AGENDA

For a meeting of the
CULTURE AND TOURISM OVERVIEW AND SCRUTINY COMMITTEE
to be held on
THURSDAY, 27 JULY 2017
at
7.00 PM
in
COUNCIL CHAMBER - COUNCIL OFFICES, ST. PETER’S HILL,
GRANTHAM. NG31 6PZ
Aidan Rave, Chief Executive

<table>
<thead>
<tr>
<th>Chairman</th>
<th>Councillor Mrs Linda Wootten</th>
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<tr>
<td>Councillor Stephen Benn (Vice-Chairman)</td>
<td>Councillor Mrs Judy Smith</td>
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<td>Councillor Katherine Brown</td>
<td>Councillor Judy Stevens</td>
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<td>Councillor Tracey Forman</td>
<td>Councillor Mrs Sarah Stokes</td>
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Cabinet Members
- Councillor Matthew Lee, Leader and Cabinet Member for HR and Cultural Services
- Councillor Kelham Cooke, Cabinet Member for Business Transformation and Commissioning
- Councillor Helen Goral, Cabinet Member for Communications and Engagement
- Councillor Michael King, Cabinet Member for Economy and Development
- Councillor Dr Peter Moseley, Cabinet Member for Environment
- Councillor Nick Neilson, Cabinet Member for Communities and Wellbeing
- Councillor Nick Robins, Cabinet Member for Retail and Visitor Economy
- Councillor Jacky Smith, Cabinet Member for Major Development Projects
- Councillor Adam Stokes, Cabinet Member for Finance

Support Officer: Anita Eckersley  Tel: 01476 40 60 80 (6517)
E-mail: a.eckersley@southkesteven.gov.uk

Members of the Committee are invited to attend the above meeting to consider the items of business listed below.

1. **COMMENTS FROM MEMBERS OF THE PUBLIC**
   
   To receive comments or views from members of the public at the Committee’s discretion.

2. **MEMBERSHIP**
   
   The Committee to be notified of any substitute members.
3. APOLOGIES

4. DISCLOSURE OF INTERESTS
   Members are asked to disclose any interests in matters for consideration at the meeting.

5. ACTION NOTES FROM THE MEETING HELD ON 23 MAY 2017
   (Enclosure)

6. UPDATES FROM THE PREVIOUS MEETING

7. OVERVIEW AND SCRUTINY COMMITTEE REMITS
   Report LDS224 of the Chairman – Culture and Tourism Overview and Scrutiny Committee
   (Enclosure)

8. CULTURE AND TOURISM OVERVIEW AND SCRUTINY DRAFT WORK PLAN
   To consider the potential work programme for the Culture and Tourism Overview and Scrutiny Committee
   (Enclosure)

9. THE DEEPINGS LITERARY FESTIVAL
   Short presentation by Councillor Judy Stevens.

10. STAMFORD GEORGIAN FESTIVAL - OVERVIEW OF THE FORTHCOMING EVENT
    Report FM0009 of the Cabinet Member for HR and Cultural Services.
    (Enclosure)

11. ANY OTHER BUSINESS WHICH THE CHAIRMAN, BY REASON OF SPECIAL CIRCUMSTANCES DECIDES IS URGENT
Before commencing the formal business of the meeting, those present observed a minute’s silent as a mark of respect to those affected by the previous day’s events in Manchester.

1. **MEMBERSHIP**

   The Committee was notified that Councillor Ray Wootten would be substituting for Councillor Mrs. Smith for this meeting only.

2. **DISCLOSURE OF INTERESTS**

   No interests were disclosed.
3. CONSIDERATION OF THE REMIT AND WORK PROGRAMME OF THE CULTURE AND TOURISM OVERVIEW AND SCRUTINY COMMITTEE

The Chairman invited those Members present to speak about any special skills or interests they could bring to the committee’s work and their previous committee experience. A number of members stated that they were particularly interested in tourism and promoting the district’s assets. One member talked about their involvement in specific tourism and arts projects, including the recent literary festival in the Deepings, while another said that they were particularly interested in finding ways to engage young people.

