

## NFNPA RAPC 306/16

### NEW FOREST NATIONAL PARK AUTHORITY

### RESOURCES, AUDIT AND PERFORMANCE COMMITTEE – 5 SEPTEMBER 2016

#### NEW FOREST ARTS FESTIVAL – ARTS COUNCIL BID

**Report by:** Fiona Wynne, Grants Officer

#### 1. Summary

- 1.1 The New Forest Arts Festival showcases and celebrates the unique landscape, heritage and culture of the New Forest through a wide variety of art forms. To help grow the festival the Authority is preparing a bid to the Arts Council to commission a series of artworks which will act as a centrepiece for the festival. We are seeking member consideration and approval on submission of the application to the Arts Council for £94,950.

#### 2. Background

- 2.1 The New Forest Arts Festival is currently supported through Our Past, Our Future landscape partnership scheme. The aim has always been to grow the festival into an increasingly professional event, commissioning artworks as funds become available.
- 2.2 A steering group was formed in May 2015 made up of 10 partners from the arts sector, venues and public sector organisations. The Authority is managing the festival until at least 2019 but over time the steering group will be encouraged to take on this role enabling the Authority to take a step back.
- 2.3 The group identified the Arts Council as a potential funding partner, and particularly Grants for the Arts which supports people and organisations that use the arts in their work. The fund can support a wide variety of arts-related activities and is one of 12 funding programmes currently offered by the Arts Council.
- 2.4 As the Authority's main activities are not related to the arts, Hampshire Cultural Trust has recently agreed to partner with the Authority on the bid. Partnering with an arts based organisation is more favourable to the Arts Council and enables the Authority to benefit from the Trust's artistic direction and expertise and vice versa.

#### 3. Proposal

- 3.1 A bid to Grants for the Arts has been drafted. Once an application is submitted a decision is expected in 12 weeks. Subject to member approval the Authority would submit an application in September 2016.
- 3.2 If successful the bid will commission professional artists to undertake one flagship event and three smaller bespoke events or installations per year over a period of three years. Commissions will provide a centrepiece to the festival and help encourage the development of new audiences as well as drive footfall to venues and artists working in the New Forest and encourage more artists to engage with the landscape. Community outreach will be a significant part of the commissions and active dialogue and debate will be encouraged throughout.

- 3.3 Commissions will be developed in partnership between the steering group and artistic director, and will follow a framework that will be developed during the first year of the project. A part-time temporary consultant will act as project coordinator to contact artists and groups, upload information and handle enquiries. A communications assistant will provide support to the festival to help promote the work to wider audiences.
- 3.4 A draft budget of £168,750 is being proposed, and the grant applied for will be £94,950.

Table 1: Draft budget for Grants for the Arts bid

<b>Costs</b>	<b>3 year total (£)</b>
Marketing	19,950
Project coordinator	12,000
Communications assistant	12,000
Steering group – in kind	19,800
3 x flagship event commissions	60,000
15 x bespoke event commissions	45,000
<b>Total</b>	<b>168,750</b>

- 3.5 If successful the funds will contribute towards the New Forest Arts Festival and will potentially help support other projects within Our Past, Our Future including interpretation work produced as part of New Forest Connects. The proposal is also part of a wider plan to increase visibility of the Authority's work amongst a wider audience and utilise this to bring in corporate funding.

#### **4. Recommendation:**

**It is recommended that Members consider and approve the submission of the application to the Arts Council for £94,950.**

#### **Papers:**

NFNPA RAPC 306/16 New Forest Arts Festival – Arts Council Bid

#### **Equality Impact Assessment:**

There are no specific equality or diversity implications arising out of this report.

#### **Contact:**

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