

NON-CONFIDENTIAL
BOROUGH OF TAMWORTH



CABINET

Date 1st April 2021

Thursday, 8th April, 2021, 6.00 pm in Online Meeting

SUPPLEMENT – ADDITIONAL DOCUMENTS

Further to the Agenda and Papers for the above meeting, previously circulated, please find attached the following further information, which was not available when the agenda was issued:

Agenda No. Item

9. **Arts and Events Relaunch** (Pages 3 - 12)
(Report of the Portfolio Holder for Environment and Culture)

Yours faithfully

A handwritten signature in black ink, appearing to be 'AOS', followed by a long horizontal line extending to the right.

Chief Executive

To Councillors: J Oates, R Pritchard, J Chesworth, D Cook, M Cook and S Doyle.

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Thursday, 8 APRIL 2021

**Report of The
PORTFOLIO HOLDER FOR ENVIRONMENT AND CULTURE**

Arts and Events Relaunch

Exempt Information

None

Purpose

To update Cabinet on the proposed Arts & Events relaunch programme for 2021, for the Assembly Rooms, Castle and outdoor events and to approve an additional budget to support the staffing of these events.

Recommendations

It is recommended that:

1. That Cabinet endorse the proposed event programmes and dates.
2. That Cabinet approve the relaunching of all events, giving consideration to the potential loss of income.
3. That following the evaluation of the proposed events plan proposals to continue are considered as part of budget process for 2022/23.

Executive Summary

This report presents a programme that will re-launch Arts and Events for the wider Tamworth area, including the Assembly Rooms, Castle Grounds, and town centre. A brand new programme of events for the Castle is also included, which is the first of its kind since the Arts & Events Team commenced delivering events within the Castle.

This programme was drawn up taking into account a number of assumptions:

1. All Government guidance and roadmap in regards to dates will remain the same.
2. The public appetite for events continues to rise.
3. Delivery is dependent on the support of the new staffing structure.

With this in mind the figures included in the report are estimated based on the assumptions above.

Assembly Rooms

The Governments Roadmap to Recovery permitted educational activities to restart from 8th March. From 21st April the venue will be hired out for educational classes, which to date there are 20 pencilled in.

From the 17th May, Government guidance allows the re-opening of the venue with 50% occupancy with social distancing. During this time the venue has two previously booked children's theatre shows, as part of national tours. With two shows a day and at 50% occupancy.

Allowing these shows to go ahead will also begin the appetite for live shows at the venue; provide live entertainment for children who have been the most severely affected with pantomimes having been cancelled. It will also enable the venue to begin to operate again at steady pace allowing staff and resources to build up to full occupancy.

From 21st June, full occupancy is permitted, still with social distancing, however it is our intention not to re-open with live shows until the **27th June at 75% occupancy**, building up to 100% over the next few weeks, dependant on customer appetite and infection rates decreasing. A slow steady programme will be implemented, building to a full programme by end of summer and into the autumn.

A programme of commercial events will also run alongside the entertainment programme, to support the income stream and help establish the catering offer. Excluding our Christmas/December programme, to date commercial events have an expected income of £10,000(subject to customer appetite/confidence and Government restrictions).

In addition, from 17th May onwards, the Assembly Rooms will be launching a cinema programme to smaller audiences with the equipment have been funded from the Arts Councils culture recovery fund.

It is predicted that these shows will still be financially viable, however the Governments Roadmap to Recovery, Guidelines and public appetite may impact this further.

Outdoor Events

2020 saw a programme of sporadic events able to take place between lockdown and restrictions. From April 2021 the Council will present a more structured programme (detailed at Appendix 1) that will take into account social distancing, new restrictions, online resources and more untapped but useable spaces with the town: these include the Castle stables and the activity centre, (old outdoor swimming baths).

The biggest change in 2021 will be St Georges Day. The usual event attracting up to 10,000 people will not be possible, so the event will move online. Workshops, classes and activities all based around the medieval theme will be available online, with a full programme launched before the event to gain maximum engagement.

Other initiatives include our popular Bandstand concerts, featuring more professional groups this year. 2021 see's the launch of our '*Under the Stars*' Season which

include movies, theatre, town ghost walks/tours and music. Based in various locations within the castle grounds, Castle and public realm outside the Assembly Rooms it is a programme of professional live events supported by an ever changing food and drink offer.

