

CABINET

THURSDAY, 30TH NOVEMBER 2017

REPORT OF THE PORTFOLIO HOLDER FOR ENVIRONMENT & CULTURE

ARTS AND EVENTS DELIVERY 2018/19

EXEMPT INFORMATION

None

PURPOSE

To update members on current projects and progress.

Endorse the Mid-Point evaluation submitted to Arts Council England.

To seek approval for the proposed programme of work for 2018-19

To seek approval to the proposed changes to outdoor events booking processes, timelines and requirements and note that once amended that the new procedure's will be presented to Cabinet for endorsement at a later date prior to implementation..

To advise Cabinet of the proposed Policy Change (Net £15,000) for Outdoor Events 2018/19 Budgets and the proposal to seek approval for the creation of retained fund for the financial year ending 31st March 2019

To seek approval for spending the Capital Grant from Arts Council England as part of the Tamworth Assembly Rooms Development Project.

RECOMMENDATIONS

1. Endorse the update given on the 2016/17 programme and Arts Council Mid-Point Grant for the Arts Review.
2. Approve the 2018/19 programme
3. Approve the proposed changes to the Outdoor events processes.
4. Note the proposed changes to the Outdoor Events budget which are to be considered as a Policy Change during the 2018/19 Budget Process
5. Approve Capital Grant expenditure.

EXECUTIVE SUMMARY

1. Service Overview and Update

Tamworth Arts and Events Service have delivered a wide and varied programme throughout 2016/2017. The programme has received positive feedback from the general public and attracted further funding.

Tamworth Assembly Rooms on Tour has supported over 20 performances taking part across a range of venues in Tamworth. Supporting our community groups whilst empowering our local promoters to run performance in their own community venues is helping keep audiences engaged. The Outdoor events service has continued to grow delivering a strong programme of over 18 events and supporting a further 30 community and commercial events so far to date this year. The Art in Unusual Spaces Programme has seen engagement from over 4500 participants and 54 artists. It has also recently won an award as part of the partnership with the Britain in Bloom Programme.

The arts development service has a strong track record of attracting a range of funding in to Tamworth. The Arts in Unusual Spaces programme is funded by Arts Council England through a Grant for the Arts application of £68,000. As part of this funding arrangement Tamworth Borough Council submits outline reports to give a clear overview of the projects progress. The Mid-point report submitted to Arts Council can be found in Appendix One.

2. Programme of Work for 2018/19

The Arts and Events Service will continue to deliver against Council priorities and approved business planning. Tamworth Assembly Rooms Development is now entering the next stage. To facilitate the reopening of Tamworth Assembly Rooms and ensure Tamworth Borough Council makes the most of potential opportunities within the new facility a wide reaching programme of work is currently taking place. This includes support from business planning professionals, catering experts, interior designs and safety professionals. The review aims to ensure the facility complies with all best practice moving forward and creating an arts venue that Tamworth can take great pride in. A proposed programme of work to facilitate this is included in Appendix Two.

3. Outdoor Events

The Outdoor events programme has proved a successful model and has created a successful and popular events programme alongside encouraging a wider range of events created by external groups across Tamworth. The service has raised the profile of Tamworth and is now a treasured part of life in Tamworth. The service is currently facing a range of issues that require a review in how the service operates and tackles these issues. Identified issues include:

- Current Tamworth Borough Council Programme at Capacity
- Onus of regulatory bodies has shifted from hirer to Council to ensure legislative compliance.
- Increase in demands due to changes in working practises across authority including changes to toilet facilities and enforcing legislation.
- Increase in external bookings and their requirements.
- Changes to wider market place of outdoor events such as a steep reduction in local authorities running free events and changes in customer preferences.
- Safeguarding Process- Incident has meant we have needed to review and increase current provision and ensure best practise.
- Progressive increase in Costs including Suppliers, PRS, Fireworks, Performer charges.
- National Events impacting on delivery and changing work processes these include recent terrorist attacks focusing on soft targets such as events and high profile event issues due to weather.

Hire Process

Tamworth Borough Council has always had a stringent hire process for events. This is to protect, the organiser, the public and the authority. It is due to this process the standards of events are of high standard and safe calibre ensuring an enjoyable environment for our visitors and residents.

Tamworth Borough Council faces a growing pressure to ensure that all hirers meet a range of legislation requirements. The requirement fall firmly on the authority as premises owners to ensure compliance and recently a number of authorities have found themselves facing investigations and legal procedures. Due to this external hirers are required to complete and supply more information additional work to carry out events safely and provide this evidence to the authority. The outdoor events team strongly feel this is really affecting our groups and are trying to streamline processes and information to make this as simple as possible and user friendly.

The service would like to introduce new guidance and a two tier application process to make the process straight forward. In addition the service would like to put in clear time restrictions in place that will enable event organisers to plan their events safely. This will mean that larger events such as music festivals, food festivals and large run events have to provide the information 4 months in advance of an event, with smaller scale events having more leeway if they meet a clear set of guidelines. This includes that the event is transient in nature, low attendance figure, they are erecting no structure larger than a basic gazebo and have no licensing requirements. Officer discretion will be final.

