



## WARDS AFFECTED: CITY WIDE

CABINET

15 May 2006

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### FESTIVALS & EVENTS STRATEGY

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#### Report of the Corporate Director, Regeneration and Culture

#### **1 Purpose of Report**

- 1.1 To provide options to Cabinet on the funding of the Festival and Events Programme for 2006/7 to 2008/9.

#### **2 Summary**

- 2.1 Cabinet on 24th April noted the report 'Festivals and Events Strategy – 3 Year Programme: 2006/07 to 2008/09' and gave delegated authority to the Corporate Director, Regeneration and Culture, in consultation with the Cabinet Lead Member, to take all necessary decisions in respect of those festivals and events in Groups 1 and 2 prior to the next Cabinet meeting. It was also agreed that a further report be brought to this meeting. A copy of the 24<sup>th</sup> April Cabinet report is attached as an Appendix to this report.
- 2.2 In accordance with that decision, the festivals in Group 1 and Group 2 have been allocated the same money that they had last year to enable festival organisers to get on with the necessary preparation needed to start to deliver their events. In addition, the increased funding of £80,000 made available in the Budget Strategy 2006/07 – 2008/09 to respond to the infrastructure requirements of existing major festivals in Group 1 has been allocated to Mela (£20K), Carnival (£25K) and Diwali (£35K).
- 2.3 However, some of the increased infrastructure costs also affect our smaller festivals and events in Group 1 and they are in danger of folding or not being able to deliver or meet their previous years' performance if they do not receive an increase in funding this year. These include The Castle Park Festival and The Spark Children's Art Festival. These events bring in significant sponsorship and partnership funding but require an essential uplift to remain sustainable. The strategy proposed that these increases be funded by not providing financial support to those festivals and events that fail to meet the agreed criteria.
- 2.4 Three options have been provided for consideration by Cabinet. The first two look at how additional funding can be allocated to the smaller festivals and events in Group 1 and the impact and consequences of these choices. The third option looks at Group 1 festivals and events retaining their base budget with no additional funding.

*Option 1*

- 2.5 **Fund increase in Group 1 Festivals by not funding Group 3 Festivals.** This would mean that the following festivals would not receive funding during 2006/07 and onwards: Animal Antics, Horticultural Show, Navratri and Dasher. Bands on Parks could continue as part of Parks direct provision.
- 2.6 This option would mean that the Council could utilise the full £85,000 approved as part of the budget strategy to develop new festivals to enhance Leicester's Winter Festival offer. This could include transforming the Town Hall Square to a Winter Wonderland Ice Rink (Supporting Information 2.9-2.13). The fountain would provide a centre-piece decorated by sparkling icicles. The ice rink would cover the whole of the site (including hard surface and grassed areas) with the temporary removal of the Square's furniture. A covered area at one end would provide changing facilities and café serving hot drinks, tempting snacks, roast chestnuts and mulled wine. This proposal meets the criteria and has the greatest potential to attract sponsors, external funding and generate income, as well as bringing increased visitors to the City to spend money in the shops, bars, restaurants and other arts, cultural and leisure venues. However if members wish to support this recommendation, legal advice is to re-consult on the second stage with festival and event organisers.

*Option 2*

- 2.7 **Fund increase in Group 1 from the growth budget for new festivals for this year only.** By utilising the growth budget for new festivals and events we could support the increase of £13,400 to Group 1 as well as support Group 3 by allowing them a further year's funding to meet the criteria and become more self sufficient through increased income generation and sponsorship.
- 2.8 It is estimated that the necessary officer support needed in capacity building and training around income generation and funding would cost the Council up to £15,000. A further £20,000 would need to be used to fund Navratri as there is no specific budget allocated to it (funded by virement in 2005/06). Consequently the total cost of this option would be £48,400. This would leave only £36,600 of the £85,000 earmarked for new festivals. The ice rink, even with a reduced programme, could not be delivered with this budget allocation.

*Option 3*

- 2.9 **Not fund increase in Group 1 for this year only.** The funding for the smaller Group 1 festivals could be retained at the current level, with no reinvestment from Group 3. However, whilst there would be £13,400 available to contribute towards the funding of all Group 3 festivals, there would be a shortfall of £20,000 because there is no specific budget for Navratri (funded by virement in 2005/06).
- 2.10 As with option 2 there would be a requirement to invest in capacity building and training in income generation and fundraising to assist festivals in Group 3 to become more self-sufficient at an estimated cost of £15,000. Consequently the total cost of this option would be £35,000. This would leave only £50,000 of the £85,000 earmarked for new festivals. This would also be a severe setback to Leicester's festival development plans with consequent impact on tourism and community cohesion. It is unlikely that the ice rink, even with a reduced programme, could be delivered with this budget allocation. The only possibility would be to make it more commercial but the result would be a much inferior product in attracting visitors to the City over the Christmas period.

- 2.11 If the existing funding is not increased this year to festivals and events in Group 1 there is a real danger that these festivals and events will become unsustainable and potentially could be lost, along with all the benefits they have clearly demonstrated they bring to the City.

### **3 Recommendations**

Cabinet is recommended:

- 3.1 To approve one of the following 3 options:

Option 1: Fund increase in Group 1 Festivals by not funding Group 3 Festivals. This would allow the full £85,000 allocated for new festivals and events to be used during 2006/07. This option would require re consultation as advised by legal.

Option 2: Fund increase in Group 1 from the growth budget for new festivals for this year only, maintain support for Group 3 festivals and assist them to meet the criteria by becoming more self sufficient, at a cost of £48,400 from the growth budget for new festivals for one year only. This would leave £36,600 available for the development of new festivals and events.

Option 3: Not fund increase in Group 1 from the growth budget for new festivals for this year only, maintain support for Group 3 festivals and assist them to meet the criteria by becoming more self sufficient, at a cost of £35,000 from the growth budget for new festivals for one year only. This would leave £50,000 available for the development of new festivals and events.

### **4 Financial & Legal Implications**

#### *4.1 Financial Implications*

- 4.1.1 The base budget allocated for specific festivals and events in 2006/07 is £222,800. The Council's Budget Strategy 2006/07 to 2008/09 approved additional funding for festivals and events: £80,000 to meet increased infrastructure demands placed on existing major events and £85,000 to support new festivals and events. Following the allocation of the £80,000 (under delegated authority) to Mela (£20k), Carnival (£25k) and Diwali (£35k), the allocated budget for specific festivals and events in 2006/07 now stands at £302,800. Note, the allocation of the £85,000 for new festivals and events will be determined following a decision on the Options outlined above in 3.1.
- 4.1.2 If Option 1 is approved we will cease to fund the festivals and events in Group 3, making £13,400 of the £33,400 spent on festivals and events in this Group in 2005 available for reinvestment as set out in the proposed programme for existing festivals and events (profiled in the Appendix of the report to Cabinet on 24<sup>th</sup> April). Additionally, this option will also utilise the full £85k allocated for new initiatives within festivals and events programme.
- 4.1.3 If Option 2 or 3 is approved we will need to allocate £48,400 (Option 2) or £35,000 (Option 3) from the monies allocated in the Budget Strategy 2006/07 to 2008/09 to deliver new festivals and events.  
*Martin Judson, Head of Finance, Regeneration & Culture.*

