

FALMOUTH TOWN COUNCIL

Minutes of a meeting of the Cultural Services and Leisure Committee held on 11th September 2023 at 6:00 pm in the Atherton Suite, The Old Post Office, The Moor, Falmouth TR11 2RT.

Present: Councillors E Seiler (Chair), L Coley (Vice Chair),
D V Evans BEM, G F Evans MBE, G W Chin-Quee BEM (to point
mentioned) J Spargo and Z Young.

In Attendance: R.Gates (Town Manager)
M. Lewis (Cultural Services Director)
M.Palmer-Williams (Princess Pavilion General Manager)
M.Bennett (Admin Assistant)

A949 APOLOGIES

An apology for absence was received and approved from Councillor Edwards (ill).

A950 INTERESTS AND DISPENSATIONS

None received.

A951 MINUTES

It was proposed by Councillor Seiler and seconded by Councillor Coley

RESOLVED that the part I minutes of meeting held on
3rd July 2023 be confirmed as a correct record
of the proceedings and signed by the Chair.

A952 TOWN MANAGER REPORT

The Town manager presented his report to the committee which was duly noted and forms part of these minutes. Further updates were offered on Tall Ships incomes and budgets, Christmas activities and the Festive weekend.

A953 CULTURAL SERVICES REPORT

The Cultural Services Director presented her part 1 report, including a further update on the reading challenge figures, which was duly noted and forms part of these minutes. In response to questions, she updated on recent recruitment within the art gallery.

A954 PRINCESS PAVILION REPORT

The Princess Pavilion General Manager presented his report to the committee which was duly noted and forms part of these minutes. Further updates were offered on the projection figures for 2024, food and beverage sales which are up 60% year on year and additional signage for the Princess Pavilion. In response to questions he updated on the suggestion book and emailing list.

It was proposed by Councillor Seiler and seconded by Councillor Young

RESOLVED that a special meeting in Part II be held before the next scheduled Cultural Services Committee meeting to consider the business plan report including feedback from the Princess Pavilion suggestion box to agree some priorities.

A further proposal by Councillor D Evans and seconded by Councillor Young to take to full council a proposition to reestablish the Princess Pavilion Working Party for this financial year was not supported.

A955 SHORT, MEDIUM & LONG TERM PLANS

SHORT TERM (1 YEAR)

- Develop a Cultural Strategy
- Meeting room for community use
- MEND Application – moved from long term. Define, agree and apply for building funding
- Staffing – moved from medium term
- Loaning art inclusive of an admin fee
- Well-being champions and to reach people with a well being through art course.

MEDIUM TERM (2-5 YEARS)

- Cultural Interpretation of the headland – cultural input plan including signage and potential public art. Plan in the interim
- Building redevelopment – MEND and LIF funds with match funding from the government decarbonisation scheme.

LONG TERM (5 YEARS +)

- Layout of Municipal buildings – to reimagine and reorganise the municipal buildings for maximum effectiveness.
- Large public art / multi-media installation at Prince of Wales Pier.

Councillor Chin-Quee left the meeting at this point.

A956 INCOME GENERATORS

It was agreed that the following matters be considered:

- Meeting room for community use,
- Loaning art for a fee,
- Well-being champions and well-being through art courses.

A957 EXCLUSION OF THE PRESS AND PUBLIC

It was proposed by Councillor Seiler and seconded by Councillor Spargo 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 11/09/23

Events

Falmouth Week

- This all came together well. Starting with the Pink Wig event that this year raised over £32,000 for Breast Cancer awareness which is an unbelievable amount and testament to all involved.
- The Falmouth Carnival had a larger entrant turn out from last year despite the very strong winds which we surprised about but great that the sun was out.
- The various evening entertainment in the tent was very well attended throughout the week including the fireworks on the Friday evening.
- The Action Sports Tour bike display team on Events Sq had a larger crowd than last year and while the week did not have as much activity without the air display in the daytime we have to be sensible on what can be achieved from a budget perspective but also from a physical point of view as well.

Tall Ships

- This as you know has been a mammoth event with so much planning as well as the event originally taking place in 2020, then 2021 and then finally this year.
- The feedback from the ships/crews/Captains has been phenomenal.
- There is no hiding from the fact that there were challenges with the queuing on day 1 but everyone worked so hard to rectify this and day 2 and 3 went very smoothly.
- Of course, we had the storm, and it was not an easy decision to make to cancel the Parade of Sail but it was entirely the right one. This was a collective decision from all the professionals involved and we all came to the same agreement.
- As is always the case certain areas being busier than others depending on the various activities taking place.
- I will discuss in much more detail at the meeting, but the atmosphere of the town was brilliant. The crew parade really added to this as well as the various entertainment.
- Our staff and partners worked incredibly hard to achieve a successful event and I would like to thank each and every one of them.

Falmouth Oyster Festival

- While this is under the umbrella of South West Bars and Events so we are not involved with the planning except for a small amount it will take place 13th-15th October.

Remembrance Sunday

- As per usual; we will organise the traffic management and safety for this very important annual event.