The Arts and Events team are working in partnership with Tamworth Library to present a summer reading challenge in the castle grounds for children. In collaboration with the publishers of the award winning Julia Donaldson books, the team have also secured a 'Family Trail' based on one of her books, ('*Gruffalo*', '*Room on the Broom*'), which have proved very popular within Forest of England sites.

A further new initiative this year is a regular food festival, combined with live music, making use of the public realm space outside the Assembly Rooms. The street food offer will change on a regular basis, and will enable the bars of the Assembly Rooms to be capitalise on the event. A live comedy show or music will also be programmed to capture an audience that will feed into both events.

Tamworth Castle

A brand new programme of events has been drawn up for the Castle (detailed at Appendix 2), which will be delivered by the Arts and Events team. The events are a mixture of stand-alone shows and those that involve the Castle in those already occurring within the town. There is an eclectic mix of movies in the courtyard, workshops, seasonal activities, murder mystery evenings, and theatre. One new opportunity is an Escape Room, located within the Castle stables that will run over a period of 12 months.

Resource Implications

The new events programme has been costed and the income generated above 60% sales will offset the required budget for the new Castle events.

However the income generated is problematic to predict as all events are subject to Government Guidance at that time and the appetite from the public to attend. The following table* shows the impact of anticipated sales percentages for the new Castle events:-

Profit/Loss	Profit	Loss
100% Income	£48,632	
70% Capacity	£9,900	
60% Capacity		£2,998
50% Capacity		£15,905

*These income figures are in addition to the previously approved castle report. The above events should create additional sales/net income for the Council from food and beverages sales.

Each of these events will bring people into the town to support the local economy.

A report to Cabinet in July 2020 recommended the mothballing of the Assembly Rooms due to the impact of the pandemic which resulted in several staff being made redundant. In order to support the relaunch of all events including the Assembly Rooms, additional staffing will be required which was subject to a report to Appointments and Staffing Committee (6th April 2021).

The new structure will ensure the team is modelled to work collaboratively, and although each member retains their specific role and area of expertise and knowledge, there will more cohesion between them all.

The recent Castle Review recommended that all events at the Castle were delivered by the Arts & Events team. This has led to a more structured approach to staffing that will feed into events no matter where their location or genre. The specific inclusion of permanent Duty Managers will also allow events and hire's to be 'managed' by role specific staff rather than other team members taking it in turns.

The cost of the new structure is detailed below:-

	2021/2022	2022/2023
Available Revenue Budget within Assembly Rooms and Arts and Events	£470k	£492k
Phased staff return	£497k	
Full establishment cost		£611k
Shortfall	£27k	£119K
50% funding for Heritage and Leisure Officer- see below	£15k	£21K
Reduced shortfall	£12k	£98k

The additional cost of £12k can be met from the wages budget across all codes of the Arts and Events revenue accounts for 2021/22. For future years, it is anticipated that additional income will be received from the roll out the food and beverage offer to other areas of the Council, including weddings which should further mitigate the additional ongoing staffing cost but due to the current uncertainty cannot be quantified at present.

Subject to the above an additional budget of up to £98k will be required to fund these posts from 2022/23. It is proposed that there is a robust evaluation at the end of the events season to assess the continued financial viability of the programme as both Government Guidance is ever changing and Officers are uncertain as to the public appetite for events following the covid pandemic.

The phased reopening of the Assembly Rooms together with public appetite to return and social distancing requirements will have an impact of the income of the theatre. However, the indoor shows will be brought back on line incrementally and assessed against local infection rates to ensure both the safety of the audience and to continue to build customer confidence. Therefore, it is intended to carry out a staggered recruitment process and build to a full working team by end of the Summer 2021. This approach should limit costs to mitigate against reduced income levels arising from reduced demand or the risk of further restrictions.