#### *4.2 Legal Implications*

- 4.2.1 The Council currently funds a number of festivals and events and the proposals in the Festivals and Events Strategy bear directly on the funding. The consultation programme currently in progress is in two main stages. The first stage consulted Organisations on the proposed criteria and sought information to enable an indicative impact assessment. The second stage allowed groups to agree or disagree with their assessment against these criteria (which were by then the approved criteria) and the approved threshold, and to provide any new information or representations. This report draws on the results of this stage. Organisations in Groups 2 and 3 have been written to again and their final representations were made available to members with the 24<sup>th</sup> April Cabinet report.
- 4.2.2 In submitting information, Organisations have provided information about their financial and business affairs. This is exempt information under Schedule 12A of the Local Government Act 1972 (as amended) and is not for publication by virtue of paragraph 3 of that Schedule, the public interest in maintaining the exemption outweighing the public interest in disclosing the information. Organisations have been asked if they are willing for this information to be made public. If exempt information is likely to be disclosed in the meeting then, for the same reasons, a resolution to exclude the press and public may be passed.
- 4.2.3 In order to pursue option 1, re-consultation would be advised on the second stage, given that additional weight is placed on the holding of a winter festival this year and that the proposal would now be for the transitional funding of 1 years money to Group 3 festivals NOT now to be made. Option 2 effectively brings forward extra provision for Group one, this money would not have been directed towards Group 2 projects as proposed in any event and Group 3 projects funding would, as indicated previously, still be maintained for one year. Under the approved strategy Groups 2 and 3 would neither have benefited or been worse off had this extra money been previously in contemplation. Option 3 is effectively the position considered by Cabinet on 24th April

*Joanna Bunting, Assistant Head of Legal Services, Resources.*

## 5 Report Authors

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## DECISION STATUS

<b>Key Decision</b>	Yes
<b>Reason</b>	Significant effect on one or more wards
<b>Appeared in Forward Plan</b>	Yes
<b>Executive or Council Decision</b>	Executive (Cabinet)



## WARDS AFFECTED: CITY WIDE

CABINET

15 May 2006

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### FESTIVALS AND EVENTS STRATEGY

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#### Report of the Corporate Director, Regeneration and Culture

#### Report

#### **1 Supporting Information**

- 1.2 To provide options to Cabinet on the funding of the Festival and Events Programme for 2006/7 to 2008/9

#### **2 Background Information**

- 2.1 Cabinet at its meeting on 24<sup>th</sup> April noted the report 'Festivals and Events Strategy – 3 Year Programme: 2006/07 to 2008/09'(Appendix A) but gave delegated authority to the Corporate Director, Regeneration and Culture, in consultation with the Cabinet Lead Member, to take all necessary decisions in respect of those festivals and events in Groups 1 and 2 prior to the next Cabinet meeting It was also agreed that a further report be brought to this Cabinet meeting to assist a decision to be taken on the festivals and events in Group 3.
- 2.2 In accordance with that decision, the festivals in Group 1 and Group 2 have been allocated the same money (see Appendix B Base Budget) that they had last year to enable festival organisers to get on with the necessary preparation needed to start to deliver their events.
- 2.3 In addition, the increased funding of £80,000 made available in the Budget Strategy 2006/07 – 2008/09 to respond to the infrastructure requirements of existing major festivals in Group 1 has been allocated to Mela (£20K), Carnival (£25K) and Diwali (£35K). The cost of delivering major events has risen considerably, mainly because of health and safety issues, traffic plans and management, and increased security staff and stewarding. This is partly due to legislative requirements, inflation reduced availability of police support and the recharging of increased costs by City Council services, such as traffic management and cleansing.

- 2.4 Some of these additional costs also affect our smaller festivals and events in Group 1 and they are in danger of folding or not being able to deliver or meet their previous years' performance if they do not receive an increase in funding this year. These include The Castle Park Festival and The Spark Children's Art Festival. All of these events bring in significant sponsorship and partnership funding but require an essential uplift to remain sustainable. The strategy proposed that these increases be funded by not providing financial support to those festivals and events that fail to meet the agreed criteria.
- 2.5 The Castle Park Festival has a current budget of £7,000 a minimum of £10,000 is necessary to deliver the event safely and for the event to continue to be viable in retaining its partners and sponsors. The Spark Children's Art Festival currently receives £2,000 but in order to continue a minimum of £7,000 is needed if it is to have any hope of continued support from the Arts Council. Both of these festivals have strong free education programmes as well as ticketed events and The Spark has a special programme commissioned directly for schools. The remaining money would provide an inflationary increase to the other events in Group 1 this would also help these events to remain viable.
- 2.6 There are three options available, which have been described below. The first two look at how additional funding can be allocated to the smaller festivals and events in Group 1 and the impact and consequences of these choices. The third option looks at funding Group 1 festivals and events at base budget with no additional funding.
- Option 1*
- 2.7 **Fund increase in Group 1 Festivals by not funding Group 3 Festivals.** This would mean that the following festivals would not receive funding during 2006/07 and onwards: Animal Antics, Horticultural Show, Navratri and Dasher. Bands on Parks could continue as part of Parks direct provision.
- 2.8 This option would mean that the Council could utilise the full £85,000 approved as part of the budget strategy to develop new festivals to enhance Leicester's Winter Festival offer. This could include transforming the Town Hall Square to a Winter Wonderland Ice Rink. The fountain would provide a centre-piece decorated by sparkling icicles. The ice rink would cover the whole of the site (including hard surface and grassed areas) with the temporary removal of the Square's furniture. A covered area at one end would provide changing facilities and café serving hot drinks, tempting snacks, roast chestnuts and mulled wine. This proposal meets the criteria and has the greatest potential to attract sponsors, external funding and generate income, as well as to bring increased visitors to the City to spend money in the shops, bars, restaurants and other arts, cultural and leisure venues. However if members wish to support this option legal advice is to re-consult on the second stage with festival and event organisers.
- 2.9 The Winter offer could include the transformation of the Town Hall Square to a Winter Wonderland Ice Rink. The fountain would provide a centrepiece decorated by sparkling icicles. The ice rink would cover the whole of the site (including hard surface and grassed areas) with the temporary removal of the Square's furniture. A covered area at one end would provide changing facilities and café serving hot drinks, tempting snacks, roast chestnuts and mulled wine.
- 2.10 The ice rink would be mainly self financing through ticket sales, but some activity would be highly subsidised in order to accommodate use by local schools and

provide a tailored service to ensure access to hard to reach groups. Special events could also be held, for example, a Victorian evening skating to Christmas Carols, sleigh rides for access for those who are unable to skate, and special sessions for all ages.

- 2.11 The ice rink would be marketed as a major tourist attraction over the Christmas period, both as an activity and as a visually stunning centrepiece for the city, surrounded by Christmas trees and sparkling lights. Feedback from last year's Grotto in the Town Hall Square has informed the intended programming for the ice skating rink. During week days sessions could be booked to accommodate school children and a wide range of community groups and would be available until 9pm at night for public use.
- 2.12 The ice rink would be available and open from early November, throughout the Christmas and New Year period including the school holidays, providing additional entertainment for children, families and young people. The ice could be covered for New Years Eve, to allow the traditional celebrations to take place as normal.
- 2.13 This has still got to be fully costed but the required subsidy is not anticipated to exceed the £85,000 festival and events growth allocation.

