

PENZANCE COUNCIL – 15 SEPTEMBER 2025**REPORT FOR INFORMATION****COUNCILLORS' ATTENDANCE AT MEETINGS**

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

Background:

At its meeting held on 4 March 2024, Penzance Council resolved that the data relating to Councillors' attendance at meetings be presented to each Council meeting, for information.

The data relating to the attendance of Councillors at meetings, so far during this municipal year, is therefore set out at Appendix 1 to this report.

Appendix 1 – Councillor Attendance Data

Elliot Ridington
Democratic Services and Governance Officer

PENZANCE COUNCIL - RUNNING COUNCILLOR ATTENDANCE 2025-2026

COUNCILLOR	COMMITTEES	NO. OF MEETINGS HELD(<i>incl. full Town Council</i>)	NO. OF MEETINGS ATTENDED	%
Baker, KM	F&GPs + Planning	10	10	100.00%
Broadhurst, NC	DEPUTY MAYOR	16	7	43.75%
Hadley, PM	A&C + L&A	7	7	100.00%
How, JM	A&C + L&A	8	7	87.50%
Jackson, B	L&A + Planning	12	11	91.67%
Jameson, PL	A&C + L&A + Personnel	8	6	75.00%
Lapin, P	F&GPs + Planning	12	13	108.33%
Law, PA	A&C + L&A	8	6	75.00%
Marrington, TS	A&C + Personnel	7	5	71.43%
McKenna, J	F&GPs + Personnel	7	6	85.71%
Osborne, PI	A&C + L&A	8	8	100.00%
Power, JS	L&A + Personnel + Planning	13	13	100.00%
Pugh, JR	A&C + F&GPs	8	6	75.00%
Reed, SJ	A&C + L&A	8	6	75.00%
Reynolds, SJ	MAYOR + Personnel	17	15	88.24%
Smart Knight, D	A&C + F&GPs	7	4	57.14%
Trevail, PC	A&C + F&GPs	8	7	87.50%
Wilson, MA	F&GPs + Planning	12	12	100.00%
Young, P	A&C + F&GPs + L&A + Personnel	11	10	90.91%

Town Mayor and Deputy Mayor attend every standing committee

Please note - some absences may be due to ill health

Golowan Festival CIC

Golowan Festival 2025

**Final Report to Penzance Town
Council**

August 2025

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1. Overview

In 2024 Golowan Festival Community Interest Company (CIC) was awarded a contract to deliver Golowan Festival for three years from 2025 – 2027. A Service Level Agreement (SLA), drawn up by the Town Council, was signed on 6th December 2024. The SLA stipulated the core elements of the festival to be delivered and key milestones to be met. Regular monitoring meetings were held between the Alan Shepherd, Festival Director and Cal Bagshaw, Penzance Town Council Corporate Services Manager. All the SLA milestones were met appropriately and in time.

The festival organisers delivered, in a safe and well organised fashion, all the core elements of the festival weekend fulfilling the requirements of the SLA including:

- the Mock Mayor Election
- Firework Display
- MazeyDay celebrations
- Street processions with schools' and community groups' participation in the parades
- Quay Fair Day – markets and street entertainment
- Market & Craft stalls
- Street and open-air music and traditional dance
- Street entertainment
- Fun Fair

In addition, Golowan Festival CIC added further value to the event and arranged or contracted others to deliver:

- the Torchlit Procession held, as is traditional, on the Eve of the Feast of St John
- Serpent Dances/Men and Maids with Penglaz and the Golowan Band
- music on Morrab Gardens Bandstand on Mazey Day
- stalls featuring an international variety of food in Greenmarket Car Park on Mazey Day
- a Skate Park event & jam for young people at Wherrytown Skate Park
- a programme of Volunteer Participation
- a Marquee housing music performances (see section 4.) – and hosting the Mock Mayor ceremony
- Specifically (see section 4.) in 2025 Golowan FestivalCIC added
 - A full two day programme of events in Penlee Park with a particular focus on young people and families
 - A shanty festival on Quay Fair Day in the Dry Dock yard.

The governance aspects of the Festival required by the SLA were all complied with including robust event management, planning and delivery with the requirements of Martyn's Law implemented both in planning and practice; continued initiatives promoting accessibility and diversity (including for the first time, much acclaimed and welcome participation by the Bengali community in Mazey Day parades); initiatives to include additional areas & communities e.g. in Penlee Park (see section 4.); continuing to prioritise the showcasing of local talent and creativity and maintaining a commitment to Sustainability and to a "Plastic-Free" event.

After the 2025 festival a debrief meeting was held on 22nd July 2025 attended by key stakeholders and sub-contractors. The meeting and subsequent debrief report resulted in recommendations

which will be incorporated into the planning of the 2026 festival by the festival organisers and other key partners.

2. Team Structure

The 2025 Golowan management team consisted of the Directors of Golowan Festival CIC, Alan Shepherd and Martin Venning. Martin, as Operations Director, was the main point of contact for key operational contractors and fulfilled the role of Gold Commander during the main festival weekend. Alan was Finance & Entertainments Director and was, as in previous years, the Festival Director with responsibility for engagement with key lead partners.

Kim Tilbrook took on the role of Volunteers & Parades Manager and Nadine Tonner was Marketing & Business Support Manager working with Laura Jewell on Programme Compilation.

In addition, the festival directors appointed two parade structure artists to manage St John's Hall, managers of the Mock Mayor Election and of the Golowan Folk Stages, an assistant street market manager, two parades' assembly coordinators based in Morrab Road on Mazey Day and five sound engineers. Golowan crew duties were undertaken by Simon Bond, supported by Martin Venning and crew with Crago Moves as in 2024 undertaking the role of collecting and returning parade structures from all the local schools involved.

The team was also supported by contractors in the following roles:

Perfect Event Group (PEG) – Community Safety Advisors,

Coast 2 Coast – Community Safety Team providing stewards, SIA stewards and a control room operator

Devon & Cornwall 4 x 4 Response – on road closure operation and supervision.

St John Ambulance – medical cover from Mazey Eve through to Quay Fair Day

Biffa – providing extra bins, pickers, hoops, refuge bags and waste collection services at no cost

South West Water – Providing the parades water station in exchange for a promotion stand

South West Loos – additional toilet facilities

Treveth – road traffic signs

Chris Sedgeman Scaffolding – to ensure the Mayor and Mock Mayor could make their addresses from the Market House.

Penzance BID – Trailer stage, outdoor electricity cables and tables at no cost

Local photographers Greg Huckfield, Cam de Pete, Craig Freeman, Lee Palmer, Greg Martin, Fi

Morgan and Kris Meaden gave their services for no charge over the long weekend as of course did the many wonderful Golowan volunteers.

3. Planning

2024 was again a year which saw a requirement for Golowan Festival CIC to bid for the contract to run the