

DECISION TAKER: CLLR ANNE WEIR, CABINET MEMBER FOR LOCAL ECONOMY

REPORT TITLE: WINCHESTER DESIGN FESTIVAL – REQUEST FOR PROJECT FUNDING

13 JANUARY 2020

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WARD(S): ALL

PURPOSE

This report provides the information to support a one-off grant funding contribution to the Winchester Design Festival to be held in October 2020.

RECOMMENDATIONS:

- 1 That the Council offers a seed-corn grant contribution of £20,000 towards the Winchester Design Festival.
 - a) That 50% of the payment is made in 2019/2020 on signing of a funding agreement and the remaining 50% is paid in 2020/2021 on receipt of a project completion report outlining how the project outcomes have been met.
 - b) That the Council's funding agreement stipulate there should be no expectation of funding for repeat festivals.

IMPLICATIONS:1 COUNCIL STRATEGY OUTCOME

- 1.1 The (emerging) Council Plan has identified as a priority the need for a vibrant local economy which will be achieved through (amongst others things) “working with business, universities and colleges to position Winchester District as a centre for digital, creative, knowledge–intensive networks”.
- 1.2 The Economic Development Strategy, which is currently in development, has identified the creative, digital innovation sector as important to the local economy with the potential, through appropriate support, for future growth.

2 FINANCIAL IMPLICATIONS

- 2.1 The Council’s seed-corn grant contribution of £20,000 for the Winchester Design Festival will be funded through a budget virement from general 2019/20 underspends . It is recommended that 50% of the payment is made in 2019/2020 on signing of the funding agreement and the remaining 50% is paid in 2020/2021 on receipt of a project completion report outlining how the project outcomes have been met.
- 2.2 The funding is aimed at establishing the inaugural Winchester Design Festival and the funding agreement between the Council and event organisers, Worthwhile Works, will stipulate that there should be no expectation of funding for repeat festivals which would need to be self sustaining.

3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 s1 of the Localism Act 2011 gives the Council a general power of competence, to enter into a grant agreement. Authority to enter into the agreement is under the scheme of delegation to Service Lead – Legal in Part 3.4 of the Council Constitution.
- 3.2 Worthwhile Works (WW), the festival organisers, will be required to enter into a grant agreement with the Council that sets out the detailed terms and conditions upon which specific amounts of funding will be advanced to the grant recipient by the Council which include the following heads of terms:
- a) WW will comply with the council’s guidance on planning an event and seeks guidance from the Safety Advisory Group (SAG) completing all the necessary paper work, which includes event management plans;
 - b) WW festival will include a wide spread of activity and involve the local business community, attractions, eateries, retailers and accommodation providers as the Council considers to be appropriate in order to generate wider economic benefits across Winchester District;
 - c) WW becomes a member of the Festivals in Winchester Group co-ordinated by Winchester Business Improvement District (BID) to

ensure engagement and collaboration with other festivals prior to drawn down from the fund;

- d) Prior to drawn down from the fund WW provides the council's tourism team with timely and up to date content and images to aid with the promotion of the festival via Visit Winchester's marketing channels and networks.
 - e) Prior to drawn down from the fund WW secures the additional match funding from other sponsors or grant applications.
 - f) discretion to withhold or suspend payment of any grant instalment in a number of circumstances including that the grant period has expired or the authority considers that unsatisfactory progress with the Project has been made;
 - g) restricts the use of grant to fund the Festival;
 - h) monitoring and reporting requirements;
 - i) observance of statutory requirements to the grant recipients including the Equality Act 2010, the Health and Safety at Work Act 1974 and the Modern Slavery Act 2015; and
- 3.3 all staff employed or engaged by it are paid an equivalent hourly wage which is equal to or exceeds the National Living Wage. Prior to entering into the funding agreement the council will require from Worthwhile Works a full funding proposal, outlining expected audience numbers and outcomes in line with the council's Council Plan, schedule of costs and that the Winchester Design Festival encompasses sustainable design.

4 CONSULTATION AND COMMUNICATION

- 4.1 Worthwhile Works has been in discussion with the Economy and Tourism & Arts team officers and the Cabinet Member for the Local Economy over the proposals and how the council might be able to support the event. As part of that work, WW were asked to establish what interest there was with local stakeholders and business community for an event. This was undertaken with a favourable response from a number of organisations including Winchester School of Art/Southampton University and Winchester BID.

5 ENVIRONMENTAL CONSIDERATIONS

- 5.1 The Council's Carbon Neutrality Action Plan sets out how it aims to be carbon neutral by 2024 and Winchester District by 2030. One of the actions within the plan is to work with festivals to minimise and/or mitigate their carbon impacts. The Council will provide support and information to the Design Festival so that as part of the event planning measures are included such as: reducing the need to travel by car by both participants and audiences; use of renewable energy coupled with energy efficiency measures; use of products

and materials that are carbon neutral especially in print, exhibitions; event merchandise and material collateral; and minimises waste etc.