#### *Option 2*

- 2.14 **Fund increase in Group 1 from the growth budget for new festivals for this year only.** By utilising the growth budget for new festivals and events we could support the increase of £13,400 to Group 1 as well as support Group 3 by allowing them a further years funding to meet the criteria and become more self sufficient through increased income generation and sponsorship.
- 2.15 It is estimated that the necessary officer support needed in capacity building and training around income generation and funding would cost the Council up to £15,000. A further £20,000 would need to be used to fund Navratri as there is no specific budget allocated to it (funded by virement in 2005/6). Consequently the total cost of this option would be £48,400. This would leave only £36,600 of the £85,000 earmarked for new festivals. This would be a severe setback to Leicester's festival development plans with consequent impact on tourism and community cohesion. The ice rink, even with a reduced programme, could not be delivered with this budget allocation.
- 2.16 The £36,000 could be used to support the summer festivals, e.g. Castle Park.

#### *Option 3*

- 2.17 **Not fund increase in Group 1 for this year only.** The funding for the smaller Group 1 festivals could be retained at the current level, with no reinvestment from Group 3. However, whilst there would be £13,400 available to contribute towards the funding of all Group 3 festivals, there would be a shortfall of £20,000 because there is no specific budget for Navratri (funded by virement in 2005/06).
- 2.18 As with option 2 there would be a requirement to invest in capacity building and training in income generation and fundraising to assist festivals in Group 3 to become more self-sufficient at an estimated cost of £15,000. Consequently the total cost of this option would be £35,000. This would leave only £50,000 of the £85,000 earmarked for new festivals. This would also be a severe setback to Leicester's festival development plans with consequent impact on tourism and

community cohesion. It is unlikely that the ice rink, even with a reduced programme, could be delivered with this budget allocation. The only possibility would be to make it more commercial but the result would be a much inferior product in attracting visitors to the City over the Christmas period.

2.19 If the existing funding is not increased this year to festivals and events in Group 1, there is a real danger that these festivals and events will become unsustainable and potentially could be lost, along with all the benefits they have clearly demonstrated they bring to the City.

2.20 Alternatively, the £50,000 could be used to support the summer festivals, e.g. Castle Park.

### **3 Financial & Legal Implications**

#### **3.1 Financial Implications**

3.1.1 Please see cover report

#### **3.2 Legal Implications**

3.2.1 Please see cover report

### **4 Other Implications**

4.1

OTHER IMPLICATIONS	YES/NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	None specific	
Policy	YES	Throughout
Crime and Disorder	None specific	All festivals and events undertake risk assessments relating to their impact on crime and disorder. Festivals and events engender pride of place and can both directly and indirectly reduce crime and disorder.
Human Rights Act	NO	
Older People on Low Income	None specific	Many of the festivals and events are free and are programmed at different times of the day. They provide opportunities for older people to come together and provide participation of older people on low income. Although Bands on Parks do not score highly enough to meet the current threshold to continue to receive funding through the Festivals and Events Strategy, the Parks Service have always supplemented this programme and view this activity as Parks' activity. In order to meet the needs of parks users, with a priority on older users, this activity will continue as part of Parks' annual



## 4.2 Risk Assessment Matrix

	<b>Risk</b>	<b>Likelihood L/M/H</b>	<b>Severity Impact L/M/H</b>	<b>Control Actions (if necessary/or appropriate)</b>
1	Sensitivity with communities in relation to the festivals in the winter programme, particularly the enhancement of the Diwali Festival.	M	L	Approach to be supportive and to add value and not impact on the current arrangements.
2	Negative reactions to withdrawing support from certain festivals and events and possibility of legal challenge	H	M	Two stage consultation will minimize the possibility of successful legal challenge First stage consulted on the criteria, the second on the impact of the criteria. During the 2 <sup>nd</sup> stage consultation period, festivals and events organisers whose events fell into Group 2 (financial support frozen at 2005/06 level) or Group 3 (financial support withdrawn) have been given the opportunity to write in to demonstrate how they do meet the criteria if they feel they have been incorrectly assessed. Festivals and events that remain in Groups 2 and 3 following a second assessment will again be written to and given a final opportunity to make representation before financial support is withdrawn or frozen.

3	Negative response to more strategic working, development of Summer Festivals Forum and joint marketing	M	M	Consultation at early stages. Need demonstrated through 1st stage consultation. Criteria and key elements of the Strategy to be adopted as detailed in the consultation document if given strong support by the festivals and events organisers affected and wider stakeholders. Strategy to be amended to take on board common concerns whenever possible. Action Plan to be developed as a mechanism for dealing with 1st stage consultation findings and the delivery of the final Strategy.
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L – Low  
M – Medium  
H – High

L – Low  
M – Medium  
H – High

## 5 Background Papers – Local Government Act 1972

- Cabinet Report 25<sup>th</sup> July 2005: Festivals and Events Strategy – Consultation Draft
- Cabinet Report 24<sup>th</sup> October 2005: Festivals and Events Strategy – 1<sup>st</sup> Stage Consultation Report
- Annex to the Cabinet Report 24<sup>th</sup> October 2005: Festivals and Events Strategy – 1<sup>st</sup> Stage Consultation Report.
- File of responses to Part A of the consultation questionnaire.
- File of responses to Part B of the consultation questionnaire. [Part B responses contain information about the finance and business affairs of the respective organisations which is exempt information for the purposes of Schedule 12A of the Local Government Act 1972. These responses are not for publication].
- Cabinet Report 24th April 2006: Festivals and Events Strategy - 3 Year Programme: 2006/07 – 2008/09 (see Appendix)

## 6 Consultations

	<b>Date Consulted</b>
Consultation including festival and event organisers, key stakeholders and interested parties such as arts organisations, creative industries, park user groups, Emergency Services and general members of the public.	July 05-Aug05
All ward Councillors, Council officers.	July 05-Sept 05
Cultural Strategy Partnership	July 05-Aug 05
Leicester Shire Promotions, Arts Council England - East Midlands, Three Cities Consortium.	July 05-Aug 05
Arts, Leisure & Environment Scrutiny Committee	Aug 05
Strategic Planning & Regeneration Committee	Aug 05

Consultation with festivals and events organisers who fell into Groups 2 and 3 when initially assessed against the criteria.	Dec 05 - Jan 06
Consultation with LCC Parks Services	March 06
Consultation with LCC Sports Services	March 06
Arts, Leisure & Environment Scrutiny Committee	April 06

## **Appendix**

Copy of previous report, 'Festivals and Events Strategy 3 Year Programme: 2006/07 – 2008/09' considered by Cabinet on 24<sup>th</sup> April 2006.



**WARDS AFFECTED: CITY WIDE**

**ARTS, LEISURE AND ENVIRONMENT SCRUTINY  
COMMITTEE  
CABINET**

**12<sup>th</sup> April 2006**

**24<sup>th</sup> April 2006**

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**FESTIVALS & EVENTS STRATEGY  
3 YEAR PROGRAMME: 2006/07 – 2008/09**

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**Report of the Corporate Director, Regeneration and Culture**

**1 Purpose of Report**

- 1.1 To agree a 3 year programme for existing festivals and events following the approval of the City Council's budget for 2006/07 and application of the agreed criteria for future financial support to festivals and events.

**2 Summary**

- 2.1 This report provides the results of applying the festivals and events criteria in support of the Festival and Events Strategy 2005 and information on those festivals and events we currently support and wish to improve. The report gives proposals for new events and these will be further developed in the final version of the Strategy, due before Members in June 2006.

