

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

Date: 5 November 2018

Wards Affected: All Wards

Report Title: Grinagog Festival 2019

Is the decision a key decision? No

When does the decision need to be implemented? As soon as is possible.

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1. Proposal and Introduction

- 1.1. This report provides an update about Grinagog Festival and recommends that the Council should proceed with a scaled back version of the festival in 2019, at zero cost to the Council. Options should be explored for a long-term self-sustaining model from 2020.
- 1.2. Grinagog Festival presents a unique cultural offer for Torbay and is a key element of the Cultural Strategy for the area. The event provides a strong eclectic music event for residents and for tourists visiting the area, and is a clear example of the new breed of good quality contemporary cultural events and activities for local people and visitors to engage with that are being developed across Torbay.

2. Reason for Proposal and associated financial commitments

- 2.1 The proposals contained in this report are intended to reduce the financial commitment of the Council for the running of Grinagog Festival by scaling back the offer in 2019 to a much smaller event on Torre Abbey site, mainly centred around the Spanish Barn, whereby the income from ticket sales, sponsorship and stallholders easily outstrips the expenditure on infrastructure and acts.

3. Recommendation(s) / Proposed Decision

- 3.1 That the Elected Mayor be recommended to support Grinagog Festival 2019 and for the event to go ahead with the event being funded from proceeds raised from ticket income, sponsorship, and other income so that the event is delivered without any direct funding from the Council.
- 3.2 That new opportunities are explored to deliver a long-term sustainable version of Grinagog Festival from 2020 without any direct financial support from the Council.

Section 1: Background Information

1. What is the proposal / issue?

Grinagog Festival needs to run at zero cost to the Council. Due to continued reduction in government funding and the increasing demand on Council resources, such as children and adult social care, the Council no longer has funding available to support large events. Grinagog Festival will achieve this by scaling back its offer of music acts and infrastructure and looking at new ways of operating for 2020 onwards.

2. What is the current situation?

Although the event is seen by Arts Council England as a star performer for the region it is unsustainable given the Council current financial situation and alternative options need to be considered. In 2018 the event cost the Council £22,619 towards a total cost of £192,627 including £49,500 from Arts Council England. Therefore it is suggested that the event is scaled back in 2019 to just the Torre Abbey site, saving on expensive elements of operation at the RICC such as security, at the same time as paring back the programme and infrastructure to a more affordable position meaning that there will be no cost to the Council.

The second iteration of Grinagog Festival (2018) was managed for the Council by Continental Drifts, year two of a three year contract. Continental Drifts are a UK renowned arts events organisation who are championed by Arts Council England as one of their leading funded arts organisations and who operate a series of very creative programmes at many UK festivals and events including Shangri-la at Glastonbury (for 25 years) and have strong local connections through their director Chris Macmeikan MBE who hails from Torbay and is a passionate ambassador for the area. There is also huge potential in the festival tourism sector which remains largely untapped. Grinagog Festival 2018 comprised an eclectic mix of over 240 acts as well as a multitude of family activities, workshops, spoken word, theatre, fun sports, a carnival parade from the seafront as well as traders, bars and funfair rides, all using and promoting the unique setting of Torre Abbey – the Chapel, the Undercroft, the Spanish Barn, lawns and garden – as well as the Riviera International Conference Centre. There was an enormous range of live music genres on offer ranging from reggae to grime, folk to jazz, rock to indie, psychedelia to soul, and electro swing to house music.

The investment in Grinagog Festival to date by the Council, as well as other spend on arts projects, is seen as a key element of the Culture Board being able to lever in significant Great Places Scheme funding to the area which equates to £1.2m from Great Places Scheme funding towards The

	<p>significance of the event is recognised by the Culture Board who have invested £37,500 in the event over the past two years.</p> <p>There were some very high quality acts from all over the UK and further afield performing as part of Grinagog Festival but also included in the 240 acts and associated activities were 451 local artists, 160 local children in the parade, three local schools were involved, 30 crew, 75 volunteers and there were 11 stages. The event also included developmental opportunities for local artists, promoters and events support workers, and particularly young people to perform on-stage and even appear on the main stage alongside headline acts.</p> <p>There were 2,360 customers in 2018 this was down on 2017 by several hundred people largely due to the poor weather in the weeks leading up to the event and also because the event was not tied in with the school Easter Holidays due to the RICC's availability . The festival also achieved some economic benefits for the area, with Direct Economic Impact Return calculated at more than £150,000.</p>
<p>3.</p>	<p>What options have been considered?</p> <p>The Council could stop Grinagog Festival in 2019 but given the momentum achieved so far with the support of the local Cultural Community, the support of Arts Council England and other organisations it would be more prudent to pare it back to a level where it is financially viable for 2019 whilst looking at options to make the event more sustainable from 2020 onwards.</p> <p>If sufficient funding is not achieved the event could be pared back further and run as a one-day event purely operating out the Spanish Barn or not at all.</p>
<p>4.</p>	<p>How does this proposal support the ambitions, principles and delivery of the Corporate Plan?</p> <p>Principles:</p> <ul style="list-style-type: none"> • Use reducing resources to best effect <p>Targeted actions:</p> <ul style="list-style-type: none"> • Working towards a more prosperous Torbay • Ensuring Torbay remains an attractive and safe place to live and visit
<p>5.</p>	<p>How does this proposal contribute towards the Council's responsibilities as corporate parents?</p> <p>This proposal has no direct link to the Council's responsibilities as corporate parents other than to improve the quality of life for residents and visitors to Torbay, a good percentage of those being children. Grinagog Festival others</p>

