

ANGUS COUNCIL
RESOURCES AND CENTRAL SERVICES COMMITTEE
THURSDAY, 17 JUNE 2004
BRECHIN ARTS FESTIVAL

Report by the Chief Executive

ABSTRACT

This report provides detail of a successful Brechin Arts Festival which took place in 2003, and seeks agreement to provide future financial resources in support of initiatives in 2004 and 2005.

1. RECOMMENDATIONS

It is recommended that the Resources & Central Services Committee agree: -

- a) to support the further development of the Brechin Arts Festival
- b) that the award of a deficit grant up to £4,000 for the 2004 Festival be made from the Brechin Common Good, should the current Leader grant application fail
- c) that in the event of the current Leader grant application succeeding, approval be given for repayable advance funding from the Brechin Common Good of up to £3,000 for the 2004 Festival, with the precise amount subject to further discussion as the cash flow position emerges
- d) that the Committee notes that the funding package for the 2005 Festival is somewhat uncertain, but that if grants are not available to the same extent as 2004, a deficit of £14,000 could arise, and that in this regard, so as to give the Festival committee some parameter within which to make tentative 2005 plans, indications be given of the maximum support that may be available from the Brechin Common Good subject to detailed figures being submitted in due course and
- e) that any grant or repayment advance made from the Brechin Common Good be subject to appropriate terms and conditions.

2. INTRODUCTION

Elected Members are referred to the Minute of the Strategic Policy Executive Sub-Committee of 1 September 2003, when Report No. 1035/03 was submitted and approved.

The Sub Committee agreed to:-

- i) approve the award of a grant from Brechin Common Good Fund up to a maximum of £10,000 based on final accounts for actual expenditure incurred and/or submission of the invoices for payment by Angus Council in respect of Brechin Arts Festival, which would take place between 20-28 September 2003, on the basis that all the income accrued would be taken into account;
- ii) note that the application from Brechin Arts Festival also sought financial support for Festivals in 2004 and 2005 and that consideration of these requests be deferred until the outcome of the first year's event, and submission of future years' programmes and proposals.

This report provides details of the successful Brechin Arts Festival in 2003, and sets out proposals for the ongoing development of an Arts Festival in the years 2004 and 2005.

3. BRECHIN ARTS FESTIVAL 2003

As previously stated Brechin Arts Festival took place between 20-28 September 2003. The overall objective of the Festival was to instil civic pride within the City of Brechin, to encourage tourists to visit Brechin and to help create a positive image for the City of Brechin.

A week long programme of events was organised including:-

With a Smile and a Song – Alison McDonald and Friends – Gardner Memorial Church

Old Time Music Hall – The City Hall

Moment Musical – St Andrews Church

Grand Finale – Brechin Cathedral

Folk Evening – West End Bar and Caledonian Hotel

High School Original Musical Compositions – Brechin High

Andover Primary School – Concert in Gardner Memorial Church

Maisondieu Primary School – Entertained the residents of Bearehill and the Glade Nursing Homes

Pipe and Brass Band events with the Red Coat Mannie – the playing of the new composition of 'The Brechin Waltz' composed and played by Sandy Ingram

'Gaun Yersel Moses' The Old Testament in Glasgowspeak – Gardner Memorial Church

Poetry evening – Brechin Library

Eight Exhibitions of a wide range of Arts forms displayed in: - The Cathedral Hall, The Mechanics Institute, Gardner Memorial Hall, Cross Keys Gallery, The Cycle Shop, Caledonian Railway, The Town House and Andover School.

In addition to the above, a number of other smaller ongoing arts activities were undertaken throughout the week.

The Brechin Arts Festival Committee undertook some user feedback analysis, and as well as informing the proposed programme for future Brechin Arts Festivals, also demonstrates the success of the Festival during the 2003 as far as the users were concerned.

Officers of the Council are of the view that the initiative was very successful in meeting its objectives, and has potential for further development.

4. BRECHIN ARTS FESTIVAL 2003 FINANCIAL POSITION

The expenditure incurred by the Festival Committee was just short of £9,400 including security, advertising, payments to artistes and venue costs. Income was just short of £9,800 and was derived from ERDF Grant, various contributions and admission charges.

A surplus of £400 was therefore achieved and the use of Common Good monies was not required, other than to provide a temporary float, which has been fully repaid.

5. PROPOSALS FOR BRECHIN ARTS FESTIVAL 2004

Representatives of the Brechin Arts Festival Committee along with officers from the Leisure Services Department, Economic Development Unit, Policy & Performance Unit, and the Finance Department have begun the process of developing an integrated programme for the Brechin Arts Festival, which will become part of a broader range of promotional events across Angus.

It is the intention of the Festival Committee to make the Festival accessible to as many people as possible, and this is to be achieved by working closely with The Rural Transport Development Officer to arrange for those in the rural areas with transport problems, those with disabilities, and those within Brechin who need help, to be given the opportunity to attend as many events as possible. Local composers are also being given the opportunity to perform their new works to the audiences. This year, a Jazz night is to be staged. Several of the exhibitors will also run workshops. The 2004 Festival will be different and more ambitious than the pilot in 2003. Appendix 1 to this report sets out details of the proposed Brechin Arts Festival Programme for 2004 as it currently stands.

6. LINKING WITH THE ANGUS AHEAD CAMPAIGN

Angus Ahead is the area marketing campaign set up to promote the county locally, nationally and internationally. It has four objectives:

- To increase investment
- To encourage civic pride
- To maximise tourism
- To promote the distinct culture and heritage

Angus Ahead is led by a Champions Group made up of leaders from business, tourism, community and youth, and works with various community groups and organisations to promote events within the County that meet those objectives.

Brechin Arts Festival will therefore be promoted through the media to attract participation from throughout Angus, Dundee and Aberdeenshire. All marketing material will incorporate the "corporate" branding established by the Angus Ahead Campaign to ensure a co-ordinated approach.

The festival is also included in a Calendar of Events 2004 publication produced by Angus Ahead for distribution to all accommodation providers and tourist gateway points. It is also intended from May to produce branded flyers each month for distribution at all Angus events to promote the following month's activities.

7. FINANCIAL SITUATION 2004 and 2005

Projections of Income and Expenditure for the 2004 Festival have been submitted by the Festival Committee, and have been reviewed by a group of officials meeting with a committee representative

The expenditure projections for the 2004 event indicate a total expenditure of just over £19,000. Income projections including ERDF grant and admissions total some £21,000. However it should be noted that ERDF (Leader) Grant has not yet been awarded and that the award of funds from the Town Promotion Initiative has yet to be fully confirmed, although with this latter grant no difficulty is envisaged.

Whilst detailed projections for the 2005 event have not been submitted, it is reasonable to expect a similar level of costs. However, the position on ERDF and other grants is more difficult to assess and if these were not available at the 2004 level then there could be a shortfall for 2005 of some £14,000.

In view of the above, and in the event of the Leader grant application failing, it is suggested that for 2004, a deficit grant of up to £4,000 be awarded to the festival from Brechin Common Good fund. Even in the event of the grant succeeding the event may require a temporary repayable advance of up to £3,000.

As regards 2005, and as stated above, a deficit of £14,000 could arise. Whilst any award of grant would need to await submission of detailed figures, it would be useful for the Festival Committee to have some indication of the level of support that the Festival might receive in 2005.

Any grants awarded would be subject to appropriate conditions to be agreed with the Festival Committee.

8. FINANCIAL IMPLICATIONS

There is potential call of £4,000 from Brechin Common Good in 2004 and perhaps £14,000 in 2005. It is confirmed that Brechin Common Good is able to meet such figures.

9. SUMMARY

As can be seen from the above, detailed negotiations have taken place to ensure that the Brechin Arts Festivals during 2004 and 2005:-

- i) build on the highly successful Festival during 2003, and
- ii) are integrated with and form an important element of future Angus wide promotional events

The Committee is asked to consider approving the above financial package

with regard to supporting the Brechin Arts Festival from the Brechin Common Good Fund during 2004/2005 and 2005/2006.

10. CONSULTATION WITH THE CORPORATE GRANT AID WORKING GROUP AND LOCAL ELECTED MEMBERS

The Corporate Grant Aid Working Group and local Elected Members have been consulted with regard to the proposed usage of the Brechin Common Good Fund, and all are in agreement as to the merits of this particular proposal.

11. CONSULTATION

The Directors of Law & Administration and Finance have been consulted during the preparation of this report.

12. HUMAN RIGHTS ISSUES

There are no human rights implications arising from this report.

A B Watson OBE
Chief Executive

Note: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing this paper.

WDS/JR Draft Reports 2004 Brechin Arts Festival 2004-05 and 2005-06