- 2.2 The development of the Strategy and its progress through Cabinet and Council is summarised in Supporting Information paragraphs 1.1-1.8.

*Results of Applying the Criteria*

- 2.3 In December 2005 officers updated festival and event organisers on the decisions taken at Cabinet and Council and asked them to demonstrate how they met the criteria (Supporting Information paragraph 1.6), if they felt they had been incorrectly assessed. Eight out of the nineteen festivals and events organisers disagreed, commented or provided further information for assessment. This additional information is available in the Members Area in a separate folder marked 'Not for publication'.

- 2.4 The second stage of consultation concluded on 13th January 2006 and resulted in one of the six festivals in Group 3 (the group assessed as not meeting the criteria) being re-categorised. In summary, nine festivals and events are in Group 1 (the group that meet the criteria), with the recommendation of increased or maintained funding. Five festivals and events are in Group 2 (the group that partially meets the criteria), with the recommendation of continued funding at existing levels. Five festivals and events failed to meet the current threshold proposed for financial support.

- 2.5 Supporting Information paragraphs 1.10 – 1.13 provide the results of applying the criteria and proposed outcomes. The Appendix includes the scores resulting from the first and second stage consultations.

- 2.6 Officers have written again to organisers of the festivals and events in the bottom two Groups 2 and 3 and given them a final opportunity to make representations

before this element of the events programme is confirmed at Cabinet on 24 April 2006. These representations will be made available to Members of Cabinet prior to that meeting.

#### *Budget*

2.7 On 22 February Council agreed the Budget Strategy 2006/07 to 2008/09. Members agreed two growth areas for festivals and events:

- £80,000 to respond to the increased infrastructure demands placed on major events
- £85,000 to support the new initiatives outlined in the Strategy.

2.8 No further dedicated budget provision was made to support those festivals and events that do not meet the required threshold for continued support but Members were given the opportunity to allocate some of the allocation for new initiatives to support the festivals and events that do not meet the criteria. No guidance was given to officers by Council on this matter.

#### *Proposed application of £80,000*

2.9 The cost of delivering major events has risen considerably, mainly because of health and safety issues, traffic plans and management, and increased security staff and stewarding. This is partly due to legislative requirements, increased costs, reduced availability of police support and the recharging of increased costs by City Council services, such as traffic management and cleansing.

2.10 If Members of Cabinet agree, the £80,000 identified in the Budget Strategy will be used to provide a more realistic Council contribution to Mela of £30,000 (£20,000 uplift), Leicester Caribbean Carnival of £68,800 (£25,000 uplift) and Diwali of £78,000 (£35,000 uplift).

#### *New Initiatives*

2.11 £85,000 was allocated to support the implementation of the Festival and Events Strategy new developments. In particular, enhancing Leicester's Winter festivals meets the criteria and has the greatest potential to attract sponsors, external funding and generate income, as well as to bring increased visitors to the City to spend money in the shops, bars, restaurants and other arts and cultural and leisure venues.

2.12 Officers will bring a paper to the June meeting of Cabinet, making detailed proposals to build on Leicester's Christmas celebrations, with, for instance, an ice rink with a café providing hot chocolate and roast chestnuts/mulled wine.

2.13 Officers will also bring proposals to build on summer events, for example: supporting the regeneration of the Riverside area, by enhancing the Riverside Festival. During the day market stalls and music, dance, sports and arts activity could occupy the crowds, and in the evening musicians could perform on narrow boats and up and down the canal paths, encouraging the local bars and restaurants to take part in the festival.

2.14 These proposals and others will be costed and described in detail following Members' decision on the proposals in this paper, which have an impact on the available budget.

2.15 The new initiatives, to be outlined in detail in the final Strategy will also be required to attract other funding on top of that provided by the Council, from

funding bodies or through the development of sponsorship/partnership initiatives, and whenever possible have the ability to generate income.

*Reinvestment following application of the criteria*

- 2.16 While Council rightly allocated resources to Leicester's major festivals to help them meet new challenges, the same challenges are also faced by smaller events and festivals in Group 1. This paper proposes re-allocating support from events and festivals that fail to meet the criteria (Group 3) to smaller events and festivals in Group 1.
- 2.17 In applying the criteria, the available resources, human and financial, if approved by Members, will be redirected into the delivery of those festivals and events that meet the criteria. This investment will help to secure the future of our highest scoring events by providing the necessary leverage to attract additional funding and sponsorship, including Arts Council funding. If the Council does not prioritise its available resources, we risk losing some of our events, irrespective of how they currently score against the criteria, as our resources will be spread too thinly to allow our festival and event programme to be sustainable in the medium and long term. The proposed programme outlined in the Appendix shows where that reinvestment is proposed to be targeted. Group 3 festivals and events current level of funding amounts to £33,400 (see Appendix page 18). The £20,000 currently allocated to Navratri would not be available for reinvestment as this was a one-off grant funded by virement in 2005/06. If approved by Members, £13,400 could therefore be redirected to Group 1 events. If Members want to continue funding all the 2005/6 programme for another year, regardless of their fit to the agreed criteria, £33,400 will be required, eliminating the investment in new and successful Group 1 events (see Appendix).
- 2.18 There is no evidence that the five groups that do not meet the criteria could improve their operation significantly in one year of operation and Members risk having to make the same difficult decision in 2007/8. Those festivals that do meet the criteria need new investment, beyond their maintenance level, for them to thrive and add to the general well being and profile of Leicester. For example; a modest investment in the Spark Children's Arts Festival as proposed (top scoring festival when the criteria were applied) from £2K to £9K, would allow this unique festival to develop long term relationships with other funding bodies, e.g. ACE East Midlands and build a firm financial base, ensuring that their acclaimed work with children in Leicester and Leicester's schools can continue to grow and develop.
- 2.19 In summary, to make our future festival and events programme sustainable and our events viable, each event will need to be able to attract other funding on top of that provided by the Council, or have the ability to generate income. All of the events in Group 1 have provided evidence that demonstrates their ability to attract external funding or generate income, and any investment by the Council would further help to sustain this ability (Supporting Information 1.26 – 1.28).
- 2.20 The proposed Festivals and Events Programme is set out in the Appendix. Supporting Information provides detail on the specific proposals for re-investment within the existing programme.

### *Future Reports*

- 2.21 Following Members' approval of the programme, officers will bring a further report to Cabinet in June setting out the final strategy with an action plan for the development of new festivals and events in support of the final Festivals and Events Strategy.
- 2.22 Any further delay on agreeing the festivals and events programme will have a major impact on festival and events organisers delivering their programmes in 2006.

## **3 Recommendations**

Cabinet is recommended:

- 3.1 To approve one of the following 2 options:
- Option 1: Approve the Festivals and Events existing programme for 2006/07 – 2008/09 as set out in the Appendix, which proposes reallocation of funding from the festivals and events currently in Group 3 to those in Group 1. This will provide additional funding to develop high scoring festivals and events to deliver on the criteria (see Supporting Information 1.26 – 1.28).
  - Option 2: Continue to fund all existing festivals and events for a further year at the current level of funding, to allow the festivals and events in Group 3 a further year to try to increase their score to meet the threshold for continued financial support, either by a one year allocation from the resources intended to fund new developments, or by not re-allocating funding from Group 3 to Group 1 as well as allocating £20,000 from the resources intended to fund new developments (i.e. total needed £33,400). While this is an option that Members may wish to adopt, it is not recommended.
- 3.2 To approve the additional amounts made available for existing major festivals and events facing increased infrastructure costs as described in 2.9 – 2.10, namely Mela, Carnival and Diwali.
- 3.3 To agree to receive a further report finalising the Strategy – Celebrating Culture and Cultures and an Action Plan for the development of new festivals and events as outlined in the Strategy.

