

**GRANT APPLICATION 2018/19 – 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 and 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 148 Friern Park, N12	

**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, art exhibitions, lectures, arts festivals and other arts events.

BBAC publishes a quarterly arts magazine, listing events by member societies and individual artists; arranges an annual drama festival for amateur dramatic societies and an annual poetry competition for adults and children; and stages exhibitions at shopping centres and at summer festivals across the borough. It also organises, in partnership with The Bull Theatre, an annual one-day 'Christmas Fayre' held in Barnet High Street.

This application relates to an event successfully piloted in 2017, the North Finchley Festival, to be held over the Whitsun weekend of 19 & 20 May 2018, pursuant to BBAC's stated aim of encouraging more community festivals in the borough.

The inaugural event involved performances by 55 musicians, embracing styles from rock to jazz and hip hop to Irish country, two choirs and a classical pianist, to a combined audience of 1,600 at six local venues. It was well received, attracting television, radio and press coverage and social media dialogue, and generated positive feedback from the public, marking, as it did, the start of the summer festival season in Barnet.

This year's festival will involve a similar number and variety of musicians performing throughout each day and evening in cafes, pubs and shops in the area, showcasing local musical talent; enriching the local arts scene; and creating valuable additional footfall for local retailers and traders, who will offer discounts to customers, increasing awareness of North Finchley town centre and bringing shops and amenities to the attention of a wider public in an era when on-line shopping is growing in volume. Musicians will also play and sing outdoors.

The festival publicity will also promote other concerts and exhibitions in the locality at Arts Depot and Trinity Church; weekly art classes at the church; and the upcoming summer festivals at Whetstone, East Finchley and East Barnet.

The festival is recommended for support on the basis that it will help celebrate what the borough offers; stimulate interest in the local economy; and complement the Entrepreneurial Barnet Strategy.

### 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, reflected in an overall surplus of £804. Income is principally from annual member subscriptions, donations and fundraising. Net current assets were £3,585, of which £1,868 was earmarked for the 2017 drama festival, leaving an uncommitted balance of £1,717.

BBAC was awarded two corporate grants in 2017/18, one of £1,950 in support of the inaugural North Finchley Festival, which, combined with some commercial sponsorship, helped it to break even, and the other of £1,400 towards the 2017 Christmas Fayre, reduced from £1,800 in the previous year.

The cost of arranging the second year of the festival is shown as £7,900, reflecting increased expenditure on publicity with a view to generating interest from further afield and including the hire of public address equipment; promotional material with sponsors' branding; and insurance. The request is for the council to replicate last year's award, sponsorship of £950 having been obtained from local retailers and an anonymous donor having pledged up to £5,000 as security against loss. Entrance to all events will be free of charge.

The grant recommended acknowledges how the publicity will seek to reach out to all communities and target people new to the area, including those living in new residential developments in the vicinity.

### Grant recommendation, type and conditions

**£1,950**

Start-up grant

One-off grant

#### Special conditions:

Payment of the award should be subject to an undertaking to provide a report on the festival, evaluating its success.

### Target grant outcomes

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

**Date:** April 2018