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## Drayton Arts Fest 2017

### Market Drayton Community Arts Festival

#### Business Plan – March 17

#### 1. Objectives of this paper

The Drayton Arts Festival is now in its 4<sup>th</sup> year. The first festival took place in in 2014, and has been a great success, this paper provides a Business plan for a further DraytonArtsFest - Market Drayton Community Arts Festival in October 2017.

#### 2. Introduction

The concept of a Community Arts Festival was agreed by the Market Drayton Community Partnership, MDCP. The MDCP was launched in February 2012 with the objective of supporting the implementation of recommendations in the Town Plan; it is an Unincorporated Association with appropriate terms of reference which meets regularly, has an agreed constitution, a bank account and acts as the “parent body “for DraytonArtsFest . Within this arrangement DraytonArtsFest 2017 has delegated appropriate powers to manage the Festival.

#### 3 DraytonArtsFest

Following discussion DraytonArtsFest will take place from Friday 27<sup>th</sup> October to Sunday 29<sup>th</sup> October 2017.

The key elements of the Festival include:

- 3.1 The Festival provides an opportunity both to bring high quality performers and arts groups with a record of excellence to the town which might otherwise not benefit from the input of these artists. Its aim is to showcase local talents within Market Drayton and the surrounding areas in the field of “Arts” in a broad sense. Thus it will provide a range of events and interests with a far reaching appeal and will be a demonstrable activity in support of the Market Drayton Tourism and Visitor strategy. The range of artists and performers brought in will vary from year to year depending on funds available.

- 3.2 The committee organises and approaches local artists to contribute to the festival. The committee encourage “self-organised and self-directed” groups of interested people who come together on a voluntary basis for the express purpose of organising the Festival under the aegis of the MDCP. The DAF committee ensures that there is a balanced programme of events on offer to meet the needs of all ages within our community.
- 3.3 The DAF committee ensures that the activities on offer are of a high quality and value for money. It is the DAF committee’s responsibility to ensure that their Child Protection and Health and Safety policies are adhered to by all contributors.
- 3.4 The group operates with a “light touch “degree of coordination for the provision of events with appropriate support if required to ensure a self managed and self directed process
- 3.5 Events will be held in multiple locations to promote easy access for all.
- 3.5 The range of events will include the following, each of which will be managed by a “Champion / leader(s) “with support as appropriate who will ensure the artists , detailed arrangements, booking, arrangements for venues etc for the events concerned. :

Music – contemporary /classical / choral	Jane Hughes supported by Elaine Cooper
Visual arts /photography	Sandra Flowerdrew
Dance – modern / traditional /street performances	Catherine Wylie
Literature and Creative Writing / poetry	Mary Williams
Film	The Market Drayton Festival Centre
Children’s activities which includes the annual calendar, storytelling and library activities	Suzanne Edwards
Floral Art	Cooke and Thomas
Crafts	TBC
Craft Fair	Susan Treweek
Performing arts	Louise Pounds
Baking	Jane Hughes
Martial Arts	Otto Blank

The draft programme of events is included at the end of this plan.

3.6 Locations for events may include:

- Festival Drayton
- St Mary's Church
- Methodist Church
- Local pubs e.g. Sandbrook Vaults ,Red Lion
- MD Library
- Local shops
- Fordhall Farm
- Beacon Centre
- Phoenix Centre
- Grove School

4. **Shropshire Council Community Arts officer**

The above has offered help in the past and previous committees have established a wealth of support policies and useful documents which is greatly appreciated.

- events tool kit
- events planning guidance
- organisational and legal issues and requirements
- potential sources of funding support
- Child protection policies and safeguarding

5. **Business and administration issues**

Key elements include;

5.1 The identification of potential sponsors and grant issuing bodies and a strategy for securing financial support within a targeted concept.

The DAF committee are currently in the process of identifying likely costs for the festival and approaching the following for funding.

The position to date is that:

The DAF committee will be approaching the following trusts and organisations for funding :-

- The Market Drayton Community Partnership.

Market Drayton Town Council

The Jean Jackson Trust

Meadons Insurance Brokers

- An application had been made to Shropshire Council Arts revenue grants and the DAF committee has been awarded £505.

#### 5.2 Pricing policy:

- free admission for the majority of events
- a modest admission charge to cover travel expenses, fees or other overheads where appropriate
- the overall aim is not to make a profit, but to operate on the basis as a minimum to break even. If a surplus is generated once all expenditure is accounted for, those monies will be banked for use towards the subsequent Drayton Arts Festival.

#### 5.3 Budget

- The estimated budget for the 2017 Festival is presently determined as:

Budget heading	Budget £
legal/ public liability insurance / regulatory requirements	£500
booking fees / room hire/ donations in lieu of expenses / honoraria / sundry costs	£1500
artist's fees	£1400

marketing / publicity / printing of leaflets /brochures / distribution	£1500
website design and hosting	£500
Sundry expenses	£500
Total budget	£5900

NB The budget may change as circumstances develop but is felt to represent a reasonable statement at present, based on previous experience.