The Chairman circulated a briefing sheet to members of the Committee that gave an overview of the role of scrutiny and the powers of a scrutiny committee. It highlighted the conditions that led to effective scrutiny, the importance of work programming and different ways of working.

The briefing document also included suggested items that might fall within the remit of the Committee, with possible topics including arts, fairs, festivals, heritage, historic parks and gardens, leisure centres, tourism, farmers’ markets and market towns, and sports, sports development and health and fitness. A suggestion was made that the Councillor who had spearheaded the Deepings Literary Festival could make a presentation to the Committee about the event and its organisation.

The Cabinet Member with responsibility for Culture was given the opportunity to explain his vision about the use of culture as a key driver to develop the district and the importance of engaging with communities.

Members of the Committee were invited to put forward areas in which they were interested.

Discussion ensued around signage at key gateways within the district with specific reference being made to the area near Grantham railway station. There was a view that street signage could be improved to guide visitors around the town centre. Members also felt that signage for the district’s attractions could be improved, citing examples of similar work in other parts of the country. The Cabinet Members that were present advised the Committee that, as part of discussions prior to the development of a new tourism strategy, the issue of signage had been raised. It was acknowledged that the quality of signage to attractions in the district varied and would need developing as part of the tourism and cultural strategies. The County Council’s role in this was noted.

Members spoke about opportunities to signpost visitors to the St. Wulfram’s area of Grantham and the nearby heritage assets. Reference was also made to a report that was commissioned about the area when it had been announced that St. Wulfram’s Church was under consideration for Minster status. A request was made that a copy of the heritage report be circulated to members of the Committee.

A suggestion was made that there might be opportunities to work with Grantham Civic Society to help promote tourism in Grantham. Additionally,
Members agreed that more needed to be done to promote the whole district.

The Cabinet Member stated that one project he hoped would be incorporated in the development of the Tourism Strategy was linking up different attractions. He stated that a lot of visitors would go to one attraction and leave the area; he was keen to see visitors spending several days in the district, eating in the town centres and visiting several attractions.

The Cabinet Member for Culture added that he would like to carry out a large piece of community engagement work as part of the formation of a new Cultural Strategy. The strategy would have an overarching vision then themed strands covering different cultural activities including sport and arts. The project would entail identifying the current cultural offer, its provider and the aspirations of local communities. The Council could then consider its role in meeting those aspirations. Members clarified that a review had already been completed of the activities and facilities currently on offer in the district. They requested a copy of that document to support the production of the new Strategy.

Several Members spoke about the importance of car parking in attracting visitors to an area, referring specifically to the cost of car parking within the district, different ways of paying for parking and its availability in strategic locations. A review of car parking had begun in the previous municipal year; an initial report had been finalised in April 2017 then further suggestions had been added, which were being considered. Any changes made to the car parking strategy should be designed to bring wider economic benefits to the district.

4. CONSIDERATION OF ANY MEMBER TRAINING NEEDS TO SUPPORT THE CULTURE AND TOURISM OVERVIEW AND SCRUTINY COMMITTEE

Members were advised that generic overview and scrutiny training had taken place during May 2017, the slides for which were available on request from the Community Engagement and Policy Development Officer. The next relevant training session for scrutiny members was on 24 July 2017 and would concentrate on research methods and questioning skills.

If any member had any training requirements specific to the remit of the Committee, they were asked to advise the Community Engagement and Policy Development Officer. One member requested that training be available in different formats – she suggested it would be useful to have a video or podcast of one-off sessions so that those members who were unable to attend could still benefit from the training.

5. WYNDHAM PARK IMPROVEMENT PROJECT: BACKGROUND AND OBJECTIVES

Officers were invited to give a presentation on the Wyndham Park Improvement Project. The project recognised the importance of green space in attracting families to an area and Wyndham Park was considered an excellent asset for Grantham and the wider district, which the Council had a duty to maintain. Through the project the council had developed a good relationship with the Heritage Lottery Fund that led to a successful grant award. The park had also received WREN funding for work in the paddling pool area.
The Business Manager, Venue and Facilities Management drew members’ attention to performance measures included in report number FM0005. He specifically highlighted an improvement in trip advisor ranking of local attractions from ninth in 2014 to seventh in 2017, the total of 568 volunteer hours in 2017 and the visitor total of 608,820 visitors in the same year.

