

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE - 10 MARCH 2005

RESOURCES AND CENTRAL SERVICES COMMITTEE - 17 MARCH 2005

SUBJECT: ARBROATH PAGEANT SOCIETY – FUNDING FOR ACTIVITIES IN 2005

REPORT BY THE CHIEF EXECUTIVE

Abstract: The Arbroath Pageant Society is seeking external funding to support its planned programme of activities in 2005, and support from Angus Council will be crucial in achieving this. This report outlines the situation and seeks approval for financial and in-kind support from Angus Council.

1 RECOMMENDATION

- 1.1 It is recommended that the committees note for their respective interests, the decision of the Chief Executive in consultation with the Convener of Infrastructure Services and Director of Finance to:
- a) approve a grant of £4,500 and £1,350 to the Arbroath Pageant Society in 2005/6 and 2006/07 respectively under the Towns Engagement Programme;
 - b) note that this expenditure will receive 44% match funding from ERDF resulting in net expenditure of £2,520 and £810 in 2005/06 and 2006/07 to be met from the Economic Development Revenue budget; and
 - c) authorise additional “in-kind” marketing support by Economic Development Unit staff valued at £4,000 to be considered as part of the Arbroath Pageant Society’s application for EventScotland funding.
- 1.2 In addition it is recommended that a grant of £240 be made directly from the Economic Development Revenue budget for 2005/06 which together with the £4,000 in kind contribution; the £4,000 Common Good Funding; and Match Funding expected from ERDF of £1,760, will be used to lever a contribution of £10,000 from Event Scotland.

2 INTRODUCTION

- 2.1 Reference is made to Article 35 of the minute of meeting of this Committee of 8 June 2004, which considered Report No 730/04 by the Chief Executive seeking approval for delegated authority to himself, in consultation with the Convener of this Committee and the Director of Finance, to award grants of up to £5,000 for Community Economic Development ERDF - funded Projects.
- 2.2 The Report indicated that projects would only be undertaken on the basis of available funding contained in the Economic Development Revenue Budget established provisions for 2004/2005 and 2005/2006 and that approval from the Council would enable grants to be delivered promptly to the former Objective 5b communities of Angus and to Arbroath, both of which areas were eligible for Community Economic Development funding.

The Committee agreed:

- (i) to authorise the Chief Executive, in consultation with the Convener of Infrastructure Services and the Director of Finance, to approve grants of up to £5,000 for Community Economic Development ERDF - funded Projects, provided the projects fell within the Terms of Reference of the Rural Development Facilitator or Kirriemuir and Brechin and Arbroath Engagement Pilots; and
- (ii) that Financial Regulations (Section 29 refers) be formally amended to reflect this change.

3 BACKGROUND

- 3.1 The Arbroath Pageant Society has staged re-enactments of the signing of the Declaration of Arbroath since 1947, initially annually then periodically. Pageants were last performed in 1999 and 2000 and it is planned to hold full re-enactments in 2005, 2010 and 2015, leading up to a major event in 2020 to celebrate the 700th anniversary of the signing of the Declaration of Arbroath. It is planned to hold the 2005 event from 22 – 27 August with a total of six performances.
- 3.2 The Society also stages annual re-enactments, on a much smaller scale, on 6 April, the actual date of the signing.
- 3.3 Starting in 2004, the Angus Ahead campaign has featured Tartan Day as a major opportunity to promote Angus to a wider audience locally, nationally and internationally. Tartan Day is being developed by the Angus Ahead campaign as part of a week-long national celebration across Scotland and the “mini” re-enactment on 6 April 2005 will be a key part of the programme. Consequently, the summer Pageant in 2005 is seen as a vital component of the Angus Ahead promotion of the Angus Tartan Day programme as international coverage is expected via television, radio, publications and the internet.
- 3.4 It is thus felt that appropriate support should be offered to the Arbroath Pageant Society to stage the Pageant in August 2005. Also, Council support is seen as a key to levering in the external funding required for the event.

