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Press Release

Festival and 'one' pick up major new award for sustainability

Norfolk & Norwich Festival and principal sponsor 'one' railway are the inaugural winners of the Essex & Suffolk Water Arts & Business East Sustainability Award for 2008, in recognition of 'one' Railway's 17-year sponsorship of the Festival.

The Norfolk and Norwich Festival (NNF) has been sponsored by business partner 'one' Railway since 1991 (both as Anglia Railways and since 2004 as 'one'). In 1995 it agreed to become principal sponsor and continues to be so. This long-lived and successful partnership has developed many benefits for both sides. This was recognised at the Arts & Business East Awards last night.

Both organisations have seen significant growth and success in their respective activities. Their sustained partnership helps them to realise their shared commitment to the region to make it livelier, more productive and a more attractive place within which to live, work and travel.

At the A&B awards ceremony last night keynote speaker and Norfolk & Norwich Festival director Jonathan Holloway said, "the business support and partnerships we've built have been instrumental in enabling us to treble our audiences and our turnover in the past three years. The Festival's ambitions for the next two years outstrip our current position and our aim is to become *the* destination Festival for this region!"

Jonathan Denby, Head of corporate affairs at 'one' Railway said "We're delighted that our successful and well established partnership with the Norfolk and Norwich Festival has received this Sustainability Award. By working together on a long term basis, we can play our part in helping to make Norfolk and Norwich an even better place to live and work. With an evolving Festival attracting wider audiences, bringing more people to Norwich, everyone gains; audiences, the local community, the local economy, the Festival and 'one' railway."

Mr. Denby continued, "We'd like to thank all those employees of 'one' (and its predecessors) and the Festival who have made the partnership such a success over the past 17 years. We look forward to working together in the future."

The Norfolk & Norwich Festival is the largest arts festival in the eastern region and now one of the ten largest city arts festivals in the UK. Even as the oldest living city Festival in Britain, the Norfolk & Norwich Festival continues to build on a reputation bringing the cream of international



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talent and newly commissioned works to the UK. Norwich is a thriving city of culture growing in population and creativity – the perfect mirror for the Norfolk and Norwich Festival, “NNF: Hitting the right note, Norwich really knows how to get a city on its feet” Guardian G2 Supplement July 2007.

To get the latest information on the Norfolk & Norwich Festival 2008 please phone 01603 877750 or visit www.nnfestival.org.uk and join the Festival mailing list.

The Festival is supported by Arts Council England, Norwich City Council, Norfolk County Council and principal sponsor ‘one’ railway.

Notes for Editors

Norfolk & Norwich Festival

The Festival is going from strength to strength - audiences last year totaled over 40,000 in just two weeks and the Festival is expanding its activity in the community by delivering a national education programme (the Government education initiative Creative Partnerships). In 2007, the Norfolk & Norwich Festival’s turnover doubled and it is now recognised as one of the leading lights for artistic provision in the region.

‘one’ railway sponsorship

This is the fourth successive year that ‘one’ railway has been the principal sponsor and the 13th that the local passenger train operator has been principal sponsor (including Anglia Railways period from 1990). Now 17 years since the local railways became involved with train naming of a Class 86 locomotive Norfolk and Norwich Festival in 1990. It has been an extremely successful partnership for both parties and especially for Festival-goers, as it has given the Festival the stability and the opportunity to broaden and enhance the programmes it can present.

History

The Norfolk and Norwich Festival is the oldest single-city festival in England, originating in 1772 as an annual service and concert in Norwich Cathedral to raise money for the Norfolk and Norwich Hospital. Over 200 years later the festival is expanding in number and breadth of events, embracing major outdoor, site-specific and visual-theatre/performance work while maintaining the strength of the music programme.

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www.nnfestival.org.uk