

**Meeting:** Policy Development and Decision Group (Joint Operations Team)

**Date:** 6 November 2017

**Wards Affected:** All Wards

**Report Title:** Grinagog Festival of Music and Contemporary Arts

**Is the decision a key decision?** Yes

**When does the decision need to be implemented?** October 2017

**Executive Lead Contact Details:** Councillor Nicole Amil, Executive Lead Culture and Tourism, [nicole.amil@torbay.gov.uk](mailto:nicole.amil@torbay.gov.uk)

**Supporting Officer Contact Details:** Phil Black, Culture and Events Service Manager, [phil.black@torbay.gov.uk](mailto:phil.black@torbay.gov.uk), (01803) 207923

---

## **1. Proposal and Introduction**

1.1 This report gives a summary of the outcomes of the first Grinagog Festival which took place from 7 to 9 April 2017 and provides a proposal to support the Grinagog Festival in future years for the benefit of Torbay's economy.

## **2. Reason for Proposal**

2.1 The first Grinagog Festival was successful in terms of the public response and audience involvement. The three day event which took place primarily at Torre Abbey and the Riviera International Conference Centre attracted some 3,315 paying visitors.

2.2 The event was a new initiative developed by the Council in partnership with Continental Drifts, working alongside local and regional promoters and arts practitioners to establish a substantive music festival for Torbay. Continental Drifts are a renowned nationally recognised arts company that is funded by Arts Council England as a National Portfolio Organisation. The company stages more than 40 events each year across the UK and internationally.

2.3 The event involved more than 100 promoters, musicians and arts practitioners, many of whom gave their time for free or just charged expenses to help to get this event off the ground. The overarching aims of the first Grinagog Festival were to:

- a) use culture and the arts to support Torbay's social regeneration
- b) develop more leisure and cultural activities with and for the local community.

- 2.4 The event was primarily supported financially by the Coastal Community Fund, the Mayor's Events Budget and Arts Council England with other support from the Torbay Culture Board and the Global Local PRS Youth Grants, as well as trader and sponsorship income and ticket sales income. The total cost of the event was £189,000. However, there was a deficit of £28,000 that had to be underwritten by the Council. This is not unusual for new events start-ups but needs to be considered for future iterations of the event.
- 2.5 This additional cost was attributed to issues and teething problems associated with setting up a new event, with additional marketing and infrastructure requirements, and elements such as the security costing more than was budgeted due to additional requirements in line with the changing global landscape and security threats. There was also an element of the project lead and Continental Drifts being too ambitious for a first time event of this nature.
- 2.6 Such new events take time to grow and should the Council agree to support the event Continental Drifts have given assurances that they will allocate additional staff resource to ensuring that such teething issues will not reoccur and that the event realises better value in sourcing infrastructure, other equipment and security. They will also use their wider team to achieve lower costs from all suppliers and achieve economies of scale across their wider portfolio of events. This didn't happen last year when local suppliers were mainly used.
- 2.7 The 2018 event is proposed to take place from 20<sup>th</sup> to 22<sup>nd</sup> April which are the only available dates that are achievable at both Torre Abbey and the Riviera International Conference Centre.
- 2.8 It is proposed that there will be some scaling down of the breadth of the event to make it more manageable but equally there will be more of a creative element involved in the project including more mentoring work with young people involved in music from the local community and more creative carnival input. Both of these elements could be supported by Arts Council England.
- 2.9 An outline budget is attached at Appendix 2. This shows that a grant application of £49,500 is being requested from Arts Council England. Arts Council England have suggested that whilst they cannot support a three year funding application this financial year they may support a one year application this year and a potential two year application next year. Other funding support has been requested from the Mayors Events Fund and the Culture Board.
- 2.10 All things being equal and in line with the evaluation from last year's Festival, there should be a significant uplift in ticket sales income, but like any growing event, this is not completely certain and the level of grant support indicated in Appendix 2 will be required to ensure that the event remains within the stated budget.

