

FUNDING PROPOSAL: Northampton Festival
THEMATIC PARTNERSHIP: Culture

REF NO: 1685

PART A:

Funding Programme	Strategic	Amount Awarded Last Year	£ 0.00
Requested Term	36 Months	Requested Amount	£ 15,000.00
Recommended Term		Recommended Amount	£ 0.00 from Strategic

Assessment of proposal's eligibility for funding:	
	Met/Not Met
Operating for the benefit of the people of Northamptonshire	
Provided on a not for profit basis by a charity or properly constituted organisation	
Meets a recognised local need	
Secured or applied for other funding sources	
Relevant quality assurance standards for proposed activities (if applicable)	β
	Score
The work of the organisation helps meet the Council's goals and priorities	10
The work of the organisation meets LAA targets and outcomes	10
Application demonstrates a contribution to community cohesion	6
The community needs and who will benefit from the grant have been identified	6
Application demonstrates the difference that the service will make to beneficiaries	4
The organisation involves the community in planning and delivery of services	4
The organisation supports people or locations with recognised needs (e.g. people living in disadvantaged areas / groups)	4
TOTAL SCORE	44

Contribution towards:	Proposal's Total Costs	Requested Amount
	2008-09	2008-09
Running and premises costs	£27,000.00	£5,000.00
Salary Costs	£24,750.00	
TOTALS	£51,750.00	£5,000.00

Proposals Financial Summary	2006/07 Accounts	2007/08 Estimated	2008/09 Estimated
Income requested from NCC Strategic Fund	£0.00	£0.00	£5,000.00
Other income from NCC (this proposal - if any)		£5,000.00	£1,000.00
Income from Other Funders (this proposal)			£36,000.00
Income from fundraising, charges & other sources (this proposal - if any)			£9,000.00
TOTAL INCOME	£0.00	£5,000.00	£51,000.00
Total Expenditure			£1,750.00
Surplus / Deficit	£0.00	£5,000.00	£49,250.00
Strategic Fund requested as % of Total Income	#DIV/0!	0.00%	9.80%
Other NCC contribution as % of Total Income	#DIV/0!	100.00%	1.96%
Other Funders contribution as % of Total Income	#DIV/0!	0.00%	70.59%
Income from fundraising etc.. as % of Total Income	#DIV/0!	0.00%	17.65%
Any other funding from NCC not related to this proposal			

Explanation of reserves / savings	How is the deficit being managed (if any)?
Not Applicable	Not Applicable

<p>Services or activities the funding would support (What will funding be used to provide e.g. usual core service / increased level of activity / new area of work for the organisation?)</p> <p>Applicant statement:</p> <p>Contribution to funding for the festival - to create a destination festival for Northampton and Northamptonshire. Why this is important</p> <ul style="list-style-type: none"> • The Festival will bring the arts to a far wider group of people through high quality, professional outdoor events. • They will also be drawn in through participation - particularly targeting Northamptonshire school children. • We intend that the festival will grow in profile each year and that it will encourage people to attend and participate in more events all year round. • Northampton and Northamptonshire is about to experience huge societal change in the form of population growth. In common with the Arts Council we believe that culture has a vital role in creating sustainable communities and revitalising the current population. • A successful Northampton Festival will create a catalyst for a step change in cultural aspirations for the town and wider county. We want to build ambition and confidence that we can have the best and that this is a good place to live and work. • We have unprecedented support from the funding bodies based in the county and a unique opportunity to make something happen in Northampton to the benefit of Northamptonshire.
<p>Aims & Objectives of Organisation / Group</p> <p>The Northampton Festival aims to develop a high point celebration around Midsummer Day on 21 June with high quality professional festival events. The current pattern of events throughout June would form a festival month encompassing all that is best about the arts in the town. Our target is to develop the festival over the next three years to be a national destination to celebrate Midsummer's Day and with awareness levels comparable to the Balloon Festival by 21 June 2010.</p> <p>The Festival Charter:</p> <ul style="list-style-type: none"> • Our artistic programme will entertain, surprise, invigorate, excite & amaze. • We will help citizens to reclaim their urban spaces & bring them to life through the arts