## **4 Financial & Legal Implications**

### **4.1 Financial Implications**

- 4.1.1 The base budget allocated for specific festivals and events in 2006/07 is £222,800. The Council's Budget Strategy 2006/07 to 2008/09 approved additional funding for festivals and events: £80,000 to meet increased infrastructure demands placed on major events and £85,000 to support new initiatives. Following the allocation of the £80,000, which is included within this report (Paragraph 2.10 and in the Appendix, as set out in 'Proposed budget'), the allocated budget for specific festivals and events in 2006/07 now stands at £302,800. Note: the allocation of the £85,000 will be determined following a decision on Option 1 or Option 2 as outlined above in 3.1.
- 4.1.2 If Option 1 is approved we will cease to fund the festivals and events in Group 3, making £13,400 of the £33,400 spent on festivals and events in this group in 2005 available for reinvestment as set out in the proposed programme for existing festivals and events (2.16 – 2.19 and profiled in the Appendix).



- 4.1.3 If Option 2 is approved we will need to find £33,400 from the monies allocated in the Budget Strategy 2006/07 to 2008/09 to deliver the existing programme. No budget provision is currently available to continue to support for a further year (2006/07) those festivals and events that do not meet the criteria. i.e. those events in Group 3. However, this could be funded from the £85,000 currently allocated for the development of the festivals and events programme.  
*Martin Judson, Head of Finance, Regeneration & Culture, 20<sup>th</sup> March 2006*

## **4.2 Legal Implications**

- 4.2.1 The Council currently funds a number of festivals and events and the proposals in the Festivals and Events Strategy bear directly on the funding. The consultation programme currently in progress is in two main stages. The first stage consulted Organisations on the proposed criteria and sought information to enable an indicative impact assessment. The second stage allowed groups to agree or disagree with their assessment against these criteria (which were by then the approved criteria) and the approved threshold, and to provide any new information or representations. This report draws on the results of this stage. Organisations in groups 2 and 3 will be written to again to be given a final opportunity to make representations about their assessment before the programme is finally confirmed.
- 4.2.2 In submitting information, Organisations have provided information about their financial and business affairs. This is exempt information under Schedule 12A of the Local Government Act 1972 (as amended) and is not for publication by virtue of paragraph 3 of that Schedule, the public interest in maintaining the exemption outweighing the public interest in disclosing the information. Organisations have been asked if they are willing for this information to be made public. If exempt information is likely to be disclosed in the meeting then, for the same reasons, a resolution to exclude the press and public may be passed.  
*Joanna Bunting, Assistant Head of Legal Services, Resources, 14<sup>th</sup> March 2006*

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WARDS AFFECTED: CITYWIDE

ARTS, LEISURE AND ENVIRONMENT SCRUTINY  
COMMITTEE  
CABINET

12<sup>th</sup> April 2006

24<sup>th</sup> April 2006

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**FESTIVALS & EVENTS STRATEGY  
3 YEAR PROGRAMME: 2006/07 – 2008/09**

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**Report of the Corporate Director, Regeneration and Culture  
Report**

**1 Supporting Information**

*The development of the Strategy and its progress through Cabinet*

- 1.1 In July 2005 Cabinet agreed to approve a Festivals and Events Strategy for consultation. The Strategy was the result of a review on how Leicester City Council operates, funds and supports festivals and events in Leicester and to ensure that it is guided by the Council's vision, Corporate Plan and available resources.
- 1.2 The consultation took place during July and August 2005 with festival and event organisers potentially affected by the Strategy, i.e. those currently financially supported, as well as other festival and event organisers, key stakeholders, interested parties and elected members.
- 1.3 The results and analysis of the consultation were presented to Cabinet in October. Additional information supporting this document along with results of applying the criteria was lodged in the Members' Area.
- 1.4 Cabinet approved the criteria and noted the impact of applying the agreed criteria on existing festivals and events and supported further consultation with those festival and event organisers directly affected by the Review.
- 1.5 Cabinet members also agreed to receive a further report, including the final version of the Strategy informed by the results of the initial consultation, a proposed programme of festivals and events, a detailed action plan and the results of 2nd stage consultation. Cabinet were also asked to note that the budget to support the Strategy will be considered as part of the Budget Strategy 2006/07 to 2008/09.
- 1.6 The agreed criteria for supporting festivals and events is set out as below:
  - Help community cohesion and empowerment by bringing people together to share common interests
  - Demonstrate economic benefit to the city through job creation and visitor spend

- Demonstrate innovation, quality and creativity to raise the profile of the city and improve satisfaction among residents

1.7 These decisions were the subject of a “call in” at Full Council on 24 November 2005. Whilst Council confirmed the original decision of Cabinet, verbal commitments were given to offer funding to all festivals and events currently funded by Leicester City Council for a further year.

*Results of applying the criteria*

1.8 In December 2005 officers updated festivals and event organisers on the decisions taken at Cabinet and Council and gave them the opportunity to demonstrate how they meet the criteria if they felt they have been incorrectly assessed. Eight festivals out of the 19 festivals and events organisers disagreed, commented or provided further information for assessment. This additional information is available in the Members Area in a separate folder marked 'Not for publication'. This second stage of consultation concluded on 13th January 2006 and resulted in one of the 6 festivals and events in Group 3 being re-categorised.

1.9 The Appendix sets out the existing programme with the events in their respective groups. In addition to the score achieved by each event, the current budget position and proposed budget for the next three years is also provided along with a description of the event.

1.10 In summary, nine festivals and events are in Group 1, and in line with the Strategy could have their funding maintained at the current level or increased in order to achieve a broader audience for festival and event celebration. These are Belgrave Mela, Caribbean Carnival, Castle Park Festival, Comedy Festival, Diwali, Early Music Festival, International Music Festival, Short Film Festival and the Spark Children's Arts Festival.

1.11 Five festivals and events are in Group 2, and in line with the Strategy meet the current threshold required for current support, but we have concerns over whether that position is sustainable and they may find that their evaluation may be different in three years time, therefore they will be included in a programme to increase their level of satisfaction and broaden and increase their attendance. Should they fail to increase their score sufficiently before the next 3-year programme they will cease to be supported. These are Abbey Park Bonfire, Black History Season, Humberstone Park Bonfire, Leicester Pride and the Riverside Festival.

1.12 Five festivals and events are in Group 3 and have been advised that, because their festival does not meet the current threshold proposed for future festival support following an evaluation against the Council's criteria, the Council is unable to support them unless Cabinet agree to a further year's funding. These are Animal Antics, Bands on Parks, Dasher, Horticultural Show and Navratri.

1.13 In total, if we cease to fund the festivals and events in Group 3, £13,400 of the £33,400 would be available to invest in Group 1 who all strongly demonstrate their event meets the criteria. The £20,000 currently allocated to Navratri would not be available for reinvestment as this was a one off grant funded by virement in 2005/06.