Members were advised that the park, which covered 10 acres, was opened in 1924. Sedgewick Meadows, which adjoined the park, was managed by the National Trust. The Trust was keen to talk and work with the Council on the development of that part of the park. The park also included a 1.8 mile walk that ran by the river, linking Dysart Park with Queen Elizabeth Park. This footpath link had proved popular with the Green Flag inspectors.

One of the conditions of the Heritage Lottery Funding was that the park had to host two significant events, the first in 2017 and the second in 2018 after the project had been completed. The 2017 project was a Shakespeare in the Park event, which was being delivered in partnership with Grantham College. In 2018 there would be an event in commemoration of the centenary of the end of the First World War. Work was on track for completion ahead of schedule, with the estimated finish date moving from August 2018 to April/May 2018. It was intended that these major events would complement the existing seasonal offer at Christmas and Halloween. Further events and promotional work were being facilitated by an Activities Officer, a role that was fully funded until late 2018 through the Heritage Lottery Fund.

The presentation included images of how the park used to look and gave details of the capital works that had been planned for the park including diagrams and elevations. The projected included the restoration of the former ticket office, the memorial shelter and the memorial archway and the conversion of the former swimming pool plant room to a visitor centre and the swimming pool to a boating lake.

As part of the project, the Council’s grounds maintenance contractor had also taken on an apprentice who would work with one of the master gardeners and receive training through a local college.

Tender documents for the project were currently subject to advert on the Procurement Lincolnshire website, with building works were expected to commence in September 2017. Officers highlighted that the biggest risk related to the project was tenders not falling within estimates.

The park had an active forum and work with schools and young people had generated a wider community project. Committee members praised the work of the forum, asking that their thanks be placed on record.

Members asked about arrangements for parking around Wyndham Park, both on a day-to-day basis and for specific events, raising concerns over the effect on neighbouring streets. While it was acknowledged that Welham Street car park was close to Wyndham Park, members expressed concerns about those people who were unable to walk the distance between the two places and people with disabilities. They also asked that consideration be given to the
proportion of accessible parking space. Approximately 100 additional parking spaces would be provided by a temporary car park for the Shakespeare in the park event. Lessons would also be applied following a recent circus event that was held in the park which did not generate any parking complaints.

Councillors were interested to know how the improvement works and the expertise gained through the project could provide benefits to the wider district including other green spaces. While they all agreed that community volunteers played a crucial role in driving forward projects, it was sometimes felt that an element of professional support could help deliver real benefits. A specific example was given of a signal box restoration project in the Deepings where volunteers had acquired the signal box and the land on which to put it, but professional support would be required to oversee the reconstruction.

Members sought clarification about whether the full length of the riverside walk footpath would be included within the improvement works. When they learned only those bits of the walk within Wyndham Park would be included, a suggestion was made that wider improvements could be made, including improving lighting.

The number of visitors reported in the performance information was recorded by a company with specialist expertise in this area. The figure included monitoring the number of people entering both ends of the park during specific periods.

6. CLOSE OF MEETING

The meeting was closed at 20:19.
SUMMARY
At its Annual Meeting of 20th April 2017 the Council determined that five Overview and Scrutiny Committees would be introduced to carry out the functions of policy development and scrutiny. It was agreed that the new Committees would develop their own remits and be sufficiently dynamic to respond to emerging challenges. The remit of Culture and Tourism Overview and Scrutiny Committee was the subject of the first meeting of the Committee on 23rd May 2017 and this report sets out the means by which the remit was developed.
RECOMMENDATION
It is recommended that Members of Culture and Tourism Overview and Scrutiny agree the remit to allow for a detailed work programme to be developed for the remainder of the municipal year and beyond.