	a unique opportunity to take part in a contemporary cultural event in Torbay and is especially geared to children/family groups, young people.
6.	<p>How does this proposal tackle deprivation?</p> <p>As one of the UK's smallest unitary authorities, responsible for the poorest conurbation in the southern half of England, Torbay Council is financially challenged at the best of times. Within Torbay there are serious levels of deprivation and inequality. The local authority area ranks lowest in the South West and 46th out of 325 local authorities in England. Torbay will be doubly challenged by Government's plans to curtail local government expenditure.</p> <p>Grinagog Festival involved schools from some of the most deprived wards and gave opportunities for unemployed young people and even homeless people to perform at the festival.</p> <p>Ticket prices have been kept as low as possible to give access to those members of the community who wouldn't usually be able to access arts and culture, with early bird discounts available. There are also volunteering opportunities and skills development opportunities for people from all social backgrounds to gain significant benefit from the Festival.</p> <p>The festival promotes positive welfare opportunities that are afforded by engagement with arts and culture.</p>
7.	<p>How does this proposal tackle inequalities?</p> <p>Not applicable.</p>
8.	<p>How does the proposal impact on people with learning disabilities?</p> <p>Not applicable.</p>
9.	<p>Who will be affected by this proposal and who do you need to consult with?</p> <p>Offering a scaled back version makes sense from a financial perspective but also makes sense to the local arts and cultural community who have been consulted via the Torbay Culture Board.</p>
10.	<p>How will you propose to consult?</p> <p>Discussion with the Torbay Culture Board has already taken place.</p>

Section 2: Implications and Impact Assessment

11.	<p>What are the financial and legal implications?</p> <p>The Council covered the cost of the £22,619 overspend towards a total cost of £192, 627 in 2018 which cannot happen again in 2019. This amount would have been more than covered if anticipated footfall was reached. The weather leading up to the event and timing of the events meant that this was not achieved in 2018. Adjustments will be made to the timing of the event and the event will be scaled back so that it will fall within budget for 2019 and a more sustainable solution is being developed for 2020.</p> <p>The two options that remain are a scaled back version with a £120,000 budget covered by ticket sales and sponsorship achieving a balanced budget at no cost to the Council or a further scaled back one – day version run in the Spanish Barn again at no cost to the Council.</p>
12.	<p>What are the risks?</p> <p>If Continental Drifts is not able to programme the event within the pared back budget and sponsorship is not found then the event could be pared back even further to a one day event with costs covered by ticket sales or not run at all.</p> <p>Ticket sales largely rely on good content. Feedback suggests that if the timing of the event was within the Easter holiday period then the content, based on the two previous years, should achieve better performing ticket sales.</p> <p>There is a risk to the Council in that the event relies on ticket sales and grant income as well as other funding. If ticket sales are not realised to the necessary level Officers should make a decision not to proceed with the event and/or underwrite any possible funding shortfall.</p>
13.	<p>Public Services Value (Social Value) Act 2012</p> <p>Continental Drifts have been procured as the main contractor for the event in line with appropriate regulations. Torbay Council's financial regulations, contract & standing orders and European procurement rules will apply.</p>
14.	<p>What evidence / data / research have you gathered in relation to this proposal?</p> <p>Customer surveys indicate a strong following for Grinagog Festival and repeat business. A 1 million reach on social media has also been achieved.</p>

	<p>The paring back Grinagog Festival has been discussed with stakeholders including Torbay Culture Board and is widely supported as a common sense approach.</p>
15.	<p>What are key findings from the consultation you have carried out?</p> <p>Positivity about the event and the approach.</p>
16.	<p>Amendments to Proposal / Mitigating Actions</p> <p>Not applicable.</p>

Equality Impacts

17.	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
	Older or younger people			There is no differential impact.
	People with caring Responsibilities			There is no differential impact.
	People with a disability			There is no differential impact.
	Women or men			There is no differential impact.
	People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i>			There is no differential impact.
	Religion or belief (including lack of belief)			There is no differential impact.
	People who are lesbian, gay or bisexual			There is no differential impact.
	People who are transgendered			There is no differential impact.
	People who are in a marriage or civil partnership			There is no differential impact.
	Women who are pregnant / on maternity leave			There is no differential impact.

	Socio-economic impacts (Including impact on child poverty issues and deprivation)		There is no differential impact.
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)		There is no differential impact.
16	Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above)	None	
17	Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above)	None	