

**GRANT APPLICATION 2017/18 – ASSESSMENT AND RECOMMENDATION**

<b>Priority Corporate Outcomes</b>	To promote family and community well-being and encourage engaged, cohesive and safe communities To support the local economy to grow the improve living standards by boosting incomes and opportunities for people in Barnet	
<b>Organisation</b>	<b>BARNET BOROUGH ARTS COUNCIL</b>	<b>ref</b> 18/C/LAA
<b>Address</b>	c/o The Bull Theatre, 68 High Street, Barnet	

**Corporate policy, aims and objectives**

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.

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, and to create the conditions for sustainable business growth in the future.

**Activities / proposal**

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.

BBAC publicises the activities of member societies and individual artists through a quarterly arts magazine and on its website; arranges an annual drama festival for amateur dramatic societies and an annual poetry competition for children and young people; and stages exhibitions at The Spires Shopping Centre in Chipping Barnet and at summer festivals. In May, it piloted the inaugural North Finchley Festival as a showcase for local musical talent and to raise awareness of what the town centre has to offer.

This application concerns the 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 3 December and commencing with a procession to be led by the mayor, the event includes a street market promoting the work of local businesses, charities and voluntary organisations, with stalls also at the shopping centre, Barnet Museum, The Bull and local churches; interactive craft and drama workshops; choirs and other live music; dance displays; and a commercial funfair.

The fayre is expected to attract up to 16,000 people, new attractions for young people in response to feedback such as a goal scoring competition, power dancing and cheerleader demonstrations having been added to the itinerary. It generates valuable additional footfall for local retailers and traders, including new 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.

A bucket collection on the day is traditionally in support of designated charities and good causes, this year Homeless Action in Barnet, the beneficiary of this year's mayor's appeal.

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 31/3/2017 show expenditure of £3,094, principally on production of the quarterly magazine, excluding the Christmas Fayre, which made a surplus last year of £581 compared to a deficit of £1,288 in 2015, reflected in an overall surplus of £804. Net current assets were £3,585, of which £1,868 was earmarked for the drama festival, leaving an uncommitted balance of £1,717.

The council supported the Christmas Fayre for the first time with a corporate grant of £800 in 2014/15. An award of £1,800 in 2016/17 towards last year's event incorporated £1,000 on a one-off basis to buy radio microphones for volunteer stewards, acknowledging the need to increase the volunteer workforce to compensate for reduced police involvement in managing the closure of the high street and pedestrian movement. Earlier this year, BBAC was awarded a one-off grant of £1,950 towards the cost of arranging the first North Finchley Festival.

Estimated expenditure on this year's event is £14,866, an increase of 10% on 2016, attributed mainly to the appointment of additional paid security guards; artists' fees; and an increase in road closure costs. The other main elements of the budget include the production of a brochure, banners and signs; the hire of premises, stalls, equipment and lighting; other regulatory fees; insurance; and administration. The budget shows an estimated shortfall of £1,766 on the basis that revenue from stall hire, advertising and concessions from the funfair and a one-off award from Waitrose (£900) will generate income of £13,100. The request is for a grant of £2,000, a figure that included £600 to purchase theatre costumes to be shared with The Bull, a proposal that has now been abandoned for this year.

The award recommended adds £600 to the grant in 2014/15 in recognition of the need to augment the professional security team and to offset a 25% increase in road closure costs.

### Grant recommendation, type and conditions

<b>£1,400</b> (£1,073 from the former Borough Lottery Fund and £327 from Edward Harvist Charity)	Start-up grant	<input type="checkbox"/>
	One-off grant	<input checked="" type="checkbox"/>

#### Special conditions:

None.

### Target grant outcomes

(a) To encourage social integration and community cohesion and (b) to stimulate growth in the local economy.

**Date:** November 2017