

# TAUNTON DEANE BOROUGH COUNCIL

## EXECUTIVE COMMITTEE

July 19<sup>th</sup> 2006

### FUNDING TO SUPPORT THE 2006 WESTIVAL

(This is responsibility of Executive Councillor J Clark)

Report of Strategic Director (Joy Wishlade)

#### EXECUTIVE SUMMARY

The Westival is a new arts festival which is being launched in Taunton this summer which is being put on via collaboration between a number of arts organisations (the Brewhouse, Taunton Music Trust and Taunton Town Centre Company amongst others). The aim is to establish Westival as an annual festival that will grow in size and prominence over the next three years and an ambition to make Taunton a cultural destination bringing increased tourism and wealth into the area. The recommendation is that the Executive approve £19,000 funding from reserves to support this initiative in its first year.

#### 1. INTRODUCTION

The Westival is a new annual summer arts festival which is starting this summer. It has come about due to collaboration between a number of organisations within the town including the Brewhouse Theatre and Arts Centre, the Taunton Music Trust and the Taunton Town Centre Company. Various other businesses and organisations have pledged their support and £8,500 has been raised in sponsorship so far. The Westival organisers plan that it will grow into an Arts Festival of regional and national standing over the next few years. Timed to coincide with the already established Flower Show, the benefit to tourism and the local economy should be considerable.

#### 2. PROGRAMME

The Westival will run from July 28<sup>th</sup> to August 6<sup>th</sup> and will provide a programme to suit a range of tastes which will include top professional acts together with young local musical talent. The venues will include the Brewhouse, St James' church, Vivary Park and a drive in movie theatre at Priory Bridge Road car park.

Highlights include:

- Comedienne Sue Perkins
- Mozart concertos with Orchestra West conducted by Oliver Gooch from the Royal Opera House
- A music marquee which will host local bands in the day and professional jazz in the evening
- An evening with Germaine Greer
- Garden Opera in Vivary Park (in conjunction with the Flower Show)
- Drive in movie theatre

- Midge Ure
- Closing concert party of film music
- Children and young peoples' activities

### **3. FUNDING**

The Westival is working on the usual financial model for annual festivals i.e. that they lose money in the first year, break even in the second and make money in the third. The sponsorship money is being used to under write those events which will not pay for themselves but additional funding is required for the marketing, crucial to the success of the Westival, and to the administration of bookings etc. The organisers have been actively seeking funding from organisations in the area and although £8,500 has currently been raised many have indicated that they would be willing to sponsor year 2 of the Westival which gives them more notice in allocating budgets. TDBC has already contributing £500 from its tourism promotion budget and £2,000 for the 05/06 arts budget towards marketing.

However, in order for the first year of the Westival to be a success the marketing needs to be significant. The higher the marketing spend, the bigger the reach. The Westival organisers consider the programme has national significance. It is therefore suggested that TDBC provide a further contribution of £19,000 from reserves to add to the marketing budget and to support the efficient administration of the event.

### **4. RECOMMENDATION**

That the Executive support the Westival 2006 with a grant of £19,000 from reserves

Joy Wishlade  
Strategic Director  
Taunton Deane Borough Council