Assembly Rooms Income Summary

	Annual Budget Performers Fees £	Annual Budget Income £	Annual Net Income £
Annual Budget performers fees etc	362,770	(531,380)	(168,610)
Reduce by 3 month closed period	(90,690)	148,200	57,510
Revised Annual Budgets	272,080	(383,180)	(111,100)
70% Capacity	272,080	(268,226)	3,854
60% Capacity	272,080	(229,908)	42,172
50% Capacity	272,080	(191,590)	80,490

As detailed above the worst case model (at 50% capacity) would mean a net loss in income of £250k (£340k income less £90k saving in fees) when compared to the budgeted income of £531k / fees of £363k – offset by any further potential reduction in performers fees (i.e. where fees are capacity based) which cannot be estimated at this time.

Assembly Rooms Bar Income

	Annual Budget Purchase etc	Annual Budget Income	Annual Net Income
Annual Budget	89,050	(253,550)	(164,500)
Reduce by Period Closed	(26,880)	63,390	36,510
Revised Annual Budgets	62,170	(190,160)	(127,990)
70% Capacity	43,519	(133,112)	(89,593)
60% Capacity	37,302	(114,096)	(76,794)
50% Capacity	31,085	(95,080)	(63,995)

The worst case model (with income at 50% of budget) would mean a net loss in income of £100k (£158k income less £58k saving in costs) when compared to the budgeted income of £254k / costs of £89k.

This would mean that overall income levels (at 50% capacity) could mean a net loss in income of £350K for the year when compared to budgeted income.