Following approval from Cabinet to amend the hiring procedure a further Cabinet report will be undertaken to endorse the new procedures.

Outdoor Event Applications have increased both in number and size of event requiring more input from outdoor events service and wider authority.

YEAR	EXTERNAL BOOKINGS
2013	22
2014	18
2015	20
2016	25
2017	30

Due to the changes outlined this is now taking up a significant amount of officer time, the service feel that providing a clear and robust system will enable a better service from Tamworth Borough Council to event organisers and allow plenty of time to ensure event safety is paramount. Enforcing strict application deadlines will help facilitate this.

Tamworth Borough Council Outdoor Events Programme

The events have all increased in size due to their popularity this obviously has an impact on the local infrastructure and staffing requirements. The service has made a range of changes to delivery over the years to meet these changing needs, including increasing income via rents, sponsorship and commercial activities in order to support the growing programme and the delivery of commercial events. However this

year we have faced widespread sharp increases in costs and it is evident these costs will continue to rise. Examples of these increases includes increase in licensing fees and PRS due to increasing numbers pushing the event in to higher capacity brackets, safety equipment and wider equipment issues. In addition the numbers attending events have grown steadily. This impacts the number of staff required and in turn the costs.

Attendance at Events

YEAR	ATTENDANCE AT EVENTS
2013	43700
2014	44310
2015	48450
2016	52400 (Includes 1 event cancelled)
2017	52000 (to November 6th 2017) Annual programme expected to exceed 60,000 this year.

Fireworks Event

A key event facing the full force of these issues is the annual Fireworks event. The event is now hugely popular meaning visitor numbers have soared. As many authorities have cut events programmes we are now attracting crowds from further afield. This is putting the local infrastructure under great pressure. Managing the capacity without changes to the event is impossible due to the nature of the grounds, this significantly reduces Tamworth Borough Council’s ability to be legally complaint and ensure the safety of those in attendance. An increase in budgets of £20,000 is required to meet this gap to allow the authority to invest in additional staff and safety measures.

In addition the costs of the events are increasing. This is due to increase charges for many of the infrastructure elements of the event such as the fireworks display. The display is getting shorter as a result of this increase. Due to the fireworks coming from abroad, the fall in the pound has a substantial effect over the years and has now effectively reduced the amount of fireworks we use by 20%. The events team have created a range of options to manage this for 2017 but these are short term solutions and a more permanent way forward is required. The 2017 event cost Tamworth Borough Council £30,704.57 against a budget of £18,000. This year the authority has used additional income generated throughout the year of £10,000 to offset this and made savings in other areas of the wider events budget.

The arts and events service has worked hard to increase income for the events and to offset the increase in budget an increase in income targets is also proposed of £5000. Officers would suggest the creation of a retained fund for Outdoor Events Service from any additional income that exceeds targets at the end of the financial year. This would mitigate growing annual costs, in addition to any budget increase longer term, enabling the authority to develop a retained fund to support the programme moving forward.

4. Tamworth Assembly Rooms Development Project Grant

To support the development programme Tamworth Borough Council applied for

Funding from the Arts Council Small Grants Scheme. The programme is very competitive and Tamworth Borough Council was one of 28 successful applicants nationwide in this round. The grant is £365,000 and is to fund the development programme moving in to its next stage and officers are seeking approval to spend the grant as part of the capital project programme as per agreed project objectives.

OPTIONS CONSIDERED

Please see Appendix C

RESOURCE IMPLICATIONS

In order to maintain the event at current levels a policy change of £20,000 will be submitted to Cabinet as part of the 2018/19 Budget Process for Fireworks Event and an income target increase of £5000 . Should the policy change be refused other options may need to be considered.

Approval will be sought from the Executive Director Corporate Resources to create a retained fund from any additional income to support rising costs in future years and equipment expenditure.

Capital Grant of £365,000 has been secured from the Arts Council to support the Assembly Rooms Development Project.

LEGAL/RISK IMPLICATIONS BACKGROUND

The Arts and Events Service has to comply with a wide range of legal requirements. The service is also responsible for advising Tamworth Borough Council to ensure the authority operates within these parameters as both providers and premises owners. Implications of non-compliance are wide reaching and can include prosecution for the authority and officers, fines and reputational damage. In addition noncompliance could place residents and visitors attending the event at risk.

SUSTAINABILITY IMPLICATIONS

Increasing the budget at this point should create a stable platform moving forward. In addition further opportunities for increasing income are currently under review.

BACKGROUND INFORMATION

REPORT AUTHOR

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LIST OF BACKGROUND PAPERS

Arts and Events Programme 2016-2017 Cabinet Report October 2015

APPENDICES

1. Grants for the Arts Mid-point project evaluation for Arts in Unusual spaces.
2. 2018/19 Programme of Work
3. Options Considered
4. Images of Projects in 2016/17