Falmouth Christmas activities

- The Christmas Lights Switch-On is coming together and this will ramp up in September linking with the schools/performers etc
- While we have not publicised Falmouth's Festive Weekend it is likely to go ahead, we are just waiting on availability of a couple of things. When time allowed we worked on this during July but as per the switch-on more developments will take place in Sept.
- We will liaise with the Harmony Choir for the Christmas Eve event. Please note as Christmas Eve falls on a Sunday the event will take place on 23rd (Saturday).

Cultural Services Directors Report:
11th September 2023

Part One

Visitor figures - Gallery

	Apr	May	Jun*	Jul
Total Onsite	2680	2171	3140	7324
Adults	183	123	110	56
CYP	251	190	201	201
Unknown (clicker)	2246	1858	2829	7067

*Closed 5th- 16th June for exhibition rehang

User Figures - Library

	Apr	May	Jun	Jul
Total Issues	6748	6063	6492	8720
New borrowers	63	61	80	167
Public Network Usage (Computers)	371	320	509	532

Cornwall Libraries Satisfaction Survey

Data from the Cornwall Libraries Customer Satisfaction Survey was released in July and incredibly Falmouth library delivered a 100% satisfaction rate amongst respondents (32.5% satisfied; 67.5% very satisfied). The findings also reported that 72% of respondents visit more than once a month, with a third of these visiting once a week, demonstrating how well used the library facilities are.

Gallery attendance data analysis

	17 Jun - 31 Jul	% inc/ dec YOY	% Inc/ Dec vs Pre-covid	Jan - Jul	% inc/ dec YOY	% Inc/ Dec vs Pre-covid
2019	6336			25201		
2022	3383	-47%		15067	-40%	
2023	9728	187%	54%	18758	24%	-26%

The CS Director will provide a verbal report to accompany these figures, but in summary, we are seeing encouraging growth in a return to pre-covid visitor numbers, the post covid deficits are almost exactly line with the national averages; ALVA (Association of Leading Visitor Attractions) measured a 40% drop nationally in 2021-22 and this March it was at 23% for 2022-23.

In addition to higher than average visitor figures, the Gallery has seen a significant uptick in shop revenue, close to 14% for the period 17th June – 3rd August compared with the same period in 2022, around 25% of which was from catalogue sales alone. The CS Director can provide a more detailed analysis to those councillors who require it.

Exhibitions

The Legend of King Arthur – A Pre-Raphaelite Love Story is in its final month and the response from visitors has been overwhelmingly positive. Alongside the exhibition itself, the Gallery has hosted a number of workshops, tours and talks. The success of the show demonstrates the

capacity that the Gallery has for future endeavours of this type, and there will be an evaluation of the exhibition following its conclusion, which we will use to inform our strategic development.

Below are just a few quotes from the Gallery visitor book:

- ‘Fantastic exhibition – wonderful to see these in Cornwall’
- ‘Fantastic and all for free, paintings and art I wouldn’t have had the opportunity to see.’
- ‘Exquisite! I came all the way from Canberra Australia to see this’
- ‘Very interesting exhibition and very helpful and informative volunteer guide who brought the exhibition to life. Thank you!’
- ‘The best I’ve seen, who needs to go to London!’
- ‘Made me want to cry, it is so beautiful.’
- ‘Truly beautiful. I have loved these paintings since I was a child. Unbelievably grateful to see them in person.’

Following this, the next exhibitions will be ‘Line’, a two-room show, which will be on from 14th October – 6th January 2024, and will explore one of the fundamental elements of art, It follows the lines in the Gallery collection and explores the many uses of this deceptively simple element.

Also from October to January will be a one-room exhibition of ‘Falmouth Favourites’, where the Lady of Shalott study will continue to be exhibited, along with a selection of works by Tuke, Opie, Hemy, Anderson, and other notable artists in our collection.

Staff activity (additional to routine events)

Library Reading challenge

This year’s reading challenge has seen a record number of sign-ups. The challenge ends on 16th September so in the remaining fortnight with luck more will complete their challenge.

Starters: 463 Finishers: 171 % Finishers: 37%

Arts for Wellbeing 6-week course

In July, 12 participants completed our pilot Art for Wellbeing series of workshops, a paid-for programme designed by our Access and Interpretation Manager and one of our freelance art practitioners to explore different aspects art in support of positive wellbeing. With the success of this pilot programme, the Gallery intends to roll this out for the next exhibition series.

Princess Pavilion's General Manager Report:

11th September 2023

- The Princess Pavilion business plan is complete, we are just waiting on August's figures so we can input numbers into our projections to improve the accuracy of our estimates. This will be ready by the second week of September. This will show how essential investment into the Pavilion will continue to grow the business.
- The structural engineer has assessed the theatre roof and deemed the main roof structure as in good condition. There is need to fix the internal structure and walk way in the loft. Report is pending.
- We are now beginning to program and book 2024.
- Our initial marketing campaign is having a large impact, with one particular post reaching 25k people.
- Some lighting fittings in the theatre have been deemed unsafe as they are Chinese copies by our new lighting technician.
- On average, Income has been constantly good over the summer.
- The team have worked extremely hard over a busy summer to the point of capacity, and are on target to deliver our goal of 200+ events this year, and 200+ community group meetings.