1. BACKGROUND TO REPORT;

1.1 It was agreed at annual council in April that a change to the functions of overview and scrutiny would be introduced and that five Overview and Scrutiny Committees would be formed to replace the existing system which had been in operation since 2007.

1.2 The titles of these five Overview and Scrutiny Committees were agreed by full Council and each Committee Chairman was tasked with working with the members of their appointed Committee to develop a remit that would encompass their purpose and topic.

1.3 At its inaugural meeting on 23rd May the Culture and Tourism Overview and Scrutiny Committee discussed at length the topics Members felt should be covered which included:

- Arts
- Community and Youth Engagement
- Development of Cultural and Tourism Strategies
- Fairs
- Farmers Markets and Market Towns
- Festivals
- Heritage
- Historic Parks and Gardens
- Leisure Provision
- Sports and Sports Development
- Tourism

1.4 The remits of the Cabinet Member for HR and Cultural Services and the Cabinet Member for Retail and Visitor Economy were also considered during the debate to ensure that there was synchronicity between the remits of the Committee and Cabinet.

1.5 Work has been undertaken since the Committee’s meeting to develop a remit for inclusion within the Constitution which encapsulates all areas of the Committee’s discussion. To this end it is proposed that:

1.6 The remit of the Culture and Tourism Overview and Scrutiny Committee will be to work alongside Cabinet Members to assist with the development of policy and to scrutinise decisions in respect of, but not limited to:

- Arts
- Heritage
- Markets and Fairs
- Sports
- Tourism
1.7 These generic headings would encompass all items agreed at the Committee’s first meeting.

1.8 In addition the Committee will also have the right to call-in decisions as set out in Article 6 (6.19 Call In) and also be responsible for the overview and scrutiny of the Council’s budget/financial issues and Crime and Disorder responsibilities insofar as they are pertinent to the remit of the committee.

2. **OTHER OPTIONS CONSIDERED**

2.1 No other options were considered

3. **RESOURCE IMPLICATIONS**

3.1 There are no resource implications resulting from this report. Any resource implications relating to individual items for consideration will be addressed as required.

4. **RISK AND MITIGATION**

4.1 Risk has been considered as part of this report and any specific high risks are included in the table below:

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<tr>
<th>Category</th>
<th>Risk</th>
<th>Action / Controls</th>
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<tbody>
<tr>
<td>None</td>
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5. **ISSUES ARISING FROM IMPACT ANALYSIS (EQUALITY, SAFEGUARDING etc)**

5.1 There are no issues relating to equality and diversity or safeguarding resulting from this report. Any issues relating to individuals items for consideration will be address as required.

6. **CRIME AND DISORDER IMPLICATIONS**

6.1 There are no crime and disorder implications arising from this report.

7. **COMMENTS OF FINANCIAL SERVICES**

7.1 There may be financial implications arising from the content of the work remit of the Committee and these will be given due consideration at the appropriate time.
8. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

8.1 The Overview and Scrutiny Committees have been developed as part of a framework to assist the development of policies and scrutiny of decisions. The remit must align with relevant Cabinet functions. Any cross-over of work programmes will be considered by a meeting of all the Chairmen of the Overview and Scrutiny Committee to determine the most appropriate committee/s to consider issues.

