

TAUNTON DEANE BOROUGH COUNCIL

COUNCIL MEETING 10 OCTOBER 2006

Part I

To deal with written questions to and receive recommendations to the Council from the Executive

1. COUNCILLOR CLARK

Funding to support the 2006 Westival

the Westival Is a new Arts Festival which was launched in Taunton this summer. It was put on by the Brewhouse Theatre, Taunton Music Trust and Taunton Town Centre Company together with others working in collaboration with each other. The aims were to establish Westival as an Annual Festival that would grow in size and prominence over the next three years and make Taunton a cultural destination, bringing increased tourism and wealth into the area.

Various other businesses and organisations had pledged their support and £8,500 had been raised in sponsorship. The Westival was working on the usual financial models for Annual Festivals and they expected to lose money in the first year, break even in the second and make a profit in the third year. The sponsorship money was used to underwrite those events which would not pay for themselves but additional funding was required for the marketing which was crucial to the success of the Westival and to the administration of bookings. The organisers had actively sought funding and although £8,500 had already been raised many had indicated that they would be willing to sponsor year two of the Westival which gave them more notice in allocating budgets. The Council had already contributed £500 from its Tourism Promotion Budget and £2,000 from the 2005/06 Arts Budget towards marketing.

However in order for the first year of the Westival to be a success the marketing needed to be significant. The higher the marketing spend the bigger the reach. The Westival organisers considered that the programme had national significance. It was therefore considered that this Council should provide a further contribution of £19,000 from reserves to add to the marketing budget and to support the efficient administration of the event.

It is therefore RECOMMENDED that a Supplementary Estimate of £19,000 be made from General Funds to provide a grant in support of the Westival 2006.

Councillor John Clark

