

FALMOUTH TOWN COUNCIL

Minutes of a meeting of the Cultural Services and Leisure Committee held on 3rd July 2023 at 6:00 pm in the Atherton Suite, The Old Post Office, The Moor, Falmouth TR11 2RT.

Present: Councillors E E Seiler (Chair), L D Coley (Vice Chair), K E Edwards, D V Evans BEM, G F Evans MBE, J M Spargo and Z Young.

In Attendance: A M Williams (Town Clerk)
R Gates (Town Manager)
C Gough (Finance Assistant)

A939 **APOLOGIES**

An apology for absence were received and approved from Councillor Chin-Quee (ill).

A940 **INTERESTS AND DISPENSATIONS**

None received.

A941 **MINUTES**

It was proposed by Councillor Edwards, seconded by Councillor Seiler

RESOLVED that the Part I minutes of the meeting held on 23rd May 2023 be confirmed as a correct record of the proceedings and signed by the Chair.

A942 **TOWN MANAGERS REPORT**

The Town Manager presented his report to the Committee. In response to questions he updated on temporary toilet provision for events and sustainable practices at events and funding arrangements for Tall Ships 2023.

It was proposed by Councillor Robinson, seconded by Councillor D V Evans and

RESOLVED that the report be noted and that a future standing agenda item be an update on events provision at Princess Pavilion.

A943 **CULTURAL SERVICES COMMITTEE REPORT**

The Chair presented the Cultural Services Director Report.

It was proposed by Councillor Coley, seconded by Councillor Edwards and

RESOLVED that the report be noted and that the development of a cultural strategy for the Council be added to the objectives, and that the Cultural Services Director provides to the next meeting a review of grants received and those being, or to be, applied for.

A944 **SHORT-, MEDIUM- AND LONG-TERM PLANS**

SHORT TERM

- Changing Places toilets – ongoing – Council to fund additional costings,
- Passmore Edwards – ongoing,
- Arthur Exhibition – ongoing.

MEDIUM TERM

- Murals and Street Art,

- Further Staffing establishment rationalisation and succession planning,
- Cultural uses of Pendennis Headland – Conservation Management Plan.

LONG TERM

- Layout of Municipal Buildings,
- Public art on Prince of Wales Pier,
- Municipal Building redevelopment,
- Museum
- MEND Funding 2024

A945 INCOME GENERATORS

It was agreed that the Chair would meet with the Director of Cultural Services, Grounds Manager and the General Manager at Princess Pavilion and consider the following matters for update at the next meeting:

- Sales of public artwork in public spaces e.g., Princess Pavilion,
- Better marketing of art works prints,
- Printing of Event posters to sell,
- Art Society Annual Exhibition – used to be in the Methodist Church, then in the Poly which was expensive (40% inclusive of VAT)
- Falmouth branded merchandise, begin with Art Gallery and expand to Princess Pavilion,
- Redistribute items like postcards to other venues e.g., Princess Pavilion and Information Services front desk,
- Use of rooms in the Municipal Building for community group hire,
- Reconfigure the research offer charge for staff time.
- Tourism opportunities at Pendennis Headland (Conservation Management Plan).

A946 EXCLUSION OF THE PRESS AND PUBLIC

It was proposed by Councillor Edwards and seconded by Councillor Seiler and

RESOLVED that in view of the confidential nature of contractual matters and personal information, it is advisable, in the public interest that the press and public, be excluded from the meeting.



Town Management Events to Cultural Services 03/07/23

Events

AZAB

- The first competitors are returning to Falmouth after setting off at the start of the month. While this event is run by the Royal Cornwall Yacht Club and not us it all helps with the Falmouth profile.

Richard Mille Cup

- Again, this was run by RCYC but drew lots of people out on spectator boats and something different for people to see and do and the magnificent yachts. We have not had yachts of this scale since the last Pendennis Cup.

Falmouth International Sea Shanty Festival 16/17/18th June

- This was a huge great success and large numbers across the town, some of the venues involved with the event totally sold out of everything, with others breaking all records. As we have mentioned on more than more occasion it very depends on the type of business for events. Hospitality it is no surprise will do well; retail is much more varied.
- The feedback we have received has been extremely positive and the whole atmosphere across the town was brilliant.
- There are so many people to thank on this event and it really is a collective effort. I must highlight Vicky Love in my team who did a great job to ensure the various points were kept on track.
- South West Bars & Events have taken on a lot of the running of the festival for a three year trial with this being year one. This is very much a transition year adapting to the various people involved.
- We have other locations getting in touch wanting to replicate a small part of what is achieved. Many groups and supporters frequently comment that this is their favourite weekend of the year.