9. COMMENTS OF OTHER RELEVANT SERVICES
None

10. APPENDICES
None

11. BACKGROUND PAPERS
The Constitution
<table>
<thead>
<tr>
<th>Current issues/status</th>
<th>Activity</th>
<th>Date</th>
<th>Outcome sought</th>
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<tbody>
<tr>
<td>Development of Cultural Strategy</td>
<td>• Our Strategy is currently embedded within a general county wide document as we focus on this area more as we move forward we will need to develop our own SKDC specific strategy.</td>
<td>6 months to prepare? Early 2018?</td>
<td>• Comprehensive Cultural programme which adds to the environment of SK and adds to the quality of life of its residents. • Effectively funded and fit for purpose programme of activity</td>
</tr>
<tr>
<td>Visitor Economy</td>
<td>• No current direct service provision in this area, relative small budget allocations. Work through comms on web development • SKDC specific strategy required</td>
<td>6 months?</td>
<td>• Appropriate positioning of the Visitor Economy within our revised ED strategy/Action Plan</td>
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<td>Festivals</td>
<td>• Existing legacy programme of bi annual events in Grantham and Stamford. • Recently helped fund and deliver literacy festival in the Deepings • Georgian festival</td>
<td>Sooner? 6 months?</td>
<td>• Increased understanding of the implications/issues emerging from this first Deeping Literary Festival.</td>
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<td>Arts and Leisure</td>
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<tr>
<td>• Currently operating 2 Arts Centres and 4 Sports Centres across the district.</td>
<td>• Baselining position for Sports and Leisure provision across the district</td>
<td>Soon</td>
<td>• To develop a greater understanding of how our festivals can contribute to the enhancement of the SK ‘offer’ and the quality of life for our residents.</td>
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<tr>
<td>• The chance to share agreement at the Deepings is under review. Future investment in the premises will depend on the outcome.</td>
<td>• Understanding of 1 LIFES currently delivery model and outcomes and outputs that delivers</td>
<td>Soon</td>
<td></td>
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<tr>
<td>• Funding drawn down from Arts Council for arts offer, however arts provision is a significant cost to the GF.</td>
<td>• Future direction of the services following detailed option analysis</td>
<td>6 months?</td>
<td></td>
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<td>• Stamford AC leased, long term, from Burghley estates.</td>
<td>• Strategy Development for each area following agreement of outcomes sought.</td>
<td>9 months?</td>
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<td>• Zero management fee as part of contractual arrangements for Sports Centres. Current contract ends Jan 2020.</td>
<td>• Potential guest speakers from Sports England and Arts council</td>
<td>tbc</td>
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<tr>
<th>Markets (Grantham Market)</th>
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<tr>
<td>• SK currently operating three markets across the district.</td>
<td>• Base Position analysis required</td>
<td>Soon?</td>
<td>• To understand the current operators of markets across the district.</td>
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<td>• Grantham market in decline, Stamford prosperous</td>
<td>• Opportunities/O ptions for future provision</td>
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<td>• Markets charter cost</td>
<td>• Other Markets –</td>
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<tr>
<td>Parks</td>
<td>Other</td>
<td></td>
<td></td>
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<td>-------------------------------------------</td>
<td>--------------------------------------------</td>
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<td>- HLF supporting refurb of W Park &gt; £1m project.</td>
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<td>- W Park has green flag status</td>
<td>- Street Signage</td>
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<td>- Parks tend to be funded by SEA's</td>
<td>- Civic society – value of heritage</td>
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<td>- Stamford parks transferred to STC</td>
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<tr>
<td></td>
<td>- Ownership of signage issues</td>
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<td></td>
<td>- Local policy?</td>
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<td></td>
<td>- tbc</td>
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<td></td>
<td>- To consider how enhanced signage can support our local visitor experience.</td>
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To inform and appropriately influence the future operations of our markets across the district.

- Increased understanding of role of Parks in the wellbeing of our communities.
- To consider future opportunities to engage with the HLF.

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<th>Parks</th>
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CULTURE AND TOURISM OVERVIEW AND SCRUTINY COMMITTEE

Report of: Councillor Matthew Lee
Leader of the Council and
Cabinet Member for HR and Cultural Services

Report to: Culture & Tourism Overview and Scrutiny Committee
Date: 27th July 2017
Subject: Stamford Georgian Festival 21st to 24th September 2017- overview of the forthcoming event

Report No: FM0009

Decision Proposal: Member information

Relevant Cabinet Member: Councillor Matthew Lee Leader of the Council and Cabinet Member for HR and Cultural Services

Report author: Suzanne Lewthwaite
Festival Producer
Suzanne@thatgirlcomms.co.uk
07816 765545

Reviewed by: Paul Stokes
Business Manager, Venues and Facilities
p.stokes@southkesteven.gov.uk
01476 406410

Signed off by: Steve Ingram, Strategic Director
s.ingram@southkesteven.gov.uk
01476 406007

Approved for publication: Councillor Matthew Lee
Leader of the Council and
Cabinet Member for HR and Cultural Services – approved 18.7.17
SUMMARY

This report is made to update the Members of the Culture and Tourism Overview and Scrutiny Committee on the programme of events arranged for the Stamford Georgian Festival to be held over 3 days from the 21st to the 24th September 2017. Members are asked to note the intended outcomes and, at a future meeting, receive a project closure report to consider the degree to which those outcomes have been achieved.

