

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

15 December 2009

**Report of the Chief Leisure Officer and the
Cabinet Member for Leisure, Youth & Arts**

Part 1- Public

**Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken
by the Cabinet Member)**

1 TONBRIDGE CASTLE FESTIVAL OF MUSIC AND FIREWORKS

Summary

This report brings forward a proposed programme and charges for the 2010 Music Festival.

1.1 Background

1.1.1 At the last meeting of this Board on 22 September 2009 Members considered a report reviewing the outcome of the 2009 Festival of Music and Fireworks. The report highlighted good ticket sales, feedback from a customer survey, and some initial proposals for the event in 2010, following an initial meeting with the promoters (Musical Associates).

1.1.2 It was agreed at the last meeting of this Board that a more detailed report be considered at this meeting on the proposals for 2010, incorporating measures to continue to reduce the overall cost of the Festival to the Council.

1.2 Proposals for 2010

1.2.1 The date for next year's three day Festival will be Friday 23 to Sunday 25 July. Traditionally, the Festival takes place on the second weekend of July, but it has been changed to avoid any clash with the Football World Cup.

1.2.2 Following a further meeting with Musical Associates it is proposed that the Festival should retain a Party Night format to start the event on the Friday evening. A "Back to the 80s Show" is proposed featuring songs from The Human League, Belinda Carlisle, Heaven 17, ABC and T-Pau.

1.2.3 On Saturday night, it is felt that although the Summer Night show has performed well at the Castle over the last three years, it is now time for a change. "Strictly Musicals" is proposed as an alternative providing a combination of both music and dance.

1.2.4 The “Magic of Motown” was a new show for 2009 which received strong public support on the Sunday evening. The professional performance delivered on the night was undoubtedly one of the best evenings in the history of the event. As a result the promoters are keen to keep this show in the line up for 2010.

1.2.5 Musical Associates are also exploring the possibility of introducing a children’s matinee performance to the Festival, although this is subject to its commercial viability. Performances being investigated include Noddy and Friends, Angelina Ballerina, Peter and the Wolf or a children’s proms concert.

1.3 Ticket Prices

1.3.1 Following consultation with Musical Associates the proposed ticket prices for 2010 are as follows:

1 – 30 April 2010	1 May – 22 July 2010	23 – 25 July 2010 ** ** subject to availability
<ul style="list-style-type: none"> • £24.00 adults • £18.50 child • £15.00 Leisure Pass holder 	<ul style="list-style-type: none"> • £27.50 adults • £20.50 child • £17.00 Leisure Pass holder 	<ul style="list-style-type: none"> • £30.00 adults • £22.00 child • £19.50 Leisure Pass holder

1.3.2 Tickets will be available to purchase online via the event website www.tonbridgecastlelive.com, and directly from Tonbridge Castle Gateway.

1.3.3 The proposed prices have been brought forward in order to make the event more financially viable and to allow for increased production costs. The proposed charges are in line with other open-air concerts at local attractions across the country, and are estimated to generate additional income to the Council of £7,000, which has been reflected in the revised estimates being reported to the Finance & Property Advisory Board on 5 January 2010.

1.4 Sponsorship

1.4.1 The promoters are currently negotiating with a potential sponsor to support all their UK concerts including Tonbridge Castle. The Council is in negotiations with a number of local producers to sell samples of their wine, fruit juice and other local produce at the event.

1.5 Legal Implications

1.5.1 The Council has powers to undertake this activity by virtue of Section 145 of the Local Government Act 1972. The contract with Musical Associates (Concerts) Ltd has been drawn up in agreement with the Acting Chief Solicitor.

1.6 Financial and Value for Money Considerations

1.6.1 The overall cost of the Festival to the Council in 2009 was £12,000. On the basis that ticket sales mirror those for 2009, it is anticipated that the cost to the Council

in 2010 will be £5,000. This continues the reduction in the cost of the Festival over recent years, with the future aim to achieve break even.

1.7 Risk Assessment

- 1.7.1 A risk assessment and detailed Event Safety Plan for the Festival is undertaken on an annual basis in liaison with the Council's Health and Safety Officer. The contractor providing the firework display also has public liability insurance of £5 million. Musical Associates produce its own Health and Safety documents for the event, and employ external security staff to be on site over the weekend.
- 1.7.2 The proposed budget for 2010, which will be reflected in the overall Estimates for 2010/11 is £5,000. This is predicted on ticket sales remaining at 2009 levels. If ticket sales do not match these expectations, the cost to the Council will exceed the proposed budget.

1.8 Policy Considerations

- 1.8.1 Healthy Lifestyles, Community, Customer Contact, Communications

1.9 Recommendations

- 1.9.1 It is therefore, **RECOMMENDED TO CABINET**, that the proposed programme and ticket prices for the 2010 event outlined in the report be agreed.

The Chief Leisure Officer confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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Youth and Arts