








ARTS AND CULTURE COMMITTEE – 5 JUNE 2023
REPORT FOR INFORMATION

PENLEE HOUSE DIRECTOR'S REPORT

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
						
✓	✓					

(i) Exhibitions

The current exhibition is *Lamorna Colony Pioneers*, which was co-curated with Art Historian David Tovey. The private view was well-attended and the exhibition runs until 30 September 2023.

(ii) Education & Outreach

There has been a steady increase in school visits this year and there are a number of bookings taking us through to the end of the School year.

The Baby & Parent sessions have a steady number of attendees and we are working towards changing the format of Under 5s programming slightly to enable us to have a regular morning for all Under 5s.

(iii) Staffing update

The Marketing Executive apprenticeship came to an end on 31 March 2023. A new role of Marketing Assistant (50% funded by the Friends of Penlee House and 50% to be funded by Arts Council England) has been created and, after an open recruitment process, this role has been filled, with the postholder beginning on 24 May 2023.

The Learning Assistant role has been extended to 30 June, using some funding from Cornwall Museums Partnership.

The role of Visitor Experience & Retail Manager has been advertised. This role is intended to replace the vacant part-time Retail Manager post and to support the Director on front-of-house matters.

(iv) Buildings maintenance

The facilities and maintenance contract that Penlee House had with National Maritime Museum Cornwall came to an end on 31 March. Following an extension to 30 April, this contract has now ceased, and a new interim arrangement has commenced with MacWhirter Western.

A full procurement process is underway to fill this contract in the long term. The contract will be advertised on the Government's Contracts Finder website and the start date for the contract will be 1 September 2023.

(v) Awards

We have been shortlisted for a Muddy Stiletto Award for Best Gallery, these nominations are crowd-sourced and winners are chosen by public vote.

(vi) Income and visitor numbers 1 March – 30 April 2023

Week beginning	Visitor numbers		Admissions (inc. VAT) (£)		Shop takings (inc. VAT) (£)		Weekly total (£)	
	2022	2023	2022	2023	2022	2023	2022	2023
27/02/23	346	271	£2,085	£957	£1,278	£1,143.64	£2,868.03	£2,100.64
06/03/23	364	407	£2,295	£1,506	£1,601.74	£1,397.80	£3,362.74	£2,903.80
13/03/23	482	433	£1,908	£1,674	£1,255.70	£1,945.25	£3,007.70	£3,619.25
20/03/23	352	476	£1,734	£1,786	£1,371.43	£1,954.19	£3,081.43	£3,740.19
27/03/23	427	432	£1,851	£1,653	£1,968.19	£1,835.41	£4,053.19	£3,488.41
March totals	1,971	1,921	£16,686	£7,576	£7,475.09	£8,276.29	£16,373.09	£15,852.29
Cumulative YTD	21,744	24,341	£101,564.80	£97,874.90	£136,278.40	£106,759.98	£230,055.20	£204,064.88

Week beginning	Visitor numbers		Admissions (inc. VAT) (£)		Shop takings (inc. VAT) (£)		Weekly total (£)	
	2022	2023	2022	2023	2022	2023	2022	2023
03/04/23	449	386	£2,295	£1,452	£1,631.01	£1,809.98	£3,926.01	£3,261.98
10/04/23	430	539	£1,908	£2,091	£1,458.42	£1,651.97	£3,366.42	£3,742.97
17/04/23	382	568	£1,734	£2,250	£1,595.81	£1,911.37	£3,329.81	£4,161.37
24/04/23	426	361	£1,851	£784.50	£2,125.34	£1,807.09	£3,976.34	£2,591.59
April totals	1,687	1,854	£7,788	£6,577.50	£6,810.58	£7,180.41	£14,598.58	£13,757.91
Cumulative YTD	1,687	1,854	£7,788	£6,577.50	£6,810.58	£7,180.41	£14,598.58	£13,757.91

(vii) Admission statistics 1 March – 30 April 2023

	Adults	18-26 (50%)	Child	Friend	Free	PZ Pass
March 23	1152	54	64	157	299	144
April 23	1226	54	136	113	103	110

