

EVESHAM TOWN COUNCIL

Minutes of the Meeting of the **EVESHAM TOWN PROMOTION COMMITTEE** held at 6.30 pm on **MONDAY 3 MARCH 2014** in the Council Chamber, Town Hall, Evesham.

Those present:

Chairman: Cllr M Hammon
Vice-Chairman: Cllr A P Booth

Councillors: Cllr J Bulman, Cllr M S Goodge, Cllr R S W Jones,
Cllr Mrs D R W Raphael, Cllr Mrs R Whiting

Officers: Mr S D Carter (Town Clerk), Ms T Collett (Almonry Heritage Tourist Information Centre Manager)

One member of the public was present.

1. Apologies for Absence

Apologies for absence were received on behalf of Councillors A L Dyke, G O'Donnell and C D Homer.

2. Declarations of pecuniary or other interest including requests for dispensation (if any)

There were no declarations made under this agenda item.

3. Financial Statement

The Town Clerk had circulated with the agenda the expenditure agreed from the promotion budget of £18,500 for the current financial year.

Expenditure for 2013/14 as of 25 February 2014

Town Plan	£ 368#
Town Plan	£ 132*
Evesham VE Festival	£1,825
Almonry Publicity	£1,549
Festival of Music	£3,500
Festival of Brass	£3,000
River Festival	£1,885**
Town Guide (reprint)	£2,300
Pie & Ale Festival	£1,500
Bands in the Park	£2,000
Website Design	£ 249
<u>Total</u>	<u>£18,308</u>
Remaining budget	£192

#The Committee agreed a payment of up to £500 towards costs of the Town Plan. So far, £368 had been paid.

*Earmarked for the Town Plan project

*Not yet paid, but Town Plan have now requested this additional funding.

**Excludes firework contribution of £3,000, which comes from a different budget heading.

NOTED

4. Almonry Heritage and Tourist Information Centre – 3rd Quarter Report 2013/14

A report prepared by The Almonry Heritage and Tourist Information Centre Manager, Ms Collett, had been circulated to all Committee Members with the agenda informing of the activities and use of the Centre for quarter three.

Ms Collett commented upon the visitor figures, which were up when compared to the same period last year, primarily driven by the period of free entry.

Members were informed that during this period the Almonry had welcomed archaeology students from the University of Worcester as part of their studies. This had been the first time that the university had visited the Almonry. In addition, the Almonry had recently been used as for the photos after a civil ceremony.

It was explained that the Almonry had begun coordinating projects to mark the start of World War I. The Almonry was liaising with other groups such as the Quakers and the Royal British legion, and had offered them exhibition space.

Ms Collett explained that the Almonry's first bid for Heritage Lottery Funding (HLF) had been unsuccessful. However, feedback had been very positive and the Almonry had been invited to reapply with minimal changes. This would be done in mid March with a decision date in June. In response to a question, it was explained that the project could be resubmitted multiple times if necessary.

NOTED

5. The Almonry Heritage Centre – Free Entry Review

Circulated with the agenda was a report from The Almonry Heritage Centre Manager Ms Collett, which explained that The Almonry Museum had been free to enter from 19th September. This was due to end at the end of March to coincide with the reopening of Abbey Bridge. The report looked to compare both the footfall and the impact on Almonry income this period had had. The report included the following statistics:

FOOTFALL

Category	2012	2013
Adults	365	900
Concessions	517	729
Children	225	320
Total	1107	1949

The footfall into the Almonry rose by approximately 57% over the whole period. There was a slow down in visitor numbers over the Christmas period, however, this was a common trend, and the incumbent weather could have had an affect.

INCOME

During 2012, admission was charged at £3 per adult and £2 per concession (senior or student aged between 12 and 18). 'Sales' in the table referred to the sale of gifts, maps, books, children's activity packs and gallery items.

Category	2012	2013
Admission Fees	£2139	£0
Sales	£1551.73	£3047.88
Total	£3690.73	£3047.88

Income was negatively affected by a total of £642.85.

During the two-month period, the Almonry received a total of £687.55 in donations, meaning that the average donation was £0.42 per person, not including children who have free entry regardless.

It was explained that whilst footfall has risen by 57% income has fallen by 17% during the five months of September 2013 to February 2014. During the period January to August 2013, total income from admissions was £4955.70. During the whole of 2012, it was £5780, 37% of the Almonry's total income for that year.

The Centre Manager explained that the sale of gifts, books and children's packs were not enough to cover the shortfall in income created by not charging admission. Whilst there were a greater number of visitors, this was not translating into significant increased sales. It was also reported that many tourists and visitors to Evesham were surprised at finding the museum was free to enter as most expect to pay an admission fee, and that HLF were of the same opinion given the size of the museum.

It was further explained that at the last review, if free entry was made permanent, the shortfall could possibly be made up by grants. However, the Centre Manger explained that having conducted research, there were very few grant-giving bodies that funded the day-to-day running of a museum or heritage centre. Instead, they preferred to concentrate their resources on projects. In addition, applying for grants was a time consuming procedure that would take up a considerable amount of officer resources.

The Centre Manger concluded that in her opinion this has been an interesting experiment at a time when there was increased public opinion in favour of free museums, without the necessary additional funding being available to make that a viable long-term proposition for many institutions. If the museum had seen a larger donation per head being freely given, there may have been a real case for considering free entry until such time as the Almonry/HLF project was underway. However, at present the Centre Manager considered that the loss of income, especially during such busy times as the Easter and Summer Holidays, was too great.

