival over the last 10 years (1997-2006) constitutes 43% of present festival audience, with 32% of it being the new audience attracted in the last 5 years, in comparison to the previous 10 years, when the new audience constituted 21% of the total audience in 1997.



Reasons for attending the Festival



100% of the audience, which participated in the survey stated that they will come back to the Festival next year.

We are very grateful to all the people who took part in the Survey 2006.



Some of the Quotes from the Festival Audience:

“The standard of the groups seem to get better every year and the selection team should be congratulated for their choice at this year’s festival – well done to you all. Keep Billingham alive !!!”

Mrs. Millar, Billingham

“Just class entertainment from happy people. Forum Theatre is ideal venue to display their talent”

Mrs. Swinbank, Sedgefield

“Fantastic, always a brilliant night out. Full of admiration for what you are doing”

Mrs. Griffins-Bronzino, Whitby

“Excellent entertainment and arena seating. Love the energy from the groups, very very moving dance today from the Korean dancers. The whole event is of excellent quality: compare, music, costumes... Congratulations to everyone involved, fabulous!!!”

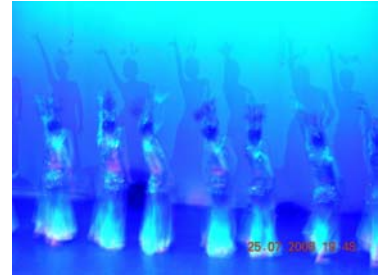
Mrs. Hope, Co. Durham

“I still do not know how you manage to organise it every year. We wish you well. Keep it up !!!”

Rev. Wilcox, Redcar

“Festival as always well organised, with varied programme and different groups. We enjoy it very much, Thank you.”

Mrs. Appleby, Stockton



“It is obvious that the festival is very well organised by a group of enthusiasts. The quality of the performers is extremely high and the organisers do a great service for themselves and are a great asset each year to Billingham”

Group from Durham City

“The festival provides a unique opportunity to mix with other cultures for a whole week”

Mrs. Korth, Wigan

“So unique, it cannot be equalled anywhere else in Britain, keep this going forever because to lose it would be awful, I would be devastated”

Ms. Hartt, Cheshire

“Fabulous, well organised, interesting and excellent value for money”

Mrs. Conkie, Hartlepool



BILLINGHAM FESTIVAL VOLUNTEERS – THE BIGGEST ASSET AND LEGACY OF THE FESTIVAL

Our band of 150 dedicated festival Volunteers year after year come from near and far to experience and learn, by pushing aside the language and cultural barriers, the rewards of working alongside our international participants and overcoming the challenges of organising such a major and unique event.

The Festival Volunteers work as guides, interpreters, meal service, technical arena staff, children's club & youth dance workshop helpers, transport and parades marshals, housekeepers, college work crew, ticket & merchandize sellers, etc.



Throughout the year, through a variety of fundraising and social events, our dedicated volunteers fundraise to buy sound equipment and other various commodities for the Festival.

We would like to extend our thanks to Mr. Ian Russell and his committed Festival Arena team on transforming a recently donated trailer into a much needed sound desk for the festival Arena. The team devote their weekends and any spare time to transform and furnish the trailer with all of their own money and energy.



Another recently formed team are giving up their social time to attend the Fire & Event management training courses to obtain the necessary licences to enable the Festival to comply with the new rulings.

The enthusiasm, dedication and drive of our Volunteers to make Billingham Festival a success is the biggest asset and legacy of Billingham Festival.

Estimated In kind support from all the Festival Volunteer's Contribution is £1,145,000 per year.



Congratulations to the first Festival volunteers baby born during the Festival in the last 40 years.

Anyone interested in joining our Team of festival Volunteers please contact the Festival Office on:
info@billinghamfestival.co.uk or
(01642)553220



BILLINGHAM FESTIVAL – PATRONS, MEMBERS & FRIENDS

The Festival organisers would like to express their sincere thanks to all Patrons, Members and Friends of the Festival for their continued support. Since the last Festival we have seen an increase in new Patrons, Members and Friends of the Festival. We would like to welcome them and hope they continue to enjoy the Festival.



If you would like to become a Patron, Member or Friend of the Festival and receive the many benefits, you can download the application form from our Website:

www.billinghamfestival.co.uk

or ring (01642) 553220 and we will send you all the details by post.