6 RISK MANAGEMENT

- 6.1 The event organiser Worthwhile Works will be required by the Safety Advisory Group to prepare a risk assessment for the Winchester Design Festival event.

Risk	Mitigation	Opportunities
<i>Property</i> Events held in venues are poorly managed and cause disruption and damage.	The event risk assessment and event planner will include all on site management arrangements, including set up and pack down. All crews will need to be briefed on working practices within venues.	Venues hosting any events will benefit from wider exposure and promotion within the Festival, to potential users and future clients.
<i>Community Support</i> Local business and resident community see event activities as a nuisance and hindrance to their daily routines.	An engagement and communications plan will be required to ensure the event provides information on what is happening where and when. Events need to be co-ordinated so as not to create clashes with other things taking place at that time, hence the need for the organisers to be part of the Festivals Group.	The event can give opportunities for businesses and individuals to be involved, to participate and benefit from the activities.
<i>Timescales</i> The organisers are not able to plan the event by October 2020.	A detailed project proposal is required as part of the funding agreement, including a delivery schedule / timetable. Regular contact will be maintained with the event organisers to track progress.	
<i>Project capacity</i> The organisers are not able to deliver the event; in part, or entirely or to the quality required, due to	As above the detailed project proposal required for the funding agreement will include management and governance	

Risk	Mitigation	Opportunities
lack of resources.	arrangements to ensure delivery.	
<i>Financial / VfM</i> The event fails to secure financial support and does not become a self sustaining event.	The seed-corn funding for one year minimises the financial risk to the Council.	Should the Festival secure its investment and develop into a major annual event, this will be a significant additional business growth / promotional showcase for the District.
<i>Legal</i> Grant funds are not used for the purposes for which they were intended.	The funding agreement between the Council and the event organisers will cover miss-use of funds with a claw back clause.	Through our funding agreement we will be able to evidence the outcomes that are achieved.
<i>Innovation</i>		
<i>Reputation</i> The Council attracts negative feedback if the event is not successful or fails to meet the expectations of sponsors and participants.	Through regular contact with the event organisers and via the Festivals' Group, progress on delivery will be reviewed.	A successful event will attract positive media coverage and sponsors and participants will be advocates for the event and Winchester.
<i>Other</i>		

7 OTHER KEY ISSUES

7.1 None

8 SUPPORTING INFORMATION:

8.1 The Winchester Design Festival is being organised by Worthwhile Works, a non-profit organisation based in Winchester and is being planned to take place from 20 to 30 October 2020. It is being championed and developed by Director, Wendy Wyatt. It is supported by the south central universities including; Winchester School of Art/Southampton University, Winchester University and Portsmouth University. Further backing is being sought from a range of partner organisations such as the Art Council for England and Enterprise M3 Local Enterprise Partnership (LEP).

8.2 A fundraising strategy is in place to attract private sponsorship, but seed-corn funding is required to develop the event collateral such as branding and a website.

8.3 The objectives for the festival are to:

- a) Excite and inspire young people about how design embraces their life and future lives.

- b) Bring the design community together that is neither currently connected nor receiving the voice or impact it merits. It will generate new relationships and collaboration, covering architecture, visual arts, innovation, retail, graphic design, communication agencies, product design, craftsmanship etc.
- c) Accelerate business growth and increase employability by showcasing businesses, open doors and facilitate opportunities and by helping graduates and freelancers to showcase themselves to a wide audience
- d) Promote Winchester to the world as an innovative city celebrating its creative heart alongside its heritage.

9 OTHER OPTIONS CONSIDERED AND REJECTED

9.1 Three options were considered following the request for funding support from Worthwhile Works:

- a) Do not fund at all but support through event promotion via the Council's Economy and Tourism & Arts teams. This is seen a valid approach once the festival is established, however in order to attract investment and become self financing a small level of working capital is required to launch the event. Therefore this option was rejected.
- b) Contribute funding over a longer period of three years at £20,000 each to enable the Festival to become established. This option was considered on the basis that it would help the festival to be self financing, however was rejected because it was felt that if the festival was valued by business community and sponsors it should be able to use this in the second year to host another event.
- c) Provide seed-corn funding to enable the first Festival to be held in 2020 with a one-off contribution of £20,000. This is the recommended option as it provides the initial confidence and backing needed for the organisers to build the event, attract other sponsors and to have enough working capital to launch the event. The one-off support does not create a sense of dependency on the Council to fund future festivals, but does demonstrate the wish to support this sector of the economy.

BACKGROUND DOCUMENTS:-

Previous Cabinet/Committee Reports or Cabinet Member Decisions:-

None

Other Background Documents:- None

APPENDICES: None