PART B: Officer Assessment

<p>Identify which of the Council's goals and priorities, LAA targets and outcomes the proposed scheme will help to address and <u>describe how this will be achieved.</u></p> <p>The proposal by Northampton Festival is for a contribution to overall revenue costs for the annual festival event over the next 3 years. The Festival has already secured significant partnership funding for its work over this period, including substantial funding from Arts Council England's Grants for the Arts programme.</p> <p>The proposal suggests that the Festival will meet all of NCC's core goals:</p> <ul style="list-style-type: none"> § Safer, freer and stronger communities – the proposal highlights the Festival's likely impact on community cohesion through its provision of open-access celebratory activities (including the programming of work by local people with non-British heritage). The proposal also indicates the Festival's potential impact on reducing fear of crime and in providing an alternative to associations of the town centre with a drinking culture. The proposal makes a reasonable case for delivering on this goal, and there is wide acknowledgement of the role that cultural festivals can have in developing cultural perceptions of urban centres, and the benefits to community cohesion from engaging in collective cultural and creative activities § A healthier, secure and independent future for our children – a significant focus for the Festival's work is in partnership with local schools (through NIAS, NCC & NBC support), with performance opportunities for young people being a key part of the annual town centre programme. It seems likely that the festival is well-placed to support the cultural social skills development of participating young people § A healthier, more active and independent life for adults – in respect of this goal, the proposal highlights the opportunities that the festival will provide for local adults to participate in cultural activities. As above, this seems a reasonable assertion, given the focus of the festival in engaging local people – though it is a pity that few detailed programme examples are provided
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- § **Delivering value for money services through a smaller more enabling council, and including effective partnership working** – the Festival, which aims to provide an over-arching context for the work of local cultural organisations (as opposed to being primarily a programming festival) appears to be a focus for local partnership working (including with local authority Education and Cultural services)

In relation to LAA priorities, the application suggests that it will meet a number of the identified Culture Thematic Partnership priorities, in particular (and in addition to those addressed through the above goals) it seems likely to deliver on the following:

- § **Increased participation in cultural and sporting activity** – the Festival is likely to provide a significant local driver and platform for local people’s participation in cultural activities. The proposal also highlights the numerous volunteering opportunities that will be provided via its events
- § **More Cohesive Communities** – as detailed above, the Festival is likely to provide an opportunity for local people from a wide range of backgrounds to engage in collective cultural activities. In particular the application notes its the potential connections with *Bridges* diversity initiative
- § **Better maintenance and enhancement of the public realm** – it seems likely that the Festival will contribute positively to the re-animation of the public realm in central Northampton – especially the aim to support the development of the Market Square as a future forum for events

Proposed outcomes for the next financial year:

Participants will:

The principal outcome for 2008/09 will be the development and delivery of the 2008 Festival, focussing on the celebratory events on Midsummer’s Day (21 June). The proposal does not include a draft programme of events for the 2008 Festival, or an outline of the range of, or confirmed thematic basis for, events to be commissioned. However, from the application and supporting materials (the Festival’s Grants for the Arts application), it seems that outcomes for the 2008 event are likely to encompass:

- § A Festival brochure covering a wide range of local events in June 2008
- § Between 6 & 10 professional arts events
- § An outdoor exhibition on Abingdon Street featuring images of Northampton present & past
- § Performance opportunities for local schoolchildren, including a commissioned calypso piece
- § Project work with young people to explore different cultural approaches to the celebration of Midsummer’s Day

The people or communities who will directly benefit from the services or activities:

As noted, the proposal emphasises the Festival’s aim to engage a wide cross-section of local people, and its desire to attract active participants in cultural pursuits. The proposal estimates that attendances at the main Midsummer Day events will grow from 2,000 in 2008 to 4,000 people in 2010.

In terms of active participants in project activities, the proposal indicates that children and young people will continue to be a focus, and estimates that numbers of young participants will rise from 250 to 750 over the three years of the application. In terms of adult participants (in Midsummer Day events), the proposal estimates that this will rise from 300 individuals in 2008 to 500 2010. Additionally, the supporting information indicates that the festival will employ 50 professional artists in 2008.

Given suitably effective marketing, the Festival seems likely to achieve the numbers of direct beneficiaries indicated in the application – which seem reasonable for a local festival of this size. It is a pity however that the proposal does not provide more information on the planned programme for 2008, which will have a fundamental bearing on the attractiveness and benefit of the Festival to local people.


Additional Thematic Partnership Lead Officer Comments:

e.g. Quality Standards, and conditions to which the award is to be made subject etc...

This application will be funded through Core Culture Budgets.

Agenda Item No: 22 Appendix: 10

Officer Recommendation	Year 1: 2008/09	Year 2: 2009/10	Year 3: 2010/11	Total
This application will be funded through Core Culture Budgets.				£0.00
Recommendation as a percentage of Total Income				0.00%

Conditions (if any)	
Support should be conditional on provision of a draft programme for the 2008 Festival.	
CFAP & CABINET SUB-COMMITTEE	ORGANISATIONS LOCATION
CFAP Decision	Nearest Town: Northampton
	Area of benefit ■ Location ☆ 
CFAP reason for decision if different from Officer recommendation	