RECOMMENDATION

It is recommended that Members consider the content of this report and the information to be provided by way of presentation.

1. BACKGROUND TO REPORT

1.1 The Stamford Georgian festival is a biennial event to highlight Stamford as one of the country’s finest Georgian towns within a district that is a great place to visit, live and work. This will be the third event and is planned to run over three days from the 21st to the 24th September. There has been significant partnership working with involvement this year from Stamford Endowed schools, New College Stamford, Stamford Town Council, the Rotary Club and the Federation of Small Businesses (FSB).

1.2 The 2015 festival had a total economic impact on the local economy of £980,935 with 60% of all visitors being from outside Stamford. In 2017 we aim to increase the visitor numbers by 5% to 56,500 visitors over the weekend and increase average spend from £55 to £58.

1.3 Based on learning and feedback from previous events held, popular activities such as the carriage rides, theatre performances and the Broad Street market will form the basis of a bigger programme which offers visitors talks, music and free family activities.

1.4 This year’s highlights include:

- A newly commissioned ‘Great Georgian Science Show’.
- The attendance of some high profile names including TV art and architecture historian Dan Cruickshank, who will open the festival on 21st September and TV faces Adrian Lukis (the eponymous Mr Wickham from BBC Pride & Prejudice) and Caroline Langrishe (Judge John Deed and Lovejoy) who will close the festival with their performance of duologues in ‘An Evening with Austen’.
- College students involved in the creation of Georgian theatrical make-up, filming and photographing the event, providing additional stewards and by taking a market stall for their special needs students to sell their products.
- More free entertainment on the Meadows with a schedule of performances on both Saturday and Sunday.
- A heritage skills market on the Saturday which ties into the Stamford 50 celebrations.
- Two longer mail coach rides over the weekend which will see the coach drive around the main streets in town.
- The Saturday evening Illuminati performance culminating in Red Lion Square. This is intended to keep visitors in the heart of the night time economy. The procession will be ‘looking’ for the bull rather than ‘chasing’ it.
- An animated and narrated 3D projection onto All Saints church which brings the story of the bull-run to life before the evening climaxes with a firework display from the roof of the church.

1.5 A funding bid was submitted to the County Council and has been successful in providing us with a further £19,174 for the Saturday evening ‘illuminati’ performance referenced above.

2. OTHER OPTIONS CONSIDERED

N/A

3. RESOURCE IMPLICATIONS

A budget of £75k has been agreed by SKDC to fund the Georgian Festival. A further £19k has been approved from the County Council.

4. RISK AND MITIGATION

Risk has been considered as part of this report and any specific high risks are included in the table below:

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5. ISSUES ARISING FROM IMPACT ANALYSIS (EQUALITY, SAFEGUARDING etc.)

This report is an update on the current position. Each part of the programme will be considered to assess whether there is a negative or positive impact.
6. **CRIME AND DISORDER IMPLICATIONS**

   The event management plan has been presented to the local Safety Advisory Group and no issues were raised. The plan is a live document and will be updated as we get nearer the event.

7. **COMMENTS OF FINANCIAL SERVICES**

   The report confirms the financial implications of hosting the festival and the economic benefits that is anticipated over the duration of the festival period. Council has previously approved an ‘Events and Festivals’ reserve which will be used to fund the Council’s contribution to the festival costs.

8. **COMMENTS OF LEGAL AND DEMOCRATIC SERVICES**

   There are no specific comments relating to this report.

9. **COMMENTS OF OTHER RELEVANT SERVICES**

   None

10. **APPENDICES**

   None

11. **BACKGROUND PAPERS**

   Festival Programme