Programme Name	Event Name	Event Date	Brief Description	Location	Ticketed event
April					
The Great Outdoors	St Georges Day	Saturday 24th April	Our annual St George's Day celebration this year will look a little different, this years programme will include a week of online St Georges Day Medieval activities for all the family including: 1. Make your own Medieval pouch 2. Heraldry, how to choose a design and decorate your own shield. 3. The true tale of St. George and the Dragon! (Story telling). 4. Make your own Medieval game, Mill. And how to play it. 5. Medieval Cloth Dying Workshop 6. Medieval King and Queen Drama workshop Their will be a Family activity pack that will be downloadable for everyone to access.	Online	Free
May					
External Event	Barkers Fair	Friday 28 th May – Sunday 6 th June	Fair rides and activities from Barkers Fair and amusements	Castle Grounds	Ticketed
The Great Outdoors	Outdoor Theatre - Mr Stink	Sunday 30th May	Since its introduction to the programme in 2014 outdoor theatre has proved a great success and a variety of companies and shows have featured. Join us for David Walliams' best-seller Mr Stink on the outdoor stage, this touching tale provides the perfect family entertainment.	Castle Grounds-Lower Lawn	Yes
Arts Activities	Trotters Trail	May onwards	Reinstating new Trotters Trail in a series of locations across the town. These pigs have been designed and created by the public of Tamworth	Various Locations	No
June					
Arts Activities	Tamworth Voices Returns	Ongoing	Tamworth Voices are a contemporary Choir that meet every Tuesday and perform at regular intervals throughout the year. Tamworth Voices have performed at the Symphony Hall on a number of occasions as well	Tamworth Assembly Rooms	Yes
External Event	Circus Starr	Sunday 13 th June	Touring Circus	Castle Grounds	Yes
External Event	Gate Gallop	Sunday 27 th June	Fun run around Anker Valley sports complex	Anker Valley	Yes
July					
Under the Stars	Theatre Under the Stars- Outdoor Theatre- A Midsummer Nights Dream	Friday 2nd July	William Shakespeare's A Midsummer Night's Dream returns to Tamworth Castle Grounds with an evening of open air theatre on a Mid- summers eve.	Castle Grounds-Lower Lawn	Yes
Music Outside	The Lost Notes	Saturday 3rd July	Live Music in the Bandstand with The Lost Notes The Lost Notes are a 5 piece acoustic Folk Roots band from Moseley.	Castle Grounds-Bandstand	No
Music Outside	Tamworth Wind Band	Saturday 10th July	Live Music from local band Tamworth Wind Band.	Castle Grounds-Bandstand	No
Music Outside	Comharsa	Saturday 17th July	Live Music from local band Comharsa, they will be performing famous songs from The Dubliners to The Pogues.	Castle Grounds-Bandstand	No
External Partnership Event	Creative Networks Collective	Saturday 17 th July	Artists Networking Event featuring live music and art installations	Activity Centre	Yes
Music Outside	Amington Band	Saturday 24th July	Live Music from the well known award winning local Brass Band Amington Band.	Castle Grounds-Bandstand	No
External Event	Urban Arts Event	Sunday 25 th July	A variety of urban arts for families	Castle Grounds-Pleasure Grounds	No
External Event	Circus Zyair	Thursday 29 th July – Sunday 1 st August	Touring Circus	Castle Grounds-Pleasure Grounds	Yes
Under the Stars	Music Under the Stars	Friday 30th July	A night of live music, good food and drink in the setting of Tamworth Assembly Rooms public realm space.	Assembly Rooms - Public Realm Space	Yes
Music Outside	The Tones	Saturday 31st July	Live music from The Tones, with a set list that includes songs from Stevie Wonder, The Temptations and The Jackson Five.	Castle Gounds-Bandstand	No
August					
Under the Stars	Movies Under the Stars	Friday 6th August & Saturday 7th August	Drive thru - Outdoor Cinema set in the backdrop of Tamworth Castle Grounds. The Film will be screened on a large 40ft inflatable screen and audio will be transmitted via radio transmission. Their will be food and drink stalls present too.	Castle Grounds-Pleasure Grounds	Yes
External Event	Funtopia	Mondays in August	Inflatables and children's zone activities	Castle Grounds-Lower Lawn	Yes
Music Outside	Liquid Brass	Saturday 7th August	Live Music from Liquid Brass who are a 9 piece brass band. They perform a range of musical styles including swing, pop, classical and oompah.	Castle Gounds-Bandstand	No
Summer Reading Challenge	Summer Reading Challenge	Tuesday 10th August	This event is being run in partnership with Tamworth Library to celebrate the Summer Reading Challenge. There will be storytelling and craft activities based around this years theme of nature and the environment.	Castle Gounds-Bandstand	No
Under the Stars	Theatre Under the Stars- John Odbers Teachers	Saturday 14th August	TACT bring John Odbers critically acclaimed Teachers to Tamworths Old Swimming Bath, the evening will include a back to school disco with a bar and food that is a huge improvement on those school dinners!	Activity Centre	Yes
Music Outside	58's Blues Band	Saturday 21st August	Live Music from 58's Blues Band. This music draws on classic hard edged Chicago Blues, filtered through the sound of the mid '60's British Blues.	Castle Grounds-Bandstand	No
External Event	Fake Festival	Saturday 21 st and Sunday 22 nd August	Live music festival featuring tribute bands.	Castle Grounds, Pleasure Grounds	Yes
External Event	Creative Networks Collective	Saturday 21st August	Artists Networking Event featuring live music and art installations	Location TBC	Yes
External Event	Barkers Fair	Thursday 26 th August – Monday 6 th September	Fair rides and activities from Barkers Fair and amusements		
Music Outside	Wilnecote St Johns Band	Saturday 28th August	Live Music from local Brass Band Wilnecote St Johns.	Castle Grounds-Bandstand	No
September					
The Great Outdoors	Gruffalo or Room on the Broom Trail	September	This is a brilliant free accessible family activity to get involved in, follow the trail boards to read the magical and funny tale by Julia Donaldson.	Castle Grounds	No