### **3. Recommendation(s) / Proposed Decision**

That the Mayor be recommended:

- 3.1 That the Council supports the proposal for Grinagog Festival in 2018 in principle on the understanding that other funding sources are realised and the event does not exceed the stated budget.

- 3.2 That the event can be supported as part of the wider programme at Torre Abbey as long as any associated costs at the Abbey are covered by income for the event.

### **Appendices**

Appendix 1: Supporting Information and Impact Assessment

Appendix 2: Grinagog Budget – 2017 Actual and Proposal for future years funding

Appendix 3: 2017 Grinagog Festival evaluation report

### **Background Documents**

None

## Appendix 1

<b>Section 1: Background Information</b>	
<b>1.</b>	<p><b>What is the proposal / issue?</b></p> <p>To agree that Grinagog Festival will be supported by the Council for the next three years.</p> <p>This will not require an additional funding commitment from the Council other than agreed funding from the Mayor's Events Fund as indicated in the budget.</p>
<b>2.</b>	<p><b>What is the current situation?</b></p> <p>The 2017 Grinagog Festival was a relative success as a Festival start-up with 3,315 paying customers. It was a good addition to the portfolio of events in Torbay and there is good support from the public (as indicated in the evaluation findings) for the event to continue as an annual event. It is likely that the event will need a further three years of support from existing funders before it will have grown in stature enough to be self-sustaining. The funding from Coastal Community Fund was just for year one, to pump-prime the event. Significantly more grant funding is being sought from Arts Council England for year two.</p> <p>There was an enormous amount of good-will from the local community in realising the first Grinagog Festival with many local promoters and arts practitioners working for free as volunteers or just for expenses. Many of these have indicated equal good will for year two in order to help establish and embed the festival as an event of regional significance.</p> <p>A lot of the hard work in pulling together a brand new festival was successfully completed in year one and it is clear that with a lot of background work in place and plenty of learning from staging a successful event will help to make year two significantly easier to achieve.</p> <p>The event also has a significant effect on generating awareness amongst the local community and visitors to the area about Torre Abbey as a place that is open for all to visit with a vibrant events programme which can only have a positive effect on potential future visits.</p> <p>Grinagog Festival 2018 will run from 20<sup>th</sup> to 22<sup>nd</sup> April at Torre Abbey and the Riviera International Conference Centre.</p>
<b>3.</b>	<p><b>What options have been considered?</b></p> <p>Grinagog Festival 2018 cannot run without the support of the Council in terms of officer support and support from the Arts Council England, the Mayor's Event Fund and the Torbay Culture Board as indicated in the event budget.</p>

	<p>Make a commitment to support Grinagog Festival for the next three years, in terms of officer time and the Mayor's Event Budget with an annual review of operational activity and funding, as long as grant funding is achieved.</p> <p>Run the Grinagog Festival as a biennial event. However it is felt that the momentum of the first year would be lost, along with the potential stated support of Arts Council England, volunteers and other stakeholders.</p> <p>Not to continue staging Grinagog Festival. This is not considered as a viable option given the current and future benefits to the local community, the economy in the long-term and the addition to the event portfolio of the area.</p> <p>There will be options to secure additional income from sponsorship and to generate income from other external sources as the event is embedded and grows and these will be considered in future years.</p>
<p><b>4.</b></p>	<p><b>How does this proposal support the ambitions, principles and delivery of the Corporate Plan 2015-19?</b></p> <p>Ambitions: Prosperous and Healthy Torbay</p> <p>Principles:  Use reducing resources to best effect  Reduce demand through prevention and innovation  Integrated and joined up approach</p> <p>Targeted actions:  Working towards a more prosperous Torbay  Ensuring Torbay remains an attractive and safe place to live and visit</p>
<p><b>5.</b></p>	<p><b>Who will be affected by this proposal and who do you need to consult with?</b></p> <p>The impact of the decision will affect the whole of Torbay.</p> <p>Feedback has already been received from businesses, traders and partners as part of the 2017 event evaluation and is overwhelmingly positive to continue with the event.</p>
<p><b>6.</b></p>	<p><b>How will you propose to consult?</b></p> <p><b>Not applicable</b></p>