NEXT - 43rd BILLINGHAM INTERNATIONAL FESTIVAL 2007

28th JULY - 4th AUGUST 2007

14 International Dance Groups have been short-listed for selection for Festival 2007. Depending on the funding 8-10 groups will be selected to take part in the Festival.

BALLET EL CIMARRON - ARGENTINA

This well-travelled group has tangoed in each continent of the World representing Argentina at the highest level. Their leader Omar Fierdelmondo has received a UNESCO award in 2004 for his achievements in the world of dance.



FOLK DANCE CLUB "DOBRUDJA"- BULGARIA

This group has been chosen from 150 groups by CIOFF Bulgaria to represent their country at Billingham Festival. They attained this honour by achieving many prestigious awards for performances of great vibrancy around the World.



"CURUBANDA" – COSTA RICA

This company is the leading organization with international aim to explore and spread the values and traditions of Costa Rican culture, mainly through dance and music, and

significantly contribute to the cultural development of the country.



"ISMAILIA FOLK DANCE GROUP" – EGYPT

This company comes highly recommended by the top CIOFF Festivals throughout the World, where they have presented their unique Oriental/Arabic culture.



"EMPI & RIAUME" – FRANCE

This group was formed 70 years ago and has received French CIOFF Label and full support from the French Ministry of Culture as leading ambassadors for French folklore



IVANE JAVAKHISHVILI TBILISI STATE UNIVERSITY'S FOLK DANCE ENSEMBLE – GEORGIA

This is a relatively young group formed 10 years ago by a University professor; however they have already appeared in several major CIOFF festivals all over the World, achieving awards of the highest standard. Dances

showing the grace of classical ballet and virile energy spectacular leaps and spins.



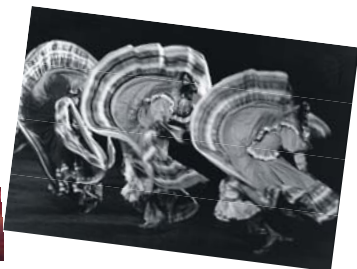
MALAYSIAN AIRLINES SENIDAYA - MALAYSIA

This group consists of full-time employees of Malaysian Airlines, who on a voluntary basis dedicate themselves to promoting the exotic Malaysian culture at corporate events with full assistance from The Ministry of Culture, Arts & Heritage.



BALLET FOLKLORICO DE UNIVERSIDAD DE COLIMA - MEXICO

This 60-strong company consisting of dancers, singers and Mariachi band, is the very best of Mexican Folklore and the most popular Mexican Group in the World, led by the President of CIOFF Mexico, National award winning artist – Prof. Rafael Zamarripa.



“TE AHIKAAROA” – NEW ZEALAND

This group formed in 1993 and quickly developed into a dynamic and versatile group boasting members from every tribal affiliation,

performing Mauri War Dance – the Haka and other dances from the South Seas



“GUAMANIQUE” – PUERTO RICO

The group has participated in events around the world in over 25 countries in 5 continents, earning the professional and international reputation, with the endorsement and support of the Puerto Rico Tourism Company and the Institute of Culture.



RUSSIA (awaiting recommendation from CIOFF Russia)

COROS Y DANZAS DE RONDA – SPAIN

Spectacular Flamenco and Classical Spanish Dance Group, one of the best to ever come from Spain.



SANKANJALEE – SRI LANKA

In 1978 this dance school achieved a life-long ambition of teaching cultural dance to the local children from every walk of life. In 1986 the Institute registered under the Ministry of

Cultural Affairs, which has lead to expansion and now have 1500 children enrolled in the institute free.



“WOESON” – TOGO

One of the most exciting groups to ever come from African Continent. This group consists of very experienced dancers & musicians, who are well travelled throughout Africa and Europe.

NEXT PUBLICATIONS OF BIFF NEWSLETTER

The new Billingham International Festival Newsletters is published **quarterly**:
The next BIFF newsletter will come out in the beginning of March 2007.

If you would like to make any comments regarding the Newsletter, or receive the

previous edition of the Newsletter by e-mail, please contact us on:

billingham.festival@virgin.net

If you do not wish to receive our Newsletter in the future, please e-mail us back with a word “**unsubscribe**” and we will delete your e-mail address of our mailing list.

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*We would like to take this opportunity to wish everyone
Merry Christmas and Happy New Year !!!*