- 1.14 Officers have written again to organisers of the festivals and events in the bottom two Groups 2 and 3 and given them a final opportunity to make representations before this element of the festivals and events programme is confirmed at Cabinet on 24 April 2006. These representations will be made available to Members of Cabinet prior to that meeting.

*Budget*

- 1.15 On 22 February Council agreed the Budget Strategy 2006/07 to 2008/09. Members agreed two growth areas for festivals and events:
- £80,000 to respond to the increased infrastructure demands placed on major events
  - £85,000 to support the new initiatives outlined in the Strategy.
- 1.16 No further dedicated budget provision was made to support those festivals and events that do not meet the required threshold for continued support but Members were given the opportunity to allocate some of the allocation for new initiatives to support the festivals and events that do not meet the criteria. No guidance was given to officers by Council on this matter.

*Proposed allocation of £80,000*

- 1.17 The cost of delivering major events has risen considerably, mainly because of health and safety issues, traffic plans and management, and increased security staff and stewarding. This is partly due to legislative requirements, increased costs, reduced availability of police support and the recharging of increased costs by City Council services, such as traffic management and cleansing.
- 1.18 If Members of Cabinet agree, the £80,000 identified in the Budget Strategy will be used to provide a more realistic Council contribution to Mela of £30,000 (£20,000 uplift), Leicester Caribbean Carnival of £68,800 (£25,000 uplift) and Diwali of £78,000 (£35,000 uplift). The Carnival board are currently facing financial difficulties following the increased costs relating to the 2005 and 2004 Carnival. The Council has assisted the Carnival in a financial recovery programme. There will be no Carnival for 2006 but a capacity building programme will be put in place as part of the recovery programme.

*New Initiatives*

- 1.19 £85,000 was allocated to support the implementation of the Festival and Events Strategy new developments. In particular, enhancing Leicester's Winter festivals meets the criteria and has the greatest potential to attract sponsors, external funding and generate income, as well as to bring increased visitors to the City to spend money in the shops, bars, restaurants and other arts and cultural and leisure venues.
- 1.20 Officers will bring a paper to the June meeting of Cabinet, making detailed proposals to build on Leicester's Christmas celebrations, with, for instance, an ice rink with a café providing hot chocolate and roast chestnuts/mulled wine.
- 1.21 Officers will also bring proposals to build on summer events, for example: supporting the regeneration of the Riverside area, by enhancing the Riverside Festival. During the day market stalls and music, dance, sports and arts activity could occupy the crowds, and in the evening musicians could perform on narrow boats and up and down the canal paths, encouraging the local bars and restaurants to take part in the festival.

- 1.22 These proposals and others will be costed and described in detail following Members' decision on the proposals in this paper, which have an impact on the available budget.
- 1.23 The new initiatives, to be outlined in detail in the final Strategy will also be required to attract other funding on top of that provided by the Council, from funding bodies or through the development of sponsorship/partnership initiatives, and whenever possible have the ability to generate income.
- Reinvestment following application of the criteria*
- 1.24 While Council rightly allocated resources to Leicester's major festivals to help them meet new challenges, the same challenges are also faced by smaller events and festivals in Group 1. This paper proposes re-allocating support from events and festivals that fail to meet the criteria (Group 3) to smaller events and festivals in Group 1.
- 1.25 In applying the criteria, the available resources, human and financial, if approved by Members, will be redirected into the delivery of those festivals and events that meet the criteria. This investment will help to secure the future of our highest scoring events by providing the necessary leverage to attract additional funding and sponsorship, including Arts Council funding. If the Council does not prioritise its available resources, we risk losing some of our events, irrespective of how they currently score against the criteria, as our resources will be spread too thinly to allow our festival and event programme to be sustainable in the medium and long term. The proposed programme outlined in the Appendix shows where that reinvestment is proposed to be targeted. Group 3 festivals and events current level of funding amounts to £33,400 (see Appendix page 18). The £20,000 currently allocated to Navratri would not be available for reinvestment as this was a one-off grant funded by virement in 2005/06. If approved by Members, £13,400 could therefore be redirected to Group 1 events. If Members want to continue funding all the 2005/6 programme for another year, regardless of their fit to the agreed criteria, £33,400 will be required, eliminating the investment in new and successful Group 1 events (see Appendix).
- 1.26 There is no evidence that the five groups that do not meet the criteria could improve their operation significantly in one year of operation and Members risk having to make the same difficult decision in 2007/8. Those festivals that do meet the criteria need new investment, beyond their maintenance level, for them to thrive and add to the general well being and profile of Leicester. For example; a modest investment in the Spark Children's Arts Festival as proposed (top scoring festival when the criteria were applied) from £2K to £9K, would allow this unique festival to develop long term relationships with other funding bodies, e.g. ACE East Midlands and build a firm financial base, ensuring that their acclaimed work with children in Leicester and Leicester's schools can continue to grow and develop. For the past three years this event, now two weeks long, has provided a specially commissioned high quality art programme for Leicester's schools as part of their curriculum requirements in addition to half-term activity for all the family.
- 1.27 The Castle Park Festival also scored highly and as with Sparks it has a strong educational outreach element. The Festival helps to promote the city's cultural heritage and will have an increasing role to play in fostering a sense of place and belonging and promoting the city locally and within the region, as a major component of EXPO. A slight increase in funding will allow the festival to improve

the programme, which in turn should assist in attracting the much needed sponsorship to make the event sustainable.

- 1.28 In addition, due to the very strong support and importance placed on using the Riverside Festival to raise environmental awareness within the consultation, it is proposed that the budget for this event receives an uplift to help fund activity that links the festival with the environment and helps to promote our Environment City status.
- 1.29 In summary, to make our future festival and events programme sustainable and our events viable, each event will need to be able to attract other funding on top of that provided by the Council, or have the ability to generate income. All of the events in Group 1 have provided evidence that demonstrates their ability to attract external funding or generate income, and any investment by the Council would further help to sustain this ability.
- 1.30 The proposed Festivals and Events Programme is set out in the Appendix. Supporting Information provides detail on the specific proposals for re-investment within the existing programme.

*Future reports*

- 1.31 The second stage of consultation assessed the festivals and events again against current criteria considering any new information before placing them in the three Groups. Organisers of the festivals and events in the bottom two Groups 2 and 3 will be written to again to be given a final opportunity to make representation before the programme is finally confirmed. These representations will be provided to Cabinet.
- 1.32 Following Members' approval of the programme, officers will bring a further report to Cabinet in June setting out the final strategy with an action plan for the development of new festivals and events in support of the final Festivals and Events Strategy.
- 1.33 Any further delay on agreeing the festivals and events programme will have a major impact on festival and events organisers delivering their programmes in 2006.

