

### 13. CORE-FUNDED AND IN-HOUSE FESTIVALS AND EVENTS FUNDING 2002/3

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The purpose of this report is to recommend a programme of funding for core-funded and in-house festivals for the 2002/3 financial year.

#### CONTEXT

One of the major roles for the Festivals and Events Interim Advisory Board (now the Festivals and Events Subcommittee) when it was established was to undertake a strategic review of the in-house festivals and events, as well as those the Council core funds. It was also briefed to make recommendations to the relevant standing committee on programmes of funding for future financial years. It was thought to be important that a programme of funding for all core-funded and in-house events were considered together rather than individual festivals and events being looked at in isolation. Whilst not directly under review by the Subcommittee, the other festivals and events taking place in Christchurch (either with or without Council involvement) have been considered in arriving at the recommendations. The Subcommittee has now undertaken the strategic review and is ready to make recommendations on funding for the 2002/3 year.

2002/3 year will be the first one in which the Subcommittee has made recommendations on funding. Consequently a significant process of familiarisation and review has taken place with each festival currently funded.

In order to arrive at its recommendations the Subcommittee has undertaken the following process:

- (a) Familiarisation with the Festivals and Events policy.
- (b) Initial familiarisation with the festivals and events currently funded (timing during the year, level of funding, duration etc). Information provided by staff.
- (c) Development of an 'ideal' picture for festivals and events in Christchurch (see Appendix 1). This included the identification of three distinct types of festivals/events; Visitor Icon, Community and Specialist/Niche.
- (d) Each existing festival/event placed in relevant category (Appendix 2).
- (e) Development of tool to assess festivals/events against the outcomes of the Festivals and Events Policy and aspects of management.
- (f) Festival Trusts/Event organisers asked to rate their festival/event against the Festivals and Events Policy outcomes.
- (g) Meetings took place between sub-groups of the Subcommittee and representatives of each festival trust and the event organiser to discuss; the contribution of the festival/event to the policy outcomes, the long-term vision and development of the festival/event, funding and the management of the festival. The assessment tool developed in (e) above was used during these meetings.
- (h) Subcommittee came together to review the results of the sub-group meetings and draw conclusions.
- (i) Subcommittee developed funding strategies in order to provide some consistency and rationale to its funding recommendations (Appendix 3)
- (j) Subcommittee applied funding strategies, developed funding recommendations and conditions.
- (k) Staff drafted this report.

Note that the following festivals and events were excluded from parts (f)-(h) of the process for the following reasons:

**Waitaha Cultural Festival** – Council committed to funding in 2002/3 as final year in three-year agreement.

**Primary Schools Cultural Festival** - Council committed to funding in 2002/3 as final year in three-year agreement.

**Adam Cello Festival** – event organiser recently resigned from position and no new event organiser yet recruited.

**Coca Cola Christmas in the Park** – event organiser based in Auckland and had recently spoken to a full meeting of the Subcommittee.

**Candlelight Carols** – relatively minor funding level and this level of information not considered necessary.

The recommendations made by the Festivals and Events Subcommittee are subject to discussion and approval by the Arts, Cultural and Heritage Committee. The recommendations of the Standing Committee will be forwarded to the Annual Plan Working Party for consideration as part of the Draft Annual Plan. Once the Draft Annual Plan is published the funding recommendations will be subject to submissions in the normal way. It is suggested that the external members of the Festivals and Events Subcommittee be invited to join the Annual Plan Hearings Committee for the relevant submissions.

The Subcommittee has spent a significant amount of time considering the overall picture and each festival's position in it. The Arts, Cultural and Heritage Committee and Annual Plan Working Party are encouraged to consider the recommendations in the context of an overall package or programme.

The Subcommittee believes that it has approached its task from a strategic point of view and that its recommendations point the direction for significant improvements in the Council's return for its investment in festivals and events in future years. The Subcommittee acknowledges that there are limitations to what has been achieved in its first year of operation and considers 2002/3 to be a transitional year in moving towards the ideal picture identified and applying the funding strategies it has developed. It is considered important to provide festivals trusts and organisers with an opportunity to respond and adapt to the directions signalled.

## **CURRENT POLICY**

The primary policy of relevance to this area is the Festivals and Events Policy (Appendix 4). Clearly, other policies are also of relevance for specific festivals and events e.g. the Arts Policy for the Christchurch Arts Festival.

In making its recommendations for funding the Subcommittee has indicated the priority policy outcomes it considers that each festival/event should be contributing to. These will be communicated to the festival trusts/event organisers to help them focus their efforts and will form the basis upon which evaluations of the festivals/events in 2002/3 will be carried out.

## **FUNDING PROGRAMME FOR 2002/3**

### **(a) Funding Recommendations**

The Subcommittee's funding recommendations for core-funded festivals and events are detailed in a separate report in the public excluded part of the agenda because of the commercial sensitivity of some of the information obtained for each festival and because the Subcommittee has not yet had the opportunity to inform the relevant festival trusts of the recommendations.

The major departures from previous years in the Subcommittees funding recommendations for in-house festivals and events are as follows:

**Teddy Bear's Picnic** – The Subcommittee believes that the Teddy Bear's Picnic is becoming tired as an event. Teddy Bear's Picnic has potential synergies with Kidsplay as both events are targeted at families and the Subcommittee recommends that Teddy Bear's Picnic becomes an element of Kidsplay resulting in a number of smaller, community based teddy bear's picnics taking place around the City. The Subcommittee believes that some costs savings can be made by this and recommends that the Leisure Unit develop this concept and report back on the costs of incorporating Teddy Bear's Picnic in to Kidsplay.

