

GRANT APPLICATION 2015/16 – ASSESSMENT AND RECOMMENDATION

Priority Corporate Outcomes	To promote family and community well-being and encourage engaged, cohesive and safe communities To work with business and local communities to ensure that Barnet's town centres benefit from growth	
Organisation	BARNET BOROUGH ARTS COUNCIL	ref 18/C/LAA
Address	c/o All Saints Arts Centre, 122 Oakleigh Road North, N20	
Corporate policy, aims and objectives		
<p>The council is committed to promoting civic pride; to facilitating the conditions where an active and diverse community can thrive; and to ensuring that Barnet remains a harmonious and cohesive place in which to live. Extending community involvement in arts and recreational activities is an effective means of promoting social integration; building community cohesion; and generating pride in the borough. Community festivals traditionally involve local people taking responsibility for their community and serve to give opportunities to local residents to celebrate what they have achieved and bring different parts of the community together.</p> <p>The Entrepreneurial Barnet Strategy aims to make Barnet the best place in London to be a small business, recognizing that town centres are at the heart of communities. Strategic collaboration seeks to create an attractive environment for businesses, shoppers and residents.</p>		
Activities / proposal		
<p>Barnet Borough Arts Council (BBAC) is a registered charity formed in 1965 to foster and promote the arts in Barnet. It helps organise and present public concerts, dramatic performances, recitals, arts exhibitions, lectures, arts festivals and other arts events.</p> <p>BBAC publishes a quarterly arts magazine, listing events by member societies and individual artists; arranges an annual drama competition for amateur dramatic societies and an annual poetry competition for adults and children; and stages exhibitions at The Spires Shopping Centre in Chipping Barnet and at summer festivals.</p> <p>This application concerns an annual one-day 'Christmas Fayre' held in Barnet High Street, initiated in 1995 by The Spires and a major fast food chain, which BBAC took over organising in partnership with The Bull Theatre in 2005. To take place this year on Sunday 6 December and commencing with a procession to be led by the Mayor, the event includes a craft fair; live music; dance displays; children's and other professional entertainers; static displays; and stalls promoting the work of local businesses, charities and voluntary organisations, held also at the shopping centre, Barnet Museum, The Bull and local churches.</p> <p>The fayre is expected to attract up to 16,000 people if a record attendance in 2014 is replicated. It generates valuable additional footfall for local retailers and traders, including new businesses and enterprises occupying stalls for publicity purposes, and an opportunity to showcase goods at a time of economic uncertainty. Local retailers have previously reported improved turnover extending beyond the festive period by virtue of how the event brings Barnet Town Centre shops and amenities to the attention of a wider public.</p> <p>A bucket collection on the day is in support of designated charities and good causes, this year Barnet Museum.</p>		

The event serves to stimulate interest in the community; raises awareness of local services and activities; and promotes the work of the voluntary sector. The Children's Service especially acknowledges the opportunity it gives to children and young people to participate and to families to celebrate together.

Cost and financial need

BBAC's accounts for the year ended 31/3/2014 show expenditure of £3,108 and a surplus of £56 on core activities, excluding the Christmas Fayre. Net current assets were £293. The draft accounts for 2014/15 show that the 2014 Christmas Fayre, which the council supported for the first time with a grant of £800, generated a surplus of £2,391, largely as a result of a significant increase in revenue from advertisements in the festival brochure, which rose from £5,550 in 2013 to £6,894.

Estimated expenditure on this year's event is expected to be similar to last year (£11,840), even allowing for the need to employ more professionally trained stewards to compensate for yet further reduced police involvement in managing the closure of the high street and pedestrian movement. Publicity; the hire of gazebos, equipment and lighting; and road closure and other regulatory fees (£7,960) account for 67% of the budget. Other costs include the hire of premises; artists' expenses; insurance; and administration. Income, which derives from hire charges for stalls; advertising; concessions from the funfair rides; and donations, is estimated to be £9,446 on the basis that advertising revenue will fall by 50% because of the loss to the management committee of two key fundraisers.

The grant requested, which bears no relationship to the estimated shortfall, is £1,685, firstly to contribute to the cost of the stewards (£815) and secondly to pay for a professional entertainer (£870).

The application is not supported this year as the surplus carried forward from last year's event (£2,391) combined with a festival working contingency of £650 means that £3,041 is in hand to make up a projected deficit of £2,394.

Grant recommendation, type and conditions

NIL

Date: October 2015