Armed Forces Day/Weekend 23/24/25th June (Main day Sat 24th June)

- While this was a Cornwall Council event, Richard Wilcox and I fed into this substantially. Demelza Shankland also was involved from a Comms point of view.

- We had to make sure as much as we could that areas and locations were used as best as they could but also to focus on the logistics with traffic management and everything else. People did use the P&R at both locations and take up was very high throughout the morning.
- There was also massive use of the GWR branch line with large queues at Truro station stretching out of the station itself.
- It is important to reiterate that unlike other events where we oversee them and a decision can be made by us, with this we very much fed in to get things changed/tweaked.
- The military were very pleased with the event and the turn out.

Falmouth Week 4th-12th August

- Most plans are in place for this such as the evening entertainment, Pink Wig, Carnival, Action Sports Tour.
- As we mentioned before we are not doing an air display this year due to everything else going on and also the Red Arrows on leave anyway.
- There are still the safety plans to update and complete but again these has already been worked on as we have comprehensive annual plans.

Tall Ships 15/16/17/18th August

- The ships are pretty much fixed, as with any event like this they are subject to change due to possible operational reasons.
- www.falmouth.co.uk/tallships for the full details as it keeps developing.
- There is lots to do with this but the berthing plan for the ships is set.
- We now know the location for the ships in the docks.
- We are planning what goes where on the wharfside and how that sits with ticketing entry.
- There will be a further push with tickets now that Roberta is involved who will do a focused approach in the lead up.

Prince Pavilion update (please note from the next meeting this will be a separate report from Chas but I have included key points from Chas)

- We have now started our marketing phase of the project focusing firstly on increasing the coverage of events on our social media pages, as these have the larger return on investment. Our next phase of marketing will be to co-ordinate our physical marketing collateral (posters, A boards etc)
- The Pavilion is seeing a month on month increase of roughly 60 percent income on food and beverage
- The Pavilion is now entering our busy events and wedding season with our team working hard to deliver multiple events and community groups every day of the week



Town Management Events to Cultural Services 03/07/23

- The Pavilions website is being worked on with the draught signed off this week
- We are acquiring more information to feed into the business plan to make sure this is accurate and our financial projections reflect the trends we are seeing.
- We will be looking at the strategy for 2024 soon.

Part One

Visitor figures Apr – May 2023

Library

Gallery

Not yet supplied by Cornwall Council

	Apr	May
Total Onsite	2680	2116
Adults	183	95
CYP	251	163
Unknown(Clicker)	2246	1858

Current exhibitions

'The Legend of King Arthur - A Pre-Raphaelite Love Story' launched on Friday 16th June, and we have already seen a hugely positive response to it from visitors, along with a 300% increase on like-for-like visitors compared with the same four days last year. Thank you to all councillors who attended the launch and if anyone would like to visit, the exhibition is open Monday-Saturday 10am-5pm until 30th September.

Staff activity (additional to routine events)

Library Events

Around 30 people attended two poetry performances in the Library on 25th and 30th May. The Hall for Cornwall school session mentioned in May's report also went down, with King Charles School participating and more sessions planned.

Summer Reading Challenge

The Cornwall Libraries Summer Reading Challenge starts on Saturday 8th July, the theme this year being *'Ready, Set, Read!'*, focussing on books around sport and games. The challenge is open for children aged 4-11, with a separate pre-school challenge for pre-school children under 4. There will be a program of linked activities in the library during the school holidays, and the Gallery will be displaying some of its sport and movement themed automata in the library.

Gallery Wellbeing programme

The Gallery's learning and engagement manager is organising a six-week pilot program of creative activities to help support participants' wellbeing. The fee is £15 for the six sessions and all six places have already been booked up. The first session is on Monday 26th June.

Armed Forces Day

CS staff and freelancers are providing creative activities on Armed Forces Day in the family area on the Moor, with free craft activities 10am-1pm and 2-4:30pm, along with a storytelling session run by the library 1-2pm.