



## NORTH HERTFORDSHIRE DISTRICT COUNCIL

## AREA COMMITTEE DEVELOPMENT GRANT APPROVAL FORM

1. Committee: **Royston Area Committee**2. Date: **13/07/2017**3. Summary of application: **Funding support to assist with publicity costs for Royston Festival 2017**Name of organisation: **Royston Arts Festival**Sum requested: **£1,500**Total project cost: **£14,600**

Brief details:

**Creative Royston (Royston Arts Festival) is seeking financial support from the Royston & District Area Committee to assist with publicity costs & distribution costs for the 2017 Festival programme.**

Matched / linked funding: **£10,500**Funder: **Sponsorship**Matched /linked funding: **£2,000**  
or DRRFunder: **Box office and ticket sales**Matched / linked funding: **£0**

Funder:

Comments from Development Officer:

**Creative Royston is an unregistered charity that was set up in 2007 and is run by 12 volunteers and 1 part time paid person. This year the theme is festival and events and will be running over a weekend in September.**

**Events will include a festival in Priory Memorial Gardens, the return of the Music Fest, the finale concert and many more art based events around the town.**

**Funding will be used to assist with the production and distribution of the festival programme which is delivered to all households in Royston and surrounding villages.**

**The festival is one of the showcase events in the Royston Calendar. As well as bringing many new visitors to the town, the events also help to drive up footfall for local businesses.**

**The group has been informed that after this application they will not be able to apply for further funding until 2019. The £1500 requested will help with publicity and distribution costs in 2017 and 2018.**

**The officer recommendation is £1500**

**This organisation receives no Rate Support or other formal benefits from NHDC.**

**In the last five years, this organisation has received the following awards:**

**22/06/2011 the 2011 Festival, £1000**

**13/06/2012 2012 Festival publicity materials & hire charges, £1000**

**05/06/2013 Funding support funding, £1000**

**18/06/2014 Funding support for Royston Arts Festival events, £1400**

**03/06/2015 Funding support to assist with costs for fortnight festival, £1500**

**Total awards: £5900.**