

## Bath & North East Somerset Council

MEETING:	Economic and Community Development Policy Development and Scrutiny Panel
MEETING DATE:	27 September 2012
TITLE:	Bath Festivals contract: Annual review
WARD:	ALL

### AN OPEN PUBLIC ITEM

#### List of attachments to this report:

Appendix 1: Report from Bath Festivals

Appendix 2: Budget and Attendance data

## 1 THE ISSUE

Report to the Panel on the performance of Bath Festivals. Bath Festivals is currently contracted to deliver services to B&NES residents for the period 2011-2014. This report summarises their performance to date, and identifies areas for improvement in performance.

## 2 RECOMMENDATION

The Economic and Community Development Policy Development and Scrutiny Panel is asked to agree that:

2.1 The report, together with the two appendices, is noted

2.2 Officers work with Bath Festivals to support improvement in performance

### 3 FINANCIAL IMPLICATIONS

3.1 The Council has a contract with Bath Festivals for the period 2011-2014 (Decision E2171, March 2011, refers). Bath Festivals is an independent Company, limited by guarantee, and a registered Charity. The Council has no interest in the Company.

3.2 Bath Festivals delivers the following activities and services under the contract:

Bath International Music Festival, annually 2011-2014

Bath Literature Festival, annually 2011-2014

Year-round education programme in support of both festivals, 2011-2014

Whats on Website, 2012-14

3.3 The contract fee payable for the services is as follows:

2011-12      £220,583

2012-13      £200,583 + £10,000 for Whats on Website

2013-14      £150,583 + £10,000 for Whats on Website

The fee has been reduced in each consecutive year in response to the Council's savings and efficiency targets. The same level of service is required from Bath Festivals each year, the reduction in Council funding being met from earned income (box office sales) and income from trusts, foundations and other public funding. Bath Festivals is to be congratulated for consistently maintaining a high level of performance in light of these substantial reductions in public funding, and for its success in external fund-raising.

All funding for 2013-14 is indicative and will be subject to the approval of the Budget for 2013-14 by the Council in February 2013.

3.4 In addition, Bath Festivals receives the following benefits annually 2011-2014:

Rent & service charge £24,782

Room hire discount £16,046

3.5 Bath Festivals also runs the Bath Box Office which is outside the contract and not subsidised by the Council. However the Council contributes financially to the purchase of upgraded ticket sales software used by the Box Office, as follows:

£12,000 per year x 5 years, 2012-2017

All funding for 2013-14 and future years is indicative and will be subject to the approval of the Budget for each year. The Box Office services 90+ client organisations and therefore forms a vital part of the local cultural infrastructure for ticket sales, marketing, and promotion of events and concerts.

3.6 Bath Festivals also runs the Bath Children's Literature Festival which is outside the contract and not subsidised by the Council. The Children's Literature Festival

has been very successful and has significantly increased engagement with children and young people.

3.7 Bath Festivals is funded by Arts Council England for the period 2012-2015:

2012-13      £190,218

2013-14      £194,593

2014-15      £199,652

Arts Council England funding enables Bath Festivals to programme innovative and high quality arts festivals, with artists and performers who would not otherwise come to Bath. The festivals receive 4 and 5 star reviews in the national press and strong endorsement from Arts Council England assessors.

3.8 The Panel is referred to Appendix 1, report from Bath Festivals, for further detail of earned income, fund-raising, leverage, and economic impact – all of which figures demonstrate that the organisation continues to be very successful and contributes significantly to the local economy.

## **4 THE REPORT**

4.1 The Panel is referred to Appendix 1, report submitted by Bath Festivals. Bath Festivals' Chief Executive will attend this meeting and will respond to the Panel's questions.

4.2 Council Officers undertake monthly monitoring of the contract with Bath Festivals, so that progress can be monitored and issues requiring improvement can be addressed swiftly.

4.3 There is an annual review of the contract with the Cabinet Member for Sustainable Development. The next annual review is 18 October 2012 which will review the performance for 2011-2012.

4.4 The organisation is one of the largest arts providers in Bath and NE Somerset, by turnover and number of staff. It has a national and international reputation for the Bath International Music Festival and Bath Literature Festival, and these events contribute to Bath's reputation and status as a cultural centre that attracts visitors and tourists. Equally important is Bath Festivals' work with and for residents, especially the year-round education programme and its engagement with schools and youth settings.

4.5 The key area where Officers would like to see improvement is in delivery of services and activities in North East Somerset, outside the city of Bath. In 2010-11, the contract target required Bath Festivals to deliver 20% of activity in venues outside Bath. The actual performance was: 9% of Music festival events delivered outside Bath, and 1% of Literature festival events. Officers have some concerns that Bath Festivals have so far found it difficult to deliver the required level of activity in North East Somerset. The organisation is responding in a proactive manner and will address this through consultation with the local communities, changes in programming (in response to community need), and better targeting of pricing and promotion. Officers are working closely with Bath Festivals to support this activity.

4.6 Officers note that Bath Festivals' delivery of work with schools is excellent. In 2010-11, 52% of schools activity was delivered in NE Somerset, and 12.5% in the more deprived areas of Bath. Further detail is shown in Appendix 1.

4.7 It was recognised that the 20% target set for 2010-11 was challenging. Consequently, for the 2011-2014 contract, phased targets were agreed for the proportion of work to be delivered in North East Somerset:

2011-12 target 10% - performance to be reported Oct. 2012

2012-13 target 15%

2013-14 target 20%

4.8 Appendix 2 shows Council expenditure on Bath Festivals as a proportion of all expenditure on funded arts activity (Table 1); attendance/participation in Bath Festivals activity as a proportion of attendance/participation in all funded arts activity (Table 2); and list of all arts organisations funded 2011-12, amounts funded to each, and attendance figures for each (Table 3).

## **5 RISK MANAGEMENT**

5.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

## **6 EQUALITIES**

An Equalities Impact Assessment has not been completed for the following reasons: This report is an interim progress review of performance.

A full Equalities Impact Assessment has been completed for the overall Arts Development Strategy 2011-2014 and is published on the Council website here: [Equalities Impact Assessments: Service Delivery](#)

## **7 CONSULTATION**

7.1 Ward Councillor; Cabinet Member; Policy Development and Scrutiny Panel; Stakeholders/Partners; Section 151 Finance Officer; Chief Executive; Monitoring Officer

7.2 The report was drafted in consultation with Bath Festivals.

7.3 Councillor Katie Hall is a member of Bath Festivals Board and the report was sent to her as part of the draft circulation process.

## **8 ISSUES TO CONSIDER IN REACHING THE DECISION**

8.1 Social Inclusion; Customer Focus; Young People

## **9 ADVICE SOUGHT**

9.1 The Council's Monitoring Officer (Divisional Director – Legal and Democratic Services) and Section 151 Officer (Divisional Director - Finance) have had the opportunity to input to this report and have cleared it for publication.

<b>Contact person</b>	Ann Cullis, Senior Arts Development Officer <a href="mailto:ann_cullis@bathnes.gov.uk">ann_cullis@bathnes.gov.uk</a> 01225 396455
<b>Background papers</b>	Arts Development Strategy 2011-2014: Decision report E2009 Bath Festivals contract 2011-2014: Decision report E2171
<b>Please contact the report author if you need to access this report in an alternative format</b>	