

FULL COUNCIL 8th SEPTEMBER 2021

ROLLOVER OF FINANCIAL SUPPORT TO TOWN FESTIVALS

1. PURPOSE OF THIS REPORT

- 1.1 To agree the extension of funding to town festivals that did not take place in 2020 and 2021

2. BACKGROUND

- 2.1 Abergavenny Town Council financially supports many of the Town Festivals with a three year funding package. During the pandemic the Writing Festival took place virtually and received Town Council financial support but many of the Festivals did not go ahead in 2019 or 2020.
- 2.2 In addition, ADTA are supported similarly for the publication of the Visit Abergavenny brochure at £1800 a year

3. PROPOSAL

- 3.1 It is proposed that festival organisers receive an extension to their funding agreement in line with the number of years that the festivals have not gone ahead ie the Arts Festival were offered funding of £4500 for the festival in 2019, 2020 and 2021. The Festival has not gone ahead in 2020 or 2021 so under this proposal funding would be made available in 2022 and 2023.
- 3.2 ADTA did not produce a Visit Abergavenny brochure in 2021 as the 2020 brochure was not distributed. Many of the articles were not time limited so the 2020 brochure was distributed in 2021. However, ADTA have incurred storage costs, web hosting fees and they have refreshed the windows on Red Square but have not provided costs for this expenditure as set out below:

Sorry this is late. I am writing to apply for the grant towards our work at ADTA which I think is normally awarded in April time but last year we received later (October) probably due to Covid. .We would like to apply for the third installment of the grant that was awarded in 2018 with last payment due 2021

The grant is normally towards the brochure production and publication and keeping the website up to date and working effectively to promote visitors to the town and surrounding area..

We have not printed a brochure for this year as we had all the brochures from last year(thankfully undated) that were unable to be distributed.so we have now put them back into circulation. However the knock on effects of not getting it distributed last year were storage/warehouse costs etc

We have still had all our on going IT costs for website hosting domain name etc.

We have undertaken some long overdue refurbishment of the windows in the centre of town with new flooring and repainting of the window frames

We have also lost our income from the windows due to the lockdown and nothing being promoted

We also did not ask our members for their annual fees last year due to many members being devastated by the lockdown.

Going forward we have now restarted meetings and intend on starting to contact members for renewals to produce a brochure for 2022 as there might well be a challenge to UK holidays as so many people will return to overseas holidays.

4. RECOMMENDATIONS

- 4.1 To agree to the extension of financial support to the festival organisers relative the years that the festival did not take place
- 4.2 To award ADTA a proportion of the 'usual' grant to help with costs relating to storage, red square windows and web hosting.