5.3 Public liability insurance / licensing etc as determined to meet the legal / regulatory requirements will be implemented

5.4 Accounting and all payments of bills and receipts of income will be undertaken via the MDCP bank account with separate internal accounting arrangements

5.5 An evaluation of the success of the Festival will be undertaken

5.6 Appropriate publicity and marketing arrangements using posters, leaflets, social media, website, local radio and papers and community newsletters will be put in place once the programme is determined

5.7 The Festival's inaugural Patrons will be invited to continue their support in 2017 .

## 6. Sustainability and viability of the Festival

It is planned that the Festival should appeal to wide audiences with a very wide range of events to cater to many tastes. It is the clearly expressed wish of DraytonArtsFest 2017 and the MDCP that this should continue as a regular event in the town as a viable enterprise.

Suzanne Edwards – Chair of DAF

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DraytonArtsFest / Market Drayton Community Partnership

## Drayton ArtsFest 2017

### Friday 27<sup>th</sup> October (Draft)

Day	FDC	Library	St Mary's Church	Phoenix Centre	Grove School	Fordhall Farm	Methodist Church	Red Lion	Beacon Centre	Street/Shop events Events	Parish Rooms
		TBC		.			.	TBC 8.30p.m. - 11.00 p.m.	3.00 p.m.		
Friday a.m.	<u>Vernon Suite</u>  Crochet Workshop  TBC	Market Drayton  Photography Exhibition  <u>Friends of the Library</u>  Write a Spooky/Gothic Story Event		Schools  Calendar Exhibition  10.00a.m. -  3.00p.m  <u>Under 5's Event</u>  Jakes Take  10.00 a.m.		Adult Art/Craft Workshop  Belinda Latimer  10.30 a.m. -12.30 p.m.	MD Art Club  Bi-ennial Art Exhibition  10.00a.m.- 3.00 p.m		<u>Activity room and kitchen</u>  Wild Pickle Workshop  11.00 a.m.TBC  <u>Main Hall</u>  Scottish Dancing Open Session  10.30 a.m.TBC	<u>Shops</u>  Ginger bread Man Hunt	

p.m.	<u>Vernon Suite</u> Sewing Bee TBC <u>Auditorium</u> 7.30 JTW Main Show Or Puppet Show	Market Drayton Photography Exhibition Literary event	Organ Recital/ Orchestra TBC	Schools Calendar Exhibition 10.00a.m. - 3.00p.m	Maggie May's Dance Fest 7.30 p.m.		MD Art Club Bi-ennial Art Exhibition	Oompa Band 9.00 p.m. TBC Lydia O'Dowd Folk singer	Over 60's Tea Dance 2.00 p.m. TBC		
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## Saturday 28<sup>th</sup> October

Day	FDC	Library	St Mary's Church	Phoenix Centre	Grove School	Fordhall Farm	Methodist Church	Red Lion	Beacon Centre	Street/Shop Events	Parish Rooms
		TBC			7.00p.m.	.		TBC			
Saturday a.m.		<p><u>Friends of the Library</u></p> <p>Children's Gingerbread Man Icing event 10 .30 a.m.</p> <p>Competition results 12.30 p.m.</p>		<p>10.00a.m. - 3.00p.m.</p> <p>Calendar Exhibition</p> <p>Meet the author Madeleine</p> <p>Under 16's Art Workshop?</p> <p>Belinda Latimer</p> <p>10.30 - 12.30</p>		<p>Art Workshop Malcolm Hague</p> <p>10.00 a.m.</p>	<p>MD Art Club</p> <p>Bi-ennial Art Exhibition</p> <p>10.00a.m.- 3.00 p.m.</p>		<p>Craft Fair</p> <p>10.00 a.m. - 3.00 p.m.</p> <p>Bread stall</p>	<p>Butter Cross</p> <p>Martial Arts Display</p> <p>11.00 a.m.</p> <p>Tonks performance</p> <p>TBC</p>	<p>LongSlow bakery</p> <p>French bread making</p> <p>Philippe Le Toquin</p>
p.m.	<u>Festival</u>	Kate Innes		Calendar	Line			Irish	Craft	Cooke & Thomas	



	<u>Room</u> Little Voices 4.00 p.m. <u>Auditori</u> <u>um: 7.30</u> JTW Main Show or Dance Show	Poetry & Music TBC		Exhibition <u>Certificate</u> <u>Presentation</u> 2.00 p.m..	dance Social Event with Paul Bailey 7.00 p.m.			Night Half Cut Folk TBC	Fair	Classroom 3.00 p.m. Floral Art Workshop TBC	
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**Sunday 29<sup>th</sup> October**

Day	FDC	Library TBC	St Mary's Church	Phoenix Centre	Grove School	Fordhall Farm	Methodist Church	Red Lion	Beacon Centre	Street/Shop Events
Sunday a.m.										Dalelands 11.00 p.m. Halloween Craft Workshop TBC
p.m.	<u>Auditorium:</u> 7.30 p.m. Band Concert TBC						Community Choir 2.00 - 4.00 p.m. Evensong Music and Readings Event 6.00 p.m.	Hale Street Stompers 4.00 p.m. Jazz in the afternoon		