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## **GREAT BRITISH SEASIDE FESTIVAL**

To: **Cabinet – 31 July 2014**

Main Portfolio Area: **Community Services**

By: **Penny Button, Head of Safer Neighbourhoods**

Classification: **Unrestricted**

Ward: **Thanet Wide**

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**Summary: Request for monies to support a Thanet Wide Great British Seaside Festival.**

### **For Decision**

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#### **1.0 Introduction and Background**

- 1.1 A request has been made by Ramsgate Maritime Museum for funding for a Thanet Wide Great British Seaside Festival to be held over 2014/15.

Whilst pots of event funding are allocated to Ramsgate, Broadstairs, Margate and the Villages for distribution to event organisers who complete the application process there is no established route for event organisers to access funding for large events which take place across the island.

#### **2.0 The Current Situation**

- 2.1 Ramsgate Maritime Museum are proposing to put an event on in Ramsgate over the August Bank Holiday weekend, The Great British Seaside Festival, which will be the umbrella for a series of events taking place across Thanet in 2014/15.

The Ramsgate event will be a three day celebration of maritime, arts, music and food in Ramsgate Harbour in conjunction with Summer Squall. The Festival aims to promote Ramsgate as a tourist destination, offer opportunities to local businesses, raise awareness of the Ramsgate Maritime Museum and offer the residents and community of Ramsgate a 3 day celebratory event.

The event will include:

- Free entry to the Maritime Museum
- Displays of future development plans for the music including public feedback
- Children's craft workshops
- Drop in Sessions
- Guided history tours of the museum
- Costumed walks by Ramsgate Society.
- Traditional fairground rides
- Food and produce stalls
- Museum tearoom
- Historic ships open for visits/tours.
- Cervia and Sundowner open for educational tours

- Live Music from Coco and the Butterfields plus special guests.
- Street Theatre.

The other two weekends of the Great British Seaside Festival would take place in Margate and Broadstairs over Easter 2015 holiday. The aims of these events would be to hold fun and engaging events which celebrate the seaside and Thanet as a destination over the weekends and school holidays and to offer opportunities for local businesses.

The final programme is still to be agreed but would include:

- Live music performances and interactive workshops;
- Storytelling/creative writing sessions about the great things across Thanet;
- Oral history project with older generations about their memories of Thanet;
- Commission and performance of a dance stage with interpretative performances around the theme of 'sea';
- Traditional fairground.

There is also consideration to create projects that will have a legacy for Thanet including creating a podcast trail of Thanet – narrated walks of where to explore and what to see, create three 'hidden Thanet' trails in each town.

The organisers have requested £5000 for the Ramsgate event and £5000 for the Broadstairs and Margate Event with other income from stall hire, other funding and concessions estimated to be £13000.

### **3.0 Options**

- 3.1 Reject the proposal to hold such an event. This would mean the event would not go ahead at all.
- 3.2 Provide the full funding request of £10000 now. Due to the large time scale between now and Easter 2015 there is a risk the event may not go ahead.
- 3.3 Provide part funding for Ramsgate event now and the rest of the funding in early 2015.
- 3.4 Agree an alternative amount of funding money.

### **4.0 Corporate Implications**

#### **4.1 Financial and VAT**

- 4.1.1 The proposed event would look to receive £10000 from Thanet District Council in total during this financial year. It is proposed that this funding comes from the New Homes Bonus as there is no longer a budget held for a Thanet wide event and the event funding for the towns has already been allocated to projects.

#### **4.2 Legal**

- 4.2.1 The Authority has the appropriate range of statutory power to make the grant requested in this report.
- 4.2.2 There are no specific issues from a legal perspective provided that any required permissions are sought in relation to the entertainments to be provided.

### 4.3 Corporate

4.3.1 There is a risk that funding events in this way could be seen as unfair by other event organisers who have applied to the relevant Town Council or TDC for event funding.

### 5.0 Recommendation(s)

5.1 That the option laid out in 3.3 of the report is agreed, that is that funding for the event is agreed to be paid in two stages, £5000 now and £5000 when the events for Maragte and Broadstairs are formulated and agreed later in the year.

### 6.0 Decision Making Process

6.1 This is a budget non-key decision subject to call in / not subject to call in

Contact Officer:	Penny Button, Head of Safer Neighbourhoods, Ext 7425
Reporting to:	Madeline Homer, Community Services Director

### Corporate Consultation Undertaken

Finance	Paul Cook, Interim Corporate Resources Director & s151 officer
Legal	Colin Evans and Steven Boyle