4 PROPOSED FUNDING SUPPORT FOR ARBROATH PAGEANT SOCIETY INITIATIVES IN 2005 AND 2006

- 4.1 The Society will stage its short re-enactment on 6 April 2005 and is proposing to stage the full Pageant in August 2005. Some preliminary planning for the Pageant has been carried out and has revealed a probable cash requirement in excess of £50,000.
- 4.2 With assistance from the Economic Development Unit, an application was made in August 2004 to EventScotland for financial support specifically to help pay for the Pageant in 2005. The application was deferred but EventScotland have subsequently indicated that they might be willing to support the event with an award up to £10,000, subject to conditions including confirmation of Angus Council support. It was suggested that this could be made up of £6,000 cash and £4,000 in-kind assistance for this element of the 2005 programme.

- 4.3 An application made to the Arbroath Common Good fund for £4,000, which will form the bulk of the Council's cash contribution has subsequently been approved. The £4,000 in-kind contribution will take the form of assistance by Economic Development Unit staff in writing the applications to EventScotland, compiling a business plan and marketing plan for the event (both required by EventScotland), and marketing advice for the Pageant itself. Assistance with an application to the VisitScotland Challenge Fund will also be given.
- 4.4 In addition, the Towns Engagement Programme also has money allocated for Arbroath under the Towns Engagement Programme. The Arbroath Advisory Group, set up to oversee the spending of the budget has recommended that £4,500 is given to assist with both the Tartan Day re-enactment on 6 April and the Pageant in August 2005; a further £1,350 is recommended to be allocated for the development of the Society contribution to the Tartan Day re-enactment on 6 April 2006. These sums include match funding from ERDF so the actual contributions from Angus Council are £2,520 in 2005 and £810 in 2006.
- 4.5 The £4,000 approved under Common Good Funding can also be used to secure ERDF Match Funding of £1,760 under the terms of the Towns Engagement Programme.
- 4.6 In consultation with the Convener of Infrastructure Services and Director of Finance, the Chief Executive has approved this expenditure under delegated authority.

5 FINANCIAL IMPLICATIONS

- 5.1 A grant of £4,000 has been approved from the Arbroath Common Good fund for 2005/06 for the Council's major contribution to match-fund the possible award of £10,000 from EventScotland. This will receive £1,760 Match Funding from ERDF. In addition, sums of £4,500 in 2005/06 and £1,350 in 2006/07 (£2,520 and £810 net of ERDF support) have been allocated under the Towns Engagement Programme which can be met from the Economic Development Revenue Budget.
- 5.2 The additional grant of £240 can be met from the Economic Development Revenue Budget for 2005/06.

6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no Human Rights implications arising from this report.

7 CONSULTATION

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

8 CONCLUSION

- 8.1 The Arbroath Pageant Society is a local community group who work hard to promote Arbroath through their acclaimed Pageants re-enacting the signing of the Declaration of Arbroath. The next full Pageant in 2005 is an important element not only of the Angus Ahead campaign but also of the Society's plans to celebrate the 700th anniversary of the signing in 2020. Council support is essential to lever in further grant aid from EventScotland.

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 the above Report.

DV/ES/MM
14 February 2005

A B Watson OBE
Chief Executive

BUDGET SUMMARY

INCOME

DESCRIPTION	CASH (£)	IN-KIND (£)
Sponsorship (contributions secured by Arbroath Pageant Society)	5,128	1,000
VisitScotland Challenge Fund	10,000	
Event Scotland	10,000	
Angus Council	8,520	4,000
ERDF Match funding	1,980	
Ticket Sales, Merchandising	16,100	
Other Income		34,056
Total	51,728	39,056

8.2 EXPENDITURE

	CASH (£)	IN-KIND (£)
General Insurance	400	
Staff Salaries & Fees		2,628
Other Admin Expenses (Angus Council)		4,000
Facility Venue	2,000	
Other Production Costs (sound, lighting, staging etc)	27,665	
Health & Safety	2,500	
Insurance	2,000	
Entertainment/Artistic Programme		31,428
Ticket Production	1,000	
Other Event Expenses	1,200	
Advertising	4,500	
Design Fees & Print Production	2,000	1,000
Direct Mail/Distribution/Display	3,500	
Market Research	1,000	
Other Marketing & Promotions Expenses	1,500	
Total Expenses	49,265	39,056
Contingency (5%)	2,463	
Total	51,728	39,056