**2 FINANCIAL, LEGAL AND OTHER IMPLICATIONS**

***Financial Implications***

- 2.1 Please see cover report

***Legal Implications***

- 2.2 Please see cover report
- 2.3 Other Implications

OTHER IMPLICATIONS	YES/NO	PARAGRAPH REFERENCES WITHIN SUPPORTING PAPERS
Equal Opportunities	None specific	
Policy	YES	Throughout
Crime and Disorder	None specific	All festivals and events undertake risk assessments relating to their

		impact on crime and disorder. Festivals and events engender pride of place and can both directly and indirectly reduce crime and disorder.
Human Rights Act	NO	
Older People on Low Income	None specific	<p>Many of the festivals and events are free and are programmed at different times of the day. They provide opportunities for older people to come together and provide participation of older people on low income.</p> <p>Although Bands on Parks do not score highly enough to meet the current threshold to continue to receive funding through the Festivals and Events Strategy, the Parks Service have always supplemented this programme and view this activity as Parks' activity. In order to meet the needs of parks users, with a priority on older users, this activity will continue as part of Parks' annual programme of events.</p>

#### 2.4 Risk Assessment Matrix

	<b>Risk</b>	<b>Likelihood L/M/H</b>	<b>Severity Impact L/M/H</b>	<b>Control Actions (if necessary/or appropriate)</b>
1	Sensitivity with communities in relation to the festivals in the winter programme, particularly the enhancement of the Diwali Festival.	M	L	Approach to be supportive and to add value and not impact on the current arrangements.

2	Negative reactions to withdrawing support from certain festivals and events and possibility of legal challenge	H	M	Two stage consultation will minimize the possibility of successful legal challenge First stage consulted on the criteria, the second on the impact of the criteria. During the 2 <sup>nd</sup> stage consultation period, festivals and events organisers whose events fell into Group 2 (financial support frozen at 2005/06 level) or Group 3 (financial support withdrawn) have been given the opportunity to write in to demonstrate how they do meet the criteria if they feel they have been incorrectly assessed. Festivals and events that remain in Groups 2 and 3 following a second assessment will again be written to and given a final opportunity to make representation before financial support is withdrawn or frozen.
3	Negative response to more strategic working, development of Summer Festivals Forum and joint marketing	M	M	Consultation at early stages. Need demonstrated through 1st stage consultation. Criteria and key elements of the Strategy to be adopted as detailed in the consultation document if given strong support by the festivals and events organisers affected and wider stakeholders. Strategy to be amended to take on board common concerns whenever possible. Action Plan to be developed as a mechanism for dealing with 1 <sup>st</sup> stage consultation findings and the delivery of the final Strategy.

L – Low  
M – Medium  
H – High

L – Low  
M – Medium  
H – High



### **3 Background Papers – Local Government Act 1972**

Cabinet Report 25<sup>th</sup> July 2005: Festivals and Events Strategy – Consultation Draft

Cabinet Report 24<sup>th</sup> October 2005: Festivals and Events Strategy – 1<sup>st</sup> Stage Consultation Report

Annex to the Cabinet Report 24<sup>th</sup> October 2005: Festivals and Events Strategy – 1<sup>st</sup> Stage Consultation Report.

File of responses to Part A of the consultation questionnaire.

File of responses to Part B of the consultation questionnaire. [Part B responses contain information about the finance and business affairs of the respective organisations which is exempt information for the purposes of Schedule 12A of the Local Government Act 1972. These responses are not for publication].

### **4 Consultations**

	<b>Date Consulted</b>
Consultation including festival and event organisers, key stakeholders and interested parties such as arts organisations, creative industries, park user groups, Emergency Services and general members of the public.	July 05-Aug05
All ward Councillors, Council officers.	July 05-Sept 05
Cultural Strategy Partnership	July 05-Aug 05
Leicester Shire Promotions, Arts Council England - East Midlands, Three Cities Consortium.	July 05-Aug 05
Arts, Leisure & Environment Scrutiny Committee	Aug 05
Strategic Planning & Regeneration Committee	Aug 05
Consultation with festivals and events organisers who fell into Groups 2 and 3 when initially assessed against the criteria.	Dec 05 - Jan 06
Consultation with LCC Parks Services	March 06
Consultation with LCC Sports Services	March 06
Arts, Leisure & Environment Scrutiny Committee	April 06

## Festivals & Events Programme 2006/07 – 2008/09

### Proposed Investment

The £13.400 from Group 3 has been provisionally invested into Group 1 events under proposed support. The amount of uplift can be identified when this amount is compared with the base budget

The £80,000 to respond to the increased infrastructure demands placed on major events is proposed to provide an uplift to Mela of £20,000, Leicester Caribbean Carnival of £25,000 and Diwali of £35,000

The £85,000 allocated for new initiatives has not been included in the table figures, but the proposed events as indicated in the report are indicated in the table

The application of the recently adopted criteria on existing festivals and events has resulted in the following groupings and programme.

#### Group 1

Group 1 (top group) will have their funding maintained at the current level or increased in order to achieve a broader audience for festivals and events celebration.

Festival	Score	Base budget 2006/07 £	Proposed support			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
Belgrave Mela	12.5	10,000	30,000	30,000	30,000	2 day event, July. Total programme budget £100,000 (2004/05). Grant Aid funded. Major event. Significant increase required to comply with new legislation and increasing infrastructure costs. The proposed support includes a £20K uplift allocated in 2006/7 – 2008/9 Budget Strategy. <sup>1</sup> 60,000 audience and 1,000 participants (2004/05). Council subsidy 49p per audience/participant.
Caribbean Carnival	13.5	43,800	68,800	68,800	68,800	August. Grant Aid funded. Major event. Total programme budget £157,700. A significant increase is required to comply with new legislation and increasing infrastructure costs. The proposed support includes an additional amount of £25K allocated in 2006/7 – 2008/9 Budget Strategy. <sup>1</sup> There will be no Carnival for 2006 due to the accumulation of financial difficulties over the last two years. The grant will be used

<sup>1</sup> Part of the total of £80,000 allocated in the Budget Strategy to respond to increased infrastructure demands placed on major events.

Festival	Score	Base budget 2006/07 £	Proposed support			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
						as part of a recovery and capacity building programme for Carnival. 101,485 audience and participants. Council subsidy 68p per audience/participant
Castle Park Festival with proposed new additional activity to bring in Leicester Lanes	12.5	7,000	11,600	11,600	11,600	August. Directly managed. Total programme budget £11,600. Last year £10,000 was identified as the minimum to be spent if the specification is to remain the same. Proposed £4K increase to bring programme budget to £11K. 11,700 audience and 300 participants. Council subsidy 96p per audience/participant.
Comedy Festival	13.0	18,200	18,600	18,600	18,600	February. Grant Aid funded. Total programme budget £150,000. Proposed £400 increase. 45,000 paying audience, 15,000 audience at free participatory activities and 1,000 artists. Council subsidy 30p per audience/participant.
Diwali x2	12.0	43,000	78,000	78,000	78,000	2 day event. October. Partnership event. Total programme budget £105,300 excluding staffing and lights (04/05). The proposed support includes a £35K uplift allocated in 2006/7 – 2008/9 Budget Strategy <sup>2</sup> . The shortfall will be offset by sponsorship in the region of £30K. Switch-On – 35000 audience. Diwali Day – 37500 audience. Council subsidy £1.08 per audience/participant.
Early Music Festival	13.0	1,200	2,000	2,000	2,000	May to June. Grant Aid funded. Total programme budget £15,100. Uplift of £400 to improve data capture. 5,000 audience. Council subsidy 40p per audience/participant.
International Music Festival	13.0	4,900	5,000	5,000	5,000	June. Grant Aid funded. Total programme budget £71,000. 6,000 audience. Council subsidy 83p per audience/participant.
Short Film Festival	1 <sup>st</sup> Stage 8.0 2 <sup>nd</sup> Stage 12.0	1,500	2,000	2,000	2,000	October. Grant Aid funded. Total programme budget £5,559. Uplift of £400. 1,586 audience. Council subsidy £1.26 per audience participant.