Key

Internal Events	
External Events	

The Great Outdoors	Saxon Event	Saturday 18 and 19 Sunday September	We welcome back the Anglo Saxons for a weekend of battles, living history and much more. This event has been funded by National Lottery Heritage Fund to launch the Battle and Trubute exhibition.	Castle Grounds	No
Arts Activities	Art Attack / Environmental Art	Saturday 25th September	This award winning event returns with arts activities for all the family, this year we will be holding these activities in Tamworth Assembly Rooms and Tamworth Castle Grounds. The workshops will include Art in the dark, Tape That and Environmental art workshops by New Urban Era.	Tamworth Assembly Rooms	Depending on Covid regulations we will manage numbers by issuing free tickets
External Event	Cathedral to Castle Run	Sunday 26 th September	10 mile run from Lichfield Cathedral and finishing in Tamworth Castle Grounds	Castle Grounds	Yes
October					
Under the Stars	Theatre Under the Stars: Ghosts in the Garden	Friday 29th October & Saturday 30th October	A site specific performance that will be a promenade piece of ghost stories that tours around the Town Centre.	Town Centre	Yes
November					
The Great Outdoors	Fireworks Night	Saturday 6th November	The biggest event in the calendar, attracting up to 25,000 people each year. Display features fireworks set to music with a theme	Castle Grounds	No
External Event	KP Events 10k	Sunday 14th November	10k run between Lichfield Cathedral and Tamworth Castle	Castle Grounds	Yes
The Great Outdoors	Remembrance Sunday	Sunday 14th November	This is a public event managed by Tamworth Borough Council with assistance from the Royal British Legion. The event is held outdoors in front of the town's War Memorial, located at the entrance to St Editha's Church, for many years and is always preceded by a short parade which involves a rolling road closure. After the Act of Remembrance and church service there is another short parade where the salute will be taken by the Mayor of Tamworth from the steps of the town hall, the parade will then continue into Holloway where it ends.	St Eds & Town Centre	No
The Great Outdoors	Christmas Lights Festival	Saturday 27th November	The Tamworth Christmas Lights Switch On will be held in Tamworth Castle Grounds for the first time, this years event will include, food and drink stalls, christmas novelties, stage performances from professional and community groups and a special visit from Santa. The event will finish with a special screening of The Snowman which will be performed by a local choir boy and brass band. This will add a touch of magic to the event.	Castle Grounds - Lower Lawn and Upper Lawn	No
December					
External Event	Pudding Plod and Rudolph Run	Sunday 5th December	Charity Run across Tamworth Castle Grounds and Town Centre	Castle Grounds and Town Centre	Yes

Event Name	Event Month	Brief Description	Location	Ticketed event	Maximum Capacity	Anticipated Attendance
Escape Room	Ongoing for 12 Months	This escape room installation will be based on the story of the Enigma Maschine. Groups will be invited to participate in a game to solve the codes and escape the room.	Townsend Room / Stables??	Yes	108 people per week x 50 weeks = 5400	3240
Canterbury Tales	Friday 11th June	An evening of theatre, refreshments and a twilight walk around Tamworth Castle.	Great Hall & Courtyard	Yes	60	36
Open Air Summer Film Nights in the Courtyard	Friday 18th June	A number of film screenings to take place in the picturesque Courtyard of Tamworth Castle. These will include Black and white films to contemporary cult classics.	Courtyard / Great Hall	Yes	120	72
Shadow Puppet Show and Workshop with the Shadow cabinet - Anytime The Wind Can Change	August	Anytime The Wind Can Change is the heartwarming tale of lonely gairts, comets and compassion told with intricate shadow puppets to a powerful live musical score. There will be two performances for different age ranges A matinee performance, workshop and play for a younger audience, and an evening performance set for an adult audience.	Great Hall	Yes	120	72
Music Evenings	September	An evening of live music, good food and drink. Including a twilight walk around Tamworth Castle.	Great Hall	Yes	60	36
Halloween Film Nights	October	This series of screenings will include classic horror films such as Dracula, Nosferatu to current cult Horror films such as Psycho and The Blair Witch Project.	Great Hall	Yes	120	72
Ghosts of the Garden	October	A site specific performance that will be a promenade piece of ghost stories that tours around the Town Centre, starting at the castle for hot refreshments and winter warmers ending in a public house. These ghostly tales will put everyone in the mood to welcome Halloween.	All locations	Yes	6 tours with 20 people per tour x 2 nights- 240	144
Murder Mystery	November	This will be a Murder Mystery Tour around the Castle ending with the unveiling of who done it. This evening will include refreshments.	All locations	Yes	120	72
Ring Making Workshop	November	This is an opportunity to design and create your very own ring for yourself or for a christmas gift, enjoy a tour of the castle and bring your friend for a catch up and a glass of bubbly.	Great Hall	Yes	30	18
Wreath Making	November	Festive Wreath Making- Led by Local Florist Julie Ann. Join us for an evening of Festive Wreath Making whilst enjoying all things Christmas, mulled wine, mince pies and a Christmas classic singalong.	Great Hall		50	30
Breakfast with Santa, Afternoon Tea with Santa	December	An extra special meet and greet with Santa himself. This event will include festive storytelling, a professional photograph with Santa and a Christmas treat feast.	Great Hall	Yes	525	315