Members considered at length both the implications of keeping the Almonry free to enter, and reintroducing a charge. The free entry was widely supported, however it was appreciated that the level of donations coming in was not enough to sustain this. Other options included the introduction of free entry to residents but charging everybody else a higher charge than the current £3.

In response to a question, it was explained that there was Friends of the Almonry, which brought in some additional income, and that this was promoted within the museum.

Another idea put forward by Members was to increase the admission fee for everybody, but that that ticket automatically became a 12 month pass to allow the purchaser to return to the Almonry Museum as many times as they liked for free during that period. It was explained that this was common practise at various museums and attractions around the country. Members commented that this would primarily benefit local residents especially, as it would be they who would have the most opportunity to return repeatedly, but only have to pay once. In response to a question, the Centre Manager confirmed that the logistics of putting the necessary things in place to undertake this would be manageable. It was further commented that the charging structure and the idea of 12 months free entry could be reviewed in 12 months time.

It was therefore **RESOLVED** that standard adult admission to the Almonry museum be increased to £5 per person, but that this ticket be valid for unlimited readmission for the following 12 months, regardless of where the person lived. It was further **RESOLVED** not to increase the concession charge of £2 (under 11s free), but that there ticket is also valid for readmission for 12 months.

In response to a question, it was confirmed that a system would be put in place to prevent the transfer of tickets from one individual to another.

6. PROMOTION FUNDING APPLICATION FORM

Circulated with the agenda was a draft application form and guidance notes. It was explained that this form was intended to be distributed to those wishing to apply to the Promotions Committee for funding for their event or festival.

The reasoning behind the introduction of a form was that it standardised all applications and aimed to ensure that applicants provided all the appropriate information from the start.

Members stated that it was necessary to have such a form in order to aid them in their decision making process and to ensure that the funding was being spent appropriately.

It was questioned as to why these grants for festivals and events were dealt with separately and by a different committee to those that deal with the grants for local charities and questions. In response, Members stated that the Promotion Committee dealt with events designed to enhance and promote the town and that they were keen for this to continue and be administered separately from the grants for local organisations.

Members suggested four additions are made to the form to include the following:

- A question asking the applicant to confirm whether they are a registered charity or company, and if so to provide their number

- A question asking what will happen to any surplus following the event
- A requirement to submit bank statements for the last 6 months, and if no specific account is held for the event, an explanation as to why and how the funds will be monitored
- Profit and loss statements for those who had put on the event or festival for which they were applying for funding before.

It was therefore **RESOLVED** that the form as attached at appendix A, and including the amendments as stated above, be adopted for use by applicants when seeking funding from the Promotion Committee.

7. Matters raised, for information only, at the discretion of the Chairman

There were no matters raised under this item.

There being no further business, the meeting closed at 7.20 pm.

COUNCILLOR M HAMMON
CHAIRMAN



Evesham Town Council

Application for Festival/Event Funding

(please complete electronically)

1. **ORGANISATION REPRESENTED BY THE APPLICANT**
(NB: This will be the name the payment is made to should an award be agreed)

2. **CONTACT DETAILS**
NAME:.....
ADDRESS:.....
.....
POSTCODE:.....
EMAIL:.....

3. **FESTIVAL/EVENT NAME**

4. **ARE YOU A REGISTERED CHARITY OR COMPANY? (If yes, please detail the registration number)**

5. **NUMBER OF PEOPLE ESTIMATED TO ATTEND**

6. **AIMS AND OBJECTIVES OF THE FESTIVAL/EVENT** *(Please continue on a separate page if necessary)*

7. **HOW WILL YOUR FESTIVAL/EVENT BENEFIT EVESHAM?** *(Please continue on a separate page if necessary)*

8. TOTAL COST OF THE FESTIVAL/EVENT *(please include a breakdown of costs)*

£.....

9. WHAT COSTS ARE YOU APPLYING FOR?

CAPITAL: £.....

EXPENDITURE: £.....

9. HOW WILL ANY SHORTFALL BE MET?

10. IF THERE IS A SURPLUS, WHAT WILL HAPPEN TO IT?

11. OTHER SOURCES OF FUNDING/INCOME

DISTRICT: £.....Confirmed (Y/N)

COUNTY: £.....Confirmed (Y/N)

SALES: £.....Confirmed (Y/N)

SPONSORSHIP: £.....Confirmed (Y/N)

OTHER SOURCE: £.....Confirmed (Y/N)

12. PLEASE PROVIDE THE FOLLOWING SUPPORTING INFORMATION. IF YOU ARE UNABLE TO PROVIDE ANY OF THE INFORMATION, PLEASE EXPLAIN WHY.

- | | |
|--|---|
| <input type="checkbox"/> 6 months bank statements. If no specific account for event, please explain where funds will be paid and how monitored | <input type="checkbox"/> The most recent income and expenditure account or in the case of a new event/festival a fully costed current plan with financial information |
| <input type="checkbox"/> A business plan or explanation of how the event will work | <input type="checkbox"/> Details of any additional funding secured or applied for, as well as any fundraising carried out |
| <input type="checkbox"/> Constitution or rules of the organisation | <input type="checkbox"/> Profit and loss details of the previous event/festival |

All organisations that receive a grant are asked to provide a written report to the Town Council within 4 months of the award date. It is also a requirement that the Town Council is acknowledged on any publicity (programmes, websites, reports, posters etc) produced to promote your event. By signing below you confirm that you will comply with this.

Signed:..... **Date:**.....