

THURSDAY, 1 OCTOBER 2015

**REPORT OF THE PORTFOLIO HOLDER FOR OPERATIONS AND ASSETS****ARTS AND EVENTS PROGRAMME 2016-17****EXEMPT INFORMATION**

None

**PURPOSE**

To update members on arts and events team figures and feedback additional funding.

To seek approval for the proposed Arts and Events programme in 2016/17 and seek approval to submit a bid to Arts Council England and spend the additional funding should the bid be successful

**RECOMMENDATIONS**

That Cabinet:-

1. Endorse the update given on the 2015/16 programme
2. Approve the 2016/17 programme
3. Approve the application to the Arts Council for a grant to further enhance activities in the 2016/17 programme and authorise spend of the additional grant funding should the application be successful

**EXECUTIVE SUMMARY**

2015 has seen the Arts and events team develop and deliver a wide range of both community and commercial projects. Funding from Tamworth Borough Council and Arts Council England for the "I am Tamworth" project has enabled Tamworth Borough Council to roll out a range of community programmes and opportunities for local arts to develop a wider range of activities in the area and give our community and artists more confidence in taking part in activities and leading their own programmes without relying solely on the authority. The programme has raised the profile of arts in the area and has received regional and national coverage. To date "I am Tamworth" has engaged over 18,000 people, through workshops, activities and audience. A full independent evaluation on the programme will be produced later this year once the programme has completed.

The commercial elements of the service have piloted schemes to increase income for the service. In particular changes to the delivery of outdoor events have developed new income streams which we intend to roll out further in 2016/17. These include chargeable activities at events, ticketed commercial events and rent charges for

those attending with stalls. To date the evaluation for the arts and events team indicates that 98% of the public attending events, shows and activities rate it good to excellent with a 100% recommendation rate. Of particular note was the “We Love Tamworth” event which was the first Council hosted event to largely break even.

The development and changes are all part of the wider ambitions of the authority and service areas to build reliance and deliver more activities using our resources more effectively and pulling together the resources of other local organisations commercial and community. They link to the long term ambitions of the service demonstrating the ability of the service to attract additional funding and income opportunities.

In June 2015 the Heritage Lottery Fund confirmed that Tamworth Borough Council were successful with a bid submitted to their funding programme. This funding alongside the funds already committed means we are now able to move forward with the redevelopment of Tamworth Assembly Rooms. As detailed in reports submitted to cabinet it is proposed that Tamworth Assembly Rooms will be closed to the public from February 8<sup>th</sup> 2016 to allow for the refurbishment works to be carried out. The first 6 months of the closure period will involve enabling and strip out works. The construction team are expected on site in September, subject to tender timescales. The full closure period will be more definite once the main building contract is awarded but it is expected to be between 18 months to two years.

During the closure Arts and Events will still deliver a wide programme of activities as well as managing the development project. This will include a range of arts activities and events including our commitment to current building users. The arts and events team will deliver the following during this time:

### **1. Art in Unusual Spaces Programme**

To ensure that there is not a dip in arts activities the arts and events team are proposing to run another large scale arts programme, moving forward from the well-received “I am Tamworth” scheme. Key partners have been identified to deliver a wide programme of indoor and outdoor performances and activity programmes. This will include partnerships with national arts companies’ further raising the profile of work in Tamworth. The programme will also engage in key national projects in WW1 Remembrance, Big Draw, Capability Brown and a world record attempt. The arts and Events team wish to seek permission from the authority to apply for further Arts Council England funding to help support this. Whilst we are still waiting on confirmation of figures from some partners we are expecting the bid to be £65,000. We will use our current budgets as match funding and again seek in kind and financial support from local businesses and community groups. If funding is unsuccessful we will still deliver a smaller scale project using current funding. A detailed breakdown of the programme can be found in appendix one.

### **2. Outdoor Events**

The 2016 and 2017 event programme will follow on from the 2015 programme, expanding the range of commercial events. It will also continue with the identified core events. Work around developing and supporting community and commercial groups to deliver events across Tamworth and become more involved with events already taking place to support their growth. A key objective for the outdoor events programme is to continue to increase income through the current successful income programme. An initial outline is attached in appendix two, please note dates may be subject to change.

### **3. Created in Tamworth**

Created in Tamworth requires a review of its current format to ensure its being delivered effectively and still meeting council and artists objectives. Created in Tamworth is currently in a period of flux and will require further support from the Arts and Events team to settle it down. This will include a recruitment drive for more tenants and helping establish a better operating model. Key areas of development are also to encourage the residents to take up more of the business development opportunities.

### **4. Marketing**

Marketing for arts development, outdoor events and Created in Tamworth will continue as normal during this period. There will also be a marketing and communications plan as part of the development project to ensure that users and general public are kept up to date with the progress of the works.

It is also proposed that during this period the Arts and Events team, alongside the council's communication department undertake a period of assessment. This would be carried out by tendering a piece of work for an external consultant to review our current marketing practises and advise on key areas for improvement, in particular around marketing Tamworth Assembly Rooms moving forward. This will also support a wider piece of work around communication and marketing services for the whole authority to ensure our resources are used most effectively and identify any income generation opportunities.

### **5. Consultation Programme**

During the closure and as part of our funding agreements, a large consultation project will be undertaken. The aim is that this will be extended out to ask a range of questions around the service area. This will explore the current service engagement levels and options around changes in the future delivery including how to access the service, how people want to interact with the service, what events and activities people would like to see going forward and how they would like us to display the buildings heritage. This will be undertaken through road shows, open events, online and postal questionnaires and focus groups.

### **6. Tamworth Assembly Rooms Site Management**

To ensure schedules and works are as agreed the arts and events team will keep a continuous presence on the site.

### **7. Service to Current Tamworth Assembly Rooms Users**

All current building users have been given a commitment from Tamworth Borough Council of support during this closure period. This will include marketing, technical, box office and event management aspects.

## **OPTIONS CONSIDERED**

## **RESOURCE IMPLICATIONS**

The service will deliver against budgets outlined in the medium term financial strategy and use funds already committed through that process as match funding.

## **LEGAL/RISK IMPLICATIONS BACKGROUND**

Please see attached risk assessments.

## **SUSTAINABILITY IMPLICATIONS**

## **BACKGROUND INFORMATION**

## **REPORT AUTHOR**

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## **LIST OF BACKGROUND PAPERS**

## **APPENDICES**

Appendix One: Art in Unusual Spaces Programme Outline

Appendix Two: Outdoor Events 2016-2017