

Briefing on South Hams Art Festival

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Cllr John Birch – Lead for South Hams

The idea of the festival is a development of the Totnes Festival which was very successful. The idea of expanding the festival across South Hams stems from the Totnes Arts Festival.

Totnes Festival provided 30 events across 30 venues in the Town. All sorts of venues were used, pubs, cafes, etc. Venue operated their own box office and kept any entrance money. The idea is that this would be replicated across South Hams with a variety of venues taking part with either their own identified activities or one provided by the organisers (if possible). There would be 10 days of events with a view to making the Festival an annual event.

Theme of the Festival would be based around Climate Crises and Climate Change.

There would be 5 main Creative Hubs: Totnes, Kingsbridge, Ivybridge, Salcombe and Dartmouth. Its hoped that all other Towns/Parish would also take part with planned activities. A programme detailing activities and events would be produced. They would also be advertised on all social media platforms. Target audience would be national.

Ask from Parish Councils:

- Funding
- Identification of potential venues – Church's are being approached separately
- Support to access primary schools to allow for theater workshops based around Festival Theme
- Development of activities and identification of venues

Funding:

Total budget £160,000. £95,000 of funding being allocated to staff costs.

District Council has pledged £32,000 and will be asking Parishes/Towns to pledge £32,000 between them. It is expected that this will be apportioned occurring to size with the 5 main Town hubs contributing the most. Total number of Towns/Parish across South Hams 55.

Cllr John Birch from South Hams will be asking to attend all Council meetings to discuss in more detail and will at that point give an indication of specific amount requested from each Town/Parish.

Rest of funding will be secured through a bid to the Arts Council. Need commitment from Parish Councils as 40% of bid needs to be secured from other sources.

There will be very little if any funding for any local groups wishing to put on events. These will have to be self funded or funding secured through grants applied for by those organizing the event. 5 organisations will be chosen through a bidding process to receive seed funding. Funding provided will be approx. £1.5k per group.

District Council will not back if Towns/Parishes do not pledge and if bid to Arts Foundation unsuccessful discussions will need to take place re whether Festival goes ahead albeit with smaller budget.

Benefits of Festival

- National publicity of events could bring an increase in visitors to the Town/Parish and/or the venue
- Puts South Hams on the map and the Town/Parish
- Increases revenue for the venue depending on expenditure on the activity
- Raises the profile of Climate change and Climate Crises

Drawbacks

Precept will potentially need to be increased to pay contribution. Residents would need to be convinced that it was value for money

Individual venues may benefit from increased revenue from events held but there would be no financial return for the Council

Volunteer fatigue. It is envisaged that volunteers will be needed to develop and run events.

Town/Parish might have pledged money but would not benefit as no events held in their area.