

Board/Committee:	POLICY AND ORGANISATION BOARD
Date of meeting:	5 th July 2023
Title:	Event Funding
Author:	Sarah Willett
Status:	FOR DECISION

Purpose

This report sets out the proposal to provide funding support for the ‘Summer in Gosport’ Events programme. Supporting externally organised events builds on the Council’s plan to increase footfall in our Town centre, supports the economic growth in Gosport, provides free activities across the summer period and delivers towards the Council’s Cultural Strategy.

Recommendation

That the Board/Committee approves the following subject to the Council's normal financial due diligence:

- i) A direct payment of £10,500 from the Economic Development Museums/Cultural budget to Montserrat Events to support the delivery of the ‘Party in the Park’ Summer programme event on 29th & 30th July 2023.**
- ii) The transfer of £9,000 from the Criterion revenue budget to Economic Development Museums/Cultural budget.**
- iii) A direct payment of £9,000 from the Economic Development Museums/Cultural budget to the Stoke Road Community group to support the delivery of their summer festival event on the 16th September 2023.**

1.0 Background

1.1 The Council’s Cultural Strategy sets out a vision for Gosport to be a borough where the positive impact of community-led culture can be seen, with our shared ambitions for arts and heritage propelling regeneration and making Gosport a better place to live, work and visit.

1.2 Focusing on five priority areas the ambitions are to provide:

1. Culture on our doorstep: We will make arts and culture easier to access, and a valued part of people’s lives. We aim to:
 - a) Offer more events in local settings
 - b) Find ways to reduce the barriers to participation
 - c) Make it easier to know what’s happening
 - d) Promote the personal benefits of culture

1.3 This proposal is to provide funding support towards two summer events that will provide free events for local people in a local setting and make

arts and culture easier to access.

Supporting the two additional summer events will strengthen the delivery of the summer programme by providing a launch event for the 'Arts in the Park' programme with the 'Party in the Park' and a closing event for summer with the Stoke Road Community Festival on the 16th September 2023.

2.0 Report

2.1 As part of the 'Summer in Gosport' programme, Hampshire Cultural Trust have been working in partnership with Gosport Borough Council (GBC) to deliver the Arts in the Park programme of events across the school holiday period. Events were programmed for delivery in six parks across the Borough. GBC have suggested that the opening to the Arts in the Park programme is a larger event and at Walpole Park and a launch into the Summer in Gosport programme.

2.2 Gosport Borough Council (GBC) have supported this programme with a £20,000 fund from the Economic Development & Regeneration Museums/Cultural budget.

2.3 Hampshire Cultural Trust (HCT) have now confirmed that they are unable to deliver a large scale event in Walpole Park and have confirmed that they are willing to forfeit part of the budget from GBC to deliver this event if it can be delivered in an alternative way.

2.4 Gosport Borough Council have agreed with Hampshire Cultural Trust to withdraw £10,000 funding from the partnership arrangement.

2.5 In May 2023, Montserrat events approached GBC with an event plan to deliver a 'Party in the Park' event as a summer opening to the 'Summer in Gosport' programme. This event would replace the planned HCT event in Walpole Park and be delivered on the 29th & 30th July 2023.

2.6 Montserrat Events have provided a financial breakdown for the event at a total cost of £13,400 and have requested financial support for the event from GBC of £10,500.

2.7 The event is expected to attract over 2000 visitors and the attractions will include live music, fun fair, stalls, go karts, bouncy castle, food and beverages & children's entertainment. This will help stimulate the economy in the local area by bringing a cash injection from both local and out of town visitors, showcase a great place to visit and bring a community closer together.

2.8 This report seeks approval to repurpose the recovered £10,000 from the HCT partnership funding to support the 'Party in the Park' event being proposed by Montserrat Events.

2.9 Stoke Road Community (SRC) are a group of local people working,

running business's and living in or around the Stoke Road area. SRC have worked hard to build a community in Stoke road, supporting the economy in this area and supporting the development of Stoke Road being a bustling place to work and shop.

- 2.10** During 2022 SRC delivered a very successful community event day with live music, activities and entertainment for local people.
- 2.11** Due to the success of this event, SRC would like to hold an event during 2023 programmed for 16th September 2023. With the high volume of footfall at the previous event and the expected numbers there will be Health & Safety implications resulting in a necessary partial road closure.
- 2.13** The event is expected to attract over 1000 visitors and the attractions will include free children's activities, live music, food & beverages. This will help stimulate the economy in the local area by bringing a cash injection from both local and out of town visitors, showcase a great place to visit with a variety of independent shops and bring a community closer together.
- 2.14** A partial road closure in Stoke Road will cause a significant cost implication for the event.
- 2.15** Following a successful application, funding of £1,000 from the Community Grant Scheme was allocated to SRC in March 2023.
- 2.16** Due to the rising costs of the SRC event programmed for 16th September 2023, further funding support has been requested for £9,000. This funding support will enable SRC to continue driving economic growth in the area. The increase in costs of the event in excess of those set out in the initial funding application include road closure costs of £5,000 - £10,000.
- 2.17** This report seeks approval to transfer £9,000 from the underspent Criterion Theatre revenue budget – into the Economic Development Museums/Cultural Budget with approval to award £9,000 funding to SRC in support of their summer event.

3.0 Risk Assessment

- 3.1** There will always be an element of a risk when issuing payments to a third party organisation. The Council have financial and legal due diligence measures in place to ensure that the risks are minimised.
- 3.2** Weather could be an issue for the two events. If there are strong winds or heavy rain this could see a dramatic difference in visitor numbers attending both events. Some elements of the Montserrat event may not be able to take place under such circumstances and most of the Stoke Road activity would not be able to take place.

4.0 Conclusion

- 4.1** The report sets out the financial support required for the two additional events programmed as part of the Summer in Gosport programme.
- 4.2** Supporting these events provides economic development & regeneration value, supports our cultural strategy in line with our Corporate Plan and provides opportunity for local people to attend a free event in a local setting making arts and culture easier to access.

Financial Services comments:	The financial implications arising from the recommendations are contained within the body of the report
Legal Services comments:	The decision to provide direct grant funding is within the competency of the relevant decision making Board. The confirmation of the financial basis for such usage of funds has been addressed within the report.
Equality and Diversity:	NA
Climate Change implications:	NA
Crime and Disorder:	NA
Service Improvement Plan implications:	NA
Corporate Plan:	Supports the corporate plan through partnership working and helps deliver against our priorities.
Risk Assessment:	Contained within para 3.0 of the report
Background Papers:	NA
Appendices:	NA
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