**Retro!** – The Subcommittee recognises Retro! as an event that a number of people enjoy however considers that most of the market is able to pay for this type of entertainment. In addition there are a number of commercial providers offering a similar type of entertainment. Consequently the Subcommittee recommends that Retro! not be funded in 2002/3.

**Twilight Movies** – The Subcommittee considers that there are many opportunities for people to attend movies within the City provided on a commercial basis (including outdoor movies in the Festival of Romance). Consequently the Subcommittee recommends that no funding be provided for the Twilight Movies in 2002/3 and that they should only take place if they can be fully funded from sources outside the Council

A summary of the Festivals and Events Subcommittee's funding recommendations for 2002/3 for the in-house festivals is presented below. More detailed information including the expected funding trend for each festival/event, the priority policy outcomes the Council should be trying to achieve through the festival/event and recommendations or conditions on individual festivals/event are attached as Appendix 5.

### In-House Festivals

Festival	Direct Costs		Approx. Overall Costs*	Comments
	2001/2	2002/3		
Kidsfest	68 500	70 000	203 000	
Showtime Canterbury	65 000	66 300	154 000	

### SummerTimes

Festival/Event	Direct Costs		Approx. Overall Costs*	Comments
	2001/2	2002/3		
Classical Sparks	120 000	122 400	231 000	
Starry Nights	90 500	92 300	165 000	
Summer Theatre	34 000	34 700	75 200	
Kids Play/ Teddy Bear's Picnic	6 000 20 000	To be decided	11 000 27 000	Teddy Bear's picnic to become an element of Kids Play
New Year's Eve Concert	22 000	22 400	59 000	
Retro	17 100	0	45 000	
Twilight Movies	16 500	0	28 000	To be continued only if it can be self-funding.

\* See notes below on the difference between direct costs and overall costs.

In addition the Subcommittee believes that the Botanical Bands programme should continue as part of SummerTimes with the bands being encouraged to perform on a voluntary basis at other times of year as well. There is no specific budget line for the Botanical Bands programme and the Subcommittee believes that the cost to operate it is in the region of \$10 000.

The Subcommittee generally considered that the in-house Events Team is doing a good job in delivering the festivals and events. It is however difficult to compare the costs and budgets of in-house festivals with the core-funded festivals because of the different cost structures. The in-house festivals and events are made up of three broad types of costs:

Direct Costs: the disbursements on the festival or event.  
 Staff Time: charged to the festival or event through timesheets.  
 Council Overheads: a proportion of the overall costs of the Council organisation and Leisure Unit allocated to the festival or event.

The table above shows the direct costs (identified as separate budget lines in the Corporate Plan) and the approximate overall costs based on a full financial year. It is evident that the overall costs of in-house festivals/events are significantly higher than those for broadly similar core-funded festivals. However because of the requirement to allocate a proportion of the Leisure Unit and wider Council overheads to the in-house festivals/events and because the total costs of core-funded events are not tabulated it is difficult to achieve a true comparison.

### REFLECTION ON THE PROCESS AND RESULTS

In making its recommendations on the core-funded and in-house festivals the Subcommittee would like to make the following observations about what has been achieved through its work.

- A major process of familiarising the Subcommittee members with the festivals currently funded by the Council has largely been completed.

- The Subcommittee has made significant progress in understanding the issues faced by individual festivals and facing the Council as a funder of a programme of festivals that fit within a larger number of events taking place in the City each year. The Subcommittee has gained some clarity on the 'big' picture it is trying to achieve and identified funding strategies to assist in moving in that direction in a consistent way.
- Recommendations have been provided to many of the festivals, which should assist in improving and focussing them.
- It has been invaluable to have the input of external members of the Subcommittee, as well as elected members, throughout the process of strategically reviewing the festivals currently funded by the Council.
- Clear policy outcomes towards which each festival can contribute have been identified for each festival. These provide a basis upon which each festival can be evaluated in the future.
- As stated earlier in the report this is considered a transitional year in which movements towards the ideal picture have been made and the funding strategies applied. However the Subcommittee believes the job is not fully completed and will need to be continued over the next few years.
- The Subcommittee has not yet been able to carry out a full analysis of the costs of each festival and established a comparative basis upon which the relative funding levels of different festivals can be considered.
- The Subcommittee would like to be able to reach a point at which it can provide greater certainty to festival trusts and organisers by providing three year funding (not rolling). However it considers that greater progress in moving towards the ideal programme needs to be made before it is ready to recommend three year funding.

- Recommendation:**
1. That the Committee recommend direct funding for in-house festivals detailed in the table below for inclusion in the 2002/3 Annual Plan.

Festival/Event	2002/3
Kidsfest	70 000
Showtime Canterbury	66 300
Classical Sparks	122 400
Starry Nights	92 300
Summer Theatre	34 700
New Year's Eve Concert	22 400
Retro	0
Twilight Movies	0

2. That the Festivals and Events Subcommittee recommend funding for the combined Kidsplay and Teddy Bear's Picnic to the Committee once discussions have taken place with the Leisure Unit.
3. That the Committee recommend to the Annual Plan Subcommittee that external members of the Festivals and Events Subcommittee be invited to attend the Annual Plan hearings dealing with submissions on festivals and events.

**Chairman's Recommendation:** For discussion.