



## NORTH HERTFORDSHIRE DISTRICT COUNCIL

## AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: **Royston Area Committee**2. Date: **22 Jun 2011**3. Summary of application: **the 2011 Festival**Name of organisation: **Royston Arts Festival**Sum requested: **£1,000**Total project cost: **£11,188**

Brief details:

**The aim of the festival is to showcase the talent of Royston for the enjoyment of the Royston community. This is the 5th year of the Festival, and it will run from Thursday 29th September to Sunday 2nd October 2010 inclusive, with 42 events drafted on the programme to date, 6 up on last year. 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 District.**

Matched / linked funding: **£1,750**Funder: **Ticket sales income**Discretionary rate relief: **£7,930**Funder: **Sponsorship & donations**

Comments from Development Officer:

**The application provided included an exemplary evaluation report, showing performance of events against set targets. 1,609 people attended the core events, and a further 2,129 attended associated events. The 2010 Festival ran at a surplus of £4449; the 2011 Festival is budgetted to run at a slight deficit to be covered from reserves, which are maintained at a sensible level. 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: