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Media Release

16 December 2011

A Festival of Yorkshire in Scarborough is launched

A brand new festival celebrating the best of Yorkshire is set to be added to Scarborough's growing calendar of events next year.

"A Festival of Yorkshire - Scarborough" will run from Yorkshire Day, 1 August, with music and literature events, games, performances and exhibitions potentially set to continue until Saturday 4 August. A number of the events and activities being planned will be free.

The new festival is being led by Scarborough Borough Council and the Scarborough Urban Area Forum as part of its arts culture and sport theme for 2012 and supported by Welcome to Yorkshire in association with a number of other partners which so far include The Yorkshire Society, Scarborough Spa, Scarborough Castle, the Woodend Creative Industries Centre and Scarborough Library and Information Centre.

It is being launched to coincide specifically with Yorkshire Day, after Scarborough was invited by the Yorkshire Society to host the main civic gathering when mayors, chairmen and other dignitaries from across the region gather together to celebrate their pride in Yorkshire and the region's unique appeal.



The Civic Day will start at the iconic Spa and a procession will follow led by the Yorkshire Volunteers band along the Foreshore. Guests will be driven in vintage coaches to St Mary's Church for a traditional service before they return to the Spa for a reception and Yorkshire celebration. This will be followed by an opportunity to see a classic Scarborough product, Tony Peers Productions' summer show in the Spa's Victorian Theatre.

Chairman of The Yorkshire Society, Keith Madeley said: "We're really excited by the plans for Yorkshire Day celebrations in Scarborough and in particular the efforts that are being made to get the community involved. I know many people in Scarborough are immensely proud of their Yorkshire roots and I hope they come out in force to show their support."

Welcome to Yorkshire Area Director Janet Deacon added: "We are delighted to be supporting this new festival. This is a great opportunity to showcase the very best of Scarborough and Yorkshire to the wider world and I'm confident it will provide a fantastic boost to the town's tourism economy."

Scarborough Borough Council's area forum support officer Matthew Joseph who is leading the organising team behind the festival, said: "Yorkshire Day celebrations are traditionally grand civic affairs, but we wanted to take it one step further and give the day meaning to ordinary people in our community who are also immensely proud of being Yorkshire men and Yorkshire women, as well as create a festival with much wider appeal.

"Yorkshire has a vibrant culture and identity all of its own which is celebrated every week in Scarborough through art and music and the things that are produced here. We want to tap in to that Yorkshire pride and obvious Yorkshire talent and pull together a festival which celebrates and showcases the best of Yorkshire art, culture and history, business and entrepreneurship, right here in Scarborough.

"We have already made a number of approaches to groups and organisations in the town and an itinerary of events under the umbrella banner of 'A Festival of Yorkshire' is currently being pulled together.



“We’re pleased with the way things are going so far, but if there are other music promoters or event organisers who want to pull together another Yorkshire element to the festival, we’re open to ideas and further partnership and co-operation.”

On top of the civic element of Yorkshire Day, there are moves to stage a Made in Yorkshire exhibition at the Spa from 1 August, with businesses and groups from Yorkshire invited to set up a stall to showcase their work. Scarborough’s Yorkshire Coast College and the University of Hull Scarborough Campus will also be invited to get involved.

Scarborough Castle is also set to support “A Festival of Yorkshire” with a “flat-cap Frisbee” event on 1 August and guided tours of the castle, which in 1066 was the first landing place of King Harald Hardrada during his ill-fated attempt to seize the English throne from Harold Godwinson.

On Thursday 2 August North Yorkshire’s library service is planning to stage a Yorkshire Authors’ Day in Scarborough’s library and information centre in Vernon Road which will feature a host of well-known writers from the region.

On Friday 3 August the focus is set to switch to Scarborough’s historic Market Hall and Vaults with cookery demonstrations and a celebration of Yorkshire’s fresh produce.

One of the highlights of “A Festival of Yorkshire” will be a repeat of last year’s Scarborough Sings Together. It will take place at the Spa on 4 August and feature more than 150 performers from young rappers to church choirs.

Scarborough Borough Council is also hoping to stage a large community sporting event in the town, possibly featuring traditional Yorkshire games. And negotiations are also taking place about staging a mini music festival featuring Scarborough bands, playing under the banner of “A Festival of Yorkshire”.

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