

EAST AYRSHIRE COUNCIL
CABINET MEETING – 21 JANUARY 2009
MATCH FUND 2009/10

Report by the Depute Chief Executive/Executive Director of Corporate Support

1. PURPOSE OF REPORT

- 1.1 To recommend that Cabinet approve, in principle, a grant award from the 2009/10 Match Fund Budget, to the Darvel Music Company, to support the costs of the Darvel Music Festival in 2009.

2. BACKGROUND

- 2.1 Darvel Music Festival has been in existence since 2002 and comprises a programme of concerts featuring over 30 international and regional artists. The Festival attracts around 3,000 people each year.

3. THE DARVEL MUSIC FESTIVAL

- 3.1 The Festival aims to continue as an annual event, on the basis of a main festival running over a two week period, operating in alternate years and a smaller weekend festival taking place, in the intervening years. The Festival events all take place at Darvel Town Hall.
- 3.2 Darvel Music Company, the Festival organisers plan to hold the larger of the Festivals in May 2009, within the context of the Homecoming 2009 Celebrations and they are seeking £25,000 from the Match Fund in financial year 2009/2010.
- 3.3 The funding awarded for the 2008 Darvel Music Festival was £10,000 and this was paid from the 2008/09 Match Fund Budget.

4. FINANCIAL OVERVIEW AND ASSESSMENT

- 4.1 The total projected cost of staging the Festival in 2009 is estimated to be approximately £115,000. The Darvel Music Company has already secured a commitment of £10,000 of grant funding from EventScotland, for the 2009 event, although this is conditional on securing the whole funding package required to finance the Festival. In previous years, the group has been successful in securing additional grant awards, sponsorship and revenue generated through ticket sales.

- 4.2 Because of the increase in scale and size of the 2009 Festival, several meetings and discussions have been held and it was agreed that the production of a detailed three year Business Plan would be required to justify and secure future awards from East Ayrshire Council and other grant making organisations.
- 4.3 Under the Scheme of Delegation, grant funding has been approved by the Head of Planning and Economic Development and the Business Development and Tourism Manager to fund an external consultant to prepare a three year business plan, which will address the funding and marketing issues which require to be undertaken to make the Festival sustainable in the future.
- 4.4 Tenders for the commission to prepare the Business Plan are being sought and it is proposed that the Business Plan be completed no later than the end of February 2009.

5. FINANCIAL IMPLICATIONS

- 5.1 The allocation to the Match Fund Budget for the financial year 2009/10 has yet to be determined and will follow approval of the Council's 2009/10 Revenue Budget. This project would form the first commitment from the 2009/10 Match Fund Budget and therefore, it is anticipated that, based on 2008/09 budget levels, it could be fully met from the 2009/2010 Match Fund Budget, leaving a positive balance for funding other project applications.
- 5.2 The cost of the external preparation of the Business Plan will be funded from the Business Grants budget 2008/09, within which there is available resources.

6. POLICY AND LEGAL IMPLICATIONS

- 6.1 There are no policy/legal implications arising from this report

7. COMMUNITY PLANNING ISSUES

- 7.1 The project will assist in meeting the objectives of the "Improving Opportunities" and the "Improving the Environment" themes of the East Ayrshire Community Plan.

8. RECOMMENDATIONS

- 8.1 Cabinet is asked to approve :

(1) an award, in principle, of £25,000 to support the costs of the Darvel Music Festival in 2009, pending the submission of the completed business plan which answers the question of sustainability of the Festival; and

- (2) a delegation to the Depute Chief Executive/Executive Director of Corporate Support to give final approval to the award of the Match Fund Grant, following receipt of and agreement that the Business Plan is satisfactory, failing which the Depute Chief Executive/Executive Director of Corporate Support will report back to Cabinet.

Elizabeth Morton
Depute Chief Executive/Executive Director of Corporate Support

DD /jrs : 12 January 2009

LIST OF BACKGROUND PAPERS
Nil

Members wishing further information should contact Dave Donaldson, Projects Officer on 01563 553514

IMPLEMENTATION OFFICER : Karl Doroszenko