



NORTH HERTFORDSHIRE DISTRICT COUNCIL

AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: **Royston Area Committee**

2. Date: **16 Jun 2010**

3. Summary of application: **Arts Festival 2010**

Name of organisation: **Royston Arts Festival**

Sum requested: **£1,000**

Total project cost: **£11,390**

Brief details:

The aim of the festival is to showcase the talent of Royston for the enjoyment of the Royston community. This is the 4th year of the Festival, and it will run from Thursday 23th to Sunday 26th September 2010 inclusive, with 36 events drafted on the programme to date. As before, the Festival benefits from professionally designed promotional materials and steady growth in scale - organisations now attach their events to the Festival, as happens with the longer established Festivals in the Distric

Matched / linked funding: **£0**

Funder:

Discretionary rate relief: **£0**

Funder:

Comments from Development Officer:

Since last year the Arts Festival has revised its constitutuion, appointed a larger Management Cttee with clearly defined roles, appointed its first President (Alison Balsam), adopted a theme for the Festival (Who R U?) and aligned the festival Concert to focus on the talent of the town's young people. The Festival now has a website, a Twitter page and is developing a Facebook page. It continues to have the benefit of professionally designed publicity material and publicity plan, and last year conducted a thorough evaluation of that year's festival. It has made adjustments as a consequence of that evaluation. The Festival has carried forward a balance of £4205 to this year's event. The CDO commends the event to the Committee.

Amount recommended: **£1,000**

4. Comments from Ward Members:

I support / do not support this application

Name:

Signed:

Date:

I support / do not support this application

Name:

Signed:

Date:

5. For officer use:

Amount awarded from Area Budget:

£0

Amount awarded from Dev't Budget

£0

Signed off by Head of Service

Signed:

Date: