

TOWN COUNCIL – 2 NOVEMBER 2015

REPORT FOR DECISION **FUTURE MANAGEMENT OF THE GOLOWAN FESTIVAL**

Recommendation One

To transfer the management and control of the 2016 Golowan Festival and all future Golowan festivals to a locally established community interest company (or similar incorporated charitable organisation).

Recommendation Two

To approve the package of financial support at Appendix A for the community organisation appointed by Penzance Town Council to take responsibility for Golowan.

Background

At the last Council meeting on 21 September a resolution was passed to employ a professional event management company to carry out the core functions of the 2016 festival.

The decision taken on 21 September was taken in closed session with a confidential report so that there could be an open discussion of the issues that had forced the Town Council to take action. The issues related to personnel (both employees and contractors).

The stimulus to take action arose from Cornwall Council's loss of confidence in Penzance Town Council's management of the festival in 2015 and their plans to undertake a special review of the management of Golowan under an independent chair provided by Plymouth City Council.

Cornwall Council's review took place in Camborne on 25 Sep 2015 and involved most of the members of the Council's Safety Advisory Group. The Mayor, Acting Town Clerk and Festival Director were invited to attend the meeting which lasted 3 hours. Penzance Town Council was debriefed on its failures and weaknesses in preparing for the 2015 festival and the changes required for a successful festival in 2016. It was made clear that the status quo could not continue into 2016 because unless substantial improvements were made it was unlikely that the necessary road closures would be approved putting the festival in doubt.

The decision to engage professional event management was not taken lightly. It acknowledged the need for more robust management of Golowan and the Town Council's difficulty supervising delivery itself with limited staff and an increasing range of responsibilities. The Town Council therefore had a capacity issue which will become worse with the new responsibilities.

The Council's decision prompted objections from within the community that the appointment of a professional event management company would marginalize community involvement in Golowan and undermine its community ethos. In

response the Town Council entered into a dialogue with community representatives including three previous Golowan Directors. The conclusion from these discussions was that an appetite existed for the Golowan Festival to return to community control (similar to arrangements pre-2006) and that sufficient individuals with the necessary skill, experience and commitment were available to ensure successful delivery of Golowan through a local not-for-profit community group if the Town Council provided some financial support.

The first recommendation therefore acknowledges the community interest and capacity to deliver the festival in future and the second recommendation proposes a package of financial support for 3 years to ensure financial viability and the security of the festival in the long term.

Two key requirements for successful delivery of the Golowan Festival need to be re-stated here:

- a. Adherence to Cornwall Council's timetable for the delivery of plans to support road closure applications given that road closures are essential for delivery of event.
- b. Setting and living within realistic budgets to avoid an overspend and the risk of insolvency. The Town Council's proposed grant funding for the event does not include underwriting any losses incurred by the new community organisation.

At this stage the Town Council has no preference for how the successful company organises itself, other than to say:

- a. The organisation should be incorporated to ensure individuals are protected from personal liability in the event of financial failure and also so that the organisation's accounts are available for public scrutiny.
- b. The organisation should be a not-for-profit or charitable organisation to ensure surpluses are re-invested in future events and that the community ethos is maintained.
- c. The organisation has aims compatible with local public expectations of the Golowan Festival.

Appendix A is the Council's proposed package of financial support for the event.

Appendix B contains the Council's timetable for applications from community organisations to take over the event.

Appendix C contains Cornwall Council's guidance and notification forms for planning and organising a large event.

Note. The Town Council has no objection in principle to a Charitable Incorporated Organisation (CIO) taking charge of Golowan but is concerned about the time it takes to set up such an organisation, their relative newness and the complexities of trading with such an organisation.

Appendix A

Penzance Town Council's Package of Support

Proposed support package.

Item	Explanation	Value
Barbican Office	Rent and rates. (not utilities). There may be a token charge for lease/licence.	£3250
Erection of Golowan flags	Erection/recovery of flags is currently part of a Golowan budget item covering deployment/recovery of road signs and barriers and other Golowan support activities. Removal of flag erection/recovery will reduce Golowan costs by c.£4,000. PzTC to retain manufacture of flags.	£4000
St Anthony's Car Park	Needed for Golowan week. To be provided at no cost by PzTC or PzTC to cover cost if still in CC ownership.	£2000
Fireworks (Mazey Eve)	To be included in Golowan budget to avoid need for PzTC to create separate road closure & safety plan. This item is budget neutral. Firework grant element (£5,000 max.) to be refundable if new company decides not to mount display.	
Cash grant for event.	Annual grant to event for 3 year life of agreement.	£5,000
Start-up grant.	Once only payment for working capital & start-up costs.	£5,000
Capital equipment.	Office IT, stock of road signs and other equipment (Stab vests) to be leased to new company for a token sum. Capital value £3000.	
Total		£19,250 (2016) £14,250 (2017 and 2018)

Other Golowan Revenue.

The Town Council contribution typically represents between 25% and 33% of Golowan income. The other sources of income are approximately:

Stall fees:	£19,000	
Fair Operators Fee:	£20,000	
Sponsorship:	£5,000	
Advertising:	£5,000	
Merchandise (profit)	£2,000	
Ticket sales:	£2,000	Total:£53,000

Appendix B

Timetable for transference to the new company

2 November – Committee decision.

3 November – Firm expressions of interest to run the 2016 festival will be sought from the community. Advertised on Town Council's website.

13 November – Submissions from Community Interest Companies (or equivalents) returned to Town Council office.

17 November – Chairs' Committee meet to review the submissions, decision taken.

18 November – Successful company informed and transference to begin immediately, to enable an event notification notice to go from the successful company to Cornwall Council before Christmas. Followed by the first SAG meeting In January to present the event management plan to Cornwall Council.