<sup>2</sup> Part of the £80,000 allocated in the Budget Strategy to respond to increased infrastructure demands placed on major events.

Festival	Score	Base budget 2006/07 £	Proposed support			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
The Spark Childrens' Arts Festival	1 <sup>st</sup> Stage 13.5 2 <sup>nd</sup> Stage 14.0	2,000	9,000	9,000	9,000	2 week long event. May - June. Grant Aid funded. Total programme budget £24,000 (2004/05). Childrens festival. Special commission for schools, theatres & art venues. The LCC grant assists leverage of other grants eg. ACE Grants for Arts. Uplift of £7K required. 10,032 audience. Council subsidy 89p per audience/participant.
<b>Group 1 totals</b>		<b>131,600</b>	<b>225,000</b>	<b>225,000</b>	<b>225,000</b>	

### ***Proposed new initiative***

Festival	Score	Base budget 2006/07 £	Proposed support 2006/07 £	Proposed support 2007/08 £	Proposed support 2008/09 £	Description & comment
Christmas Town Hall activity						Last year over 16,000 people visited the Christmas Switch-On and Grotto over a five week period. This attraction encouraged many visitors into the city and received a great deal of media attention. People of all ages and ethnicities attended.

### **Group 2**

Group 2 (middle group) have met the current threshold required for current support, but we have concerns over whether that position is sustainable and they may find that their evaluation may be different in three years time, therefore they will be included in a programme to increase their level of satisfaction and broaden and increase their attendance. Should they fail to increase their score sufficiently before the next three-year programme they will cease to be supported.

The financial recommendation for this Group was to continue funding the events at existing levels. However, some of the events would not be able to continue on the current level of funding, therefore monies have been taken from one of the events which has an ability to generate income (i.e. Abbey Park Bonfire) in order to provide a slight uplift for three of the smaller events, allowing for the total expenditure of this Group to remain the same.

Festival	Score	Base budget 2006/07 £	Proposed support			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
Abbey Park Bonfire / Fireworks	11.5	24,000	19,000	19,000	19,000	November. Directly managed. The City's official bonfire including children's programme, entertainment, fun fair & food vendors. Total programme budget £19,000. This budget has been reduced to reflect the increasing success of the event to generate income through ticket sales. However due to the weather having a major effect on the number of tickets sold,

Festival	Score	Base budget 2006/07 £	Proposed support			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
						income generation cannot always be guaranteed. 16,900 audience and 100 participants. Council subsidy £1.11 per audience /participant.
Black History Season	9.0	4,000	5,000	5,000	5,000	November. Partnership event. Total programme budget £5,000. The Festivals and Events Unit currently support this event managed by a consortium. Staff time & marketing costs is valued at £7,800. 8750 audience. Council subsidy £1.46 per audience /participant (based on grant aid and identified marketing costs).
Humberstone Park Bonfire	11.5	11,000	11,000	11,000	11,000	November. Total programme budget £11,000. Last year there was a dramatic increase in attendees. 8,000 audience. Council subsidy £1.37 per audience /participant.
Leicester Pride	10.0	2,000	3,000	3,000	3,000	June. Grant Aid funded. Total programme budget £23,358. The event organisers have requested an uplift. 9,000 audience / participants. Council subsidy 33p per audience /participant.
Riverside Festival <i>with proposed new additional activity</i>	11.5	5,000	8,000	8,000	8,000	September. Directly managed. Total programme budget £8,000. Last year the event cost £11,000 over a two-day period. This is a partnership with British Waterways and a two-day festival is required for their continued presence at this event. This festival features street markets, narrow-boat activity, as well as traditional alternatives focused on the environment. 5,800 audience & 200 participants. Council subsidy £1.33 per audience/participant.
<b>Group 2 totals</b>		<b>46,000</b>	<b>46,000</b>	<b>46,000</b>	<b>46,000</b>	

### Group 3

Group 3 (bottom group) will be advised the proposal is that, because their festival does not meet the current threshold proposed for future festival support following an evaluation against the Council's criteria, the Council is unable to support them through our Festivals and Events Strategy and their funding will cease

Festival	Score	Base budget 2006/07 £	Proposed budget			Description & comment
			2006/07 £	2007/08 £	2008/09 £	
Animal Antics	1 <sup>st</sup> Stage 4.0 2 <sup>nd</sup> Stage 6.5	2,400	0	0	0	September. Partnership event. 5,000 audience. Council subsidy 48p per audience/participant.
Bands on Parks	1 <sup>st</sup> Stage 5.5 2 <sup>nd</sup> Stage 5.5	2,500	0	0	0	June to September. Directly managed. 1027 audience. A season of brass band concerts. This activity from 2006 onwards will become part of the Parks programme of events safeguarding this event for the future. Therefore the loss of grant will not affect the future of this activity. Council subsidy £2.43 per audience/participant.
Dashera	1 <sup>st</sup> Stage 7.5 2 <sup>nd</sup> Stage 6.5	6,500	0	0	0	October. Partnership event. 4,000 audience. Council subsidy £1.62 per audience/participant.
Horticultural Show	1 <sup>st</sup> Stage 4.5 2 <sup>nd</sup> Stage 8.0	2,000	0	0	0	August. Partnership event. 1,200 audience. Council subsidy £1.66 per audience/participant.
Navratri	1 <sup>st</sup> Stage 4.5 2 <sup>nd</sup> Stage 7.5	0 <sup>3</sup>	0	0	0	October. Grant Aid funded. Total programme budget not provided. 27,000 audience. Council subsidy 74p per audience/participant.
<b>Group 3 totals</b>		<b>13,400</b>	<b>0</b>	<b>0</b>	<b>0</b>	

Festival	Base budget 2006/07 £	Proposed budget		
		2006/07 £	2007/08 £	2008/09 £
<b>All festivals in Groups 1, 2 &amp; 3.</b>	<b>191,000</b>	<b>271,000</b>	<b>271,000</b>	<b>271,000</b>
<i>Christmas Lights Switch-On</i>	<i>7,000</i>	<i>7,000<sup>4</sup></i>	<i>7,000</i>	<i>7,000</i>
<i>Community Grants</i>	<i>24,800</i>	<i>24,800</i>	<i>24,800</i>	<i>24,800</i>
<b>Grand total</b>	<b>222,800</b>	<b>302,800<sup>5</sup></b>	<b>302,800</b>	<b>302,800</b>

<sup>3</sup> Last year this event was supported by a grant of £20K through a virement from Sports.

<sup>4</sup> Recommend budget transfer of £5,000 from R, A & D to total £7K with festivals & events contribution.

<sup>5</sup> This includes £80K uplift allocated as budget growth in the Council's Budget Strategy 2006/07 – 2008/09 to respond to the increased infrastructure demands placed on Major events.

## **Other festivals and events**

- A number of other festivals and events will take place but were not assessed through the consultation process. These include Expo and Holi Festivals (x3), which received one-off grants, and the Christmas Lights Switch-On at the Town Hall which is an integral part of the annual Christmas Lights display and which is currently funded through Resources, Access and Diversity on a current budget of £5,000. However, the Switch-On is delivered by the Festivals and Events Team and a further £2,000 is spent from the Festivals and Events budget.
- De Montfort Hall's Summer Sundae and Big Session Festival were also not assessed through the consultation process.
- All festivals and events that receive Leicester City Council support will be included in the final Festival and Events Programme.