(viii) Previous Resolutions update

RESOLUTION	UPDATE	STATUS
Window painting/repairs	Completed	Completed
Detailed cost breakdown for plant to be procured – using virement of up to £6,000	In progress – quotes for this work being sought	In progress
Remedial works schedule to be drafted and presented for consideration.	Report presented to this meeting	In progress
Penlee House Maintenance Contract – formal procurement process to be commenced	In progress – advertised on Contracts Finder 31 May	In progress
Masterplan – £10k virement for approved expenditure to support further development of the revised Masterplan	In progress – follow-up report presented at this meeting	In progress

Anna Renton
Director, Penlee House Gallery & Museum

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GOLOWAN FESTIVAL OVERVIEW

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
✓			✓	✓		

Background

The celebration of the midsummer solstice and the Feast of St. John with bonfires, flaming tar barrels and burning torches, was widespread in Cornwall until the late 19th Century. Penzance was one of the last towns to lose this tradition in the 1890s. In 1991, the tradition was revived and over time grew from a one day celebration (Mazey Day) to a week-long event, (the Golowan Festival) culminating in the Mazey Day weekend.

The Golowan Festival was managed by the community until 2007, when Penzance Council stepped in on a temporary basis due to financial difficulties. Since then, the Council has continued to provide financial assistance in support of this festival because of its importance to the local community.

Current Contract (Service Level Agreement) Details

The current 3-year Service Level Agreement (SLA) was awarded to Golowan CIC in October 2021 and is due to expire at the end of June 2024 after that year's festival.

The SLA stipulates what must be delivered by the CIC in order to qualify for the £19,000 annual funding and in order to help monitor and ensure delivery this is split into 5 milestone payments throughout each year which are payable on the completion of specified tasks. There is a separate payment included in the SLA for an annual fireworks display.

2023 Variations

The current £19,000 annual funding amount has remained unchanged since 2017, when the contract was first put out to tender, and meeting increasing costs has proved challenging for the contractor. In order to cover these costs Golowan CIC has applied for additional external grants on an annual basis and some of these have been successful. However, they aren't a guaranteed income and if not awarded can leave a shortfall. Other income streams such as sponsorship, advertising and selling merchandise have proved successful but again cannot be relied upon.

In order to try and plug the financial gaps, it has been identified that some of the services carried out by the contractor aren't accounted for in the SLA and this has been rectified by issuing a Variation Notice to include these duties in the SLA and allocate additional payments for them. The Golowan CIC have also applied to the Council, through the Youth Services Working Group, for increased funding for the Golowan Youth Stage in 2023. The Youth Stage has historically been only a small part of the festival but its positive engagement with young people has proved so successful that they would like to build on this – the additional funding has only been awarded for the 2023 festival and will be evaluated and re-applied for in 2024. The Golowan CIC have also identified other areas where costs have increased in the past two years due to inflation and a report will be submitted to this Committee in September 2023 outlining the increases associated with items in the SLA that may need to be addressed as they have occurred after the contract was awarded.

Contract Retender.

As stated previously in this report the Golowan Festival SLA will expire in June 2024 and preparations for the process of tendering for a new contract should begin at least 6 months before the current contract ends.

The suggested timetable for the above retender process is as follows:

Commencement of Tender Process	January 2024
Report to Council for Approval	June 2024
Tender Documents published on Contract Finder	July 2024
Completed Applications to be received	September 2024
Award of Contract	October 2024
SLA agreed with successful candidate by	End of October 2024

Sharron Goldingay
Corporate Services Manager

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TRANSITION OF FORMER LEISURE AND AMENITIES RESPONSIBILITIES

Our Culture	Our Decision Making	Our Environment	Our Money	Our People	Our Places	Our Resilience & Wellbeing
✓		✓		✓		

FLAG AND BANNER PROJECTS

Background

The Leisure and Amenities Committee had previously been responsible for the specification, procurement, infrastructure and delivery of the flag and banner projects on Penzance promenade and in Penzance town. These projects are well received and add significant visual appeal to both areas.

Input on the themes and designs of the deliveries has been limited in the past with the Leisure and Amenities Committee deciding not to limit the design process for the people manufacturing the flags.

The projects can be viewed as 4 separate pieces of work:

- Promenade banner production
- Town flag production
- Rigging / De rigging contracts and in season management arrangements
- Repair and Maintenance of Flag poles and brackets

All areas require consideration for budget setting processes and the procurement for seasonal delivery normally starts in October. At this point it will be necessary to have decisions on specification and budgets in place. Tender packages are then released, and contractors appointed with a view that installation occurs before the end of the following May. Any changes to the future delivery would normally need to be agreed throughout the summer months in order to make budget adjustments for the following year. It is

important to remember that budget changes do not affect the next delivery, but the one after.

The “flying” season for the flags runs from the end of May to as far into September as we can manage, taking into account the available budget for in season repairs and maintenance. The life span of the flags can be extended by a small amount by officers proactively managing the rigging contract to make sure that the promenade banners are brought down when forecast gusts of wind exceed 30mph (a requirement of the new flag poles). Due to the time involved it is not practical or affordable to bring the town flags down when wind speeds exceed 30mph, however they are regularly monitored.

Currently, a new set of promenade flags are required each year at an approximate cost of £750 per flag and on average we require 50 -75 new flags for the town center of the 150 in total that we install. The remaining town flags are normally repairable for a second season and we rotate these as much as possible.

Future Development Opportunities

Previously there was limited opportunity within the Leisure and Amenities Committee to discuss the flag production projects or decide on themes for the future. Arguably with these conversations now happening within the Arts and Crafts Committee it would be possible for a more cohesive approach across the town.

Officers will also evaluate the process for managing and maintaining the rigging, practical delivery and maintenance of the flags for future consideration.

Christmas Lights / Suspended Wires / Christmas Tree

Background

As above, the Leisure and Amenities Committee was previously responsible for the delivery of the Penzance Christmas Lights, maintenance of the suspended wires and procurement and installation of the Christmas Tree in Penzance.

Traditionally, in towns with BID's, Christmas deliveries are delivered by them, with grant support from Town Councils. This year is a transitional year for the delivery where the Leisure and Amenities Team will work alongside the BID Manager to show the steps involved with a successful delivery.

Members may wish to consider how to structure any grant funding for the Christmas Lights, Christmas Trees and Rigging Contract, before these items are handed to the BID for delivery and how this will be incorporated into future budget setting.

Officers will also evaluate the process for ongoing testing and maintenance of the suspended wires and infrastructure, for future consideration.

Future Development Opportunities

The Arts and Culture Committee may wish to consider the opportunities for Christmas Lighting delivery outside of the town centre and whether opportunities exist to deliver something within Penlee Park which could serve as an attraction to increase footfall over a traditional quieter time of the year, alongside the wider Open Spaces Strategy work that is going to be developed through the Leisure and Amenities Committee.

Opportunities exist with suspended wires throughout Penzance throughout the summer season, to provide some kind of promotional or decorative display for Penzance. Currently, a small number of these wires are used by Penzance BID, but it is felt that there is a greater opportunity to use these wires more effectively. Consideration needs to be given in terms of the design and safety of any suspended displays.

Open Air Theatre

Background

The Penlee Open Air Theatre has been supported in recent years by Penzance Council in a number of ways. Penzance Council provide grant funding to the theatre and also maintain the space across a combination of the Open Spaces and Facilities Teams and a historic Leisure and Amenities budget line. Currently no formal arrangement exists between the Council and the theatre to cover use of the space.

The Open-Air Theatre now offers an extensive program over the summer season having grown it from a handful of events.

Future Development Opportunities

A long-term goal of the Council has been to develop some kind of formal agreement between the Open-Air Theatre and the Council which more closely reflects the land arrangements that we have in place with other partners. The Open-Air Theatre have expressed a desire to expand their current delivery and develop the Theatre building and some very initial work has been done on this. Formalising an agreement between the parties will hopefully enable a more cohesive forward-looking plan to be drawn up benefitting both Penzance Council and the Open Air Theatre.

Ben Brosgall
Leisure and Amenities Manager