## Section 2: Implications and Impact Assessment

7.	<p><b>What are the financial and legal implications?</b></p> <p>A commitment from the Mayor's Events Fund of £20,000 in 2017 (for 2018 event) £10,000 in 2018 (for 2019 event) and £5,000 in 2019 (for 2020 event). There will be significant other investment in the event realised from Arts Council England, the Culture Board and from sponsorship as the event is embedded and grows.</p> <p>The event will be reviewed on an annual basis.</p>
8.	<p><b>What are the risks?</b></p> <ol style="list-style-type: none"><li><b>1. Risk of not supporting Grinagog Festival.</b> We would lose the potential to build a reasonably significant music and performing arts festival long-term for Torbay. The associated financial benefit of the event to the area in 2016 was only circa £200,000 in addition to the investment received from funders but this is likely to grow significantly as the event is embedded and grows in stature regionally and nationally. The momentum and goodwill in the local community as well as a lot of learning from the first Grinagog festival would also be lost, along with the benefits of such a unique festival associated with Torre Abbey.</li><li><b>2. Risk of supporting Grinagog Festival.</b> There is a potential risk that the event could go overspent again, but with additional safeguards put in place and Continental Drift working to achieve better prices with suppliers and allocating additional staff resources to ensuring that costs are kept within budget this should not happen.</li></ol>
9.	<p><b>Public Services Value (Social Value) Act 2012</b></p> <p>Not applicable to this decision.</p>
10.	<p><b>What evidence / data / research have you gathered in relation to this proposal?</b></p> <p>The 2017 budget outturn was a loss of £28,000 which was largely due to one-off costs associated with starting up a new event . Revised projections for the next 3 years are attached as appendix 2.</p>
11.	<p><b>What are key findings from the consultation you have carried out?</b></p> <p>From the evaluation document, a summary is provided as Appendix 3 there is wide support for future iterations of the event from visitors as well as from the local community and local businesses.</p>
12.	<p><b>Amendments to Proposal / Mitigating Actions</b></p> <p>None</p>

## Equality Impacts

13	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
	Older or younger people	The event has a wide appeal from families, young people through to older people, with more discerning tastes, creating opportunities for intergenerational activity across the Bay.		
	People with caring Responsibilities	There were facilities available for disabled visitors and their carers. The event was looked at as an integrated offer.		
	People with a disability	There were facilities available for disabled visitors and their carers. The event was looked at as an integrated offer.		
	Women or men	The event has a wide appeal from families, young people through to older people, with more discerning tastes, creating opportunities for intergenerational activity across the Bay.		
	People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i>	The event catered for those with a variety of tastes in music which reflected the UK's wider cultural background.		
	Religion or belief (including lack of belief)			No discernible impact

	People who are lesbian, gay or bisexual			No discernible impact
	People who are transgendered			No discernible impact
	People who are in a marriage or civil partnership			No discernible impact
	Women who are pregnant / on maternity leave			No discernible impact
	Socio-economic impacts (Including impact on child poverty issues and deprivation)	The event is focused at attracting new visitors to Torbay and to have a positive impact on businesses and therefore increase the level of investment in the area. There is the potential for significant growth in economic benefit to be generated each year over the next 3 years.		
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)	This is an indoor and outdoor event supported by sustainable travel options. There is also a significant feel-good factor associated with the event which will positively benefit people's well-being.		
<b>14</b>	<b>Cumulative Impacts – Council wide</b> (proposed changes elsewhere which might worsen the impacts identified above)	N/A		
<b>15</b>	<b>Cumulative Impacts – Other public services</b> (proposed changes elsewhere which might worsen the impacts identified above)	For this to be a sustainable event then it relies on the support of departments from across the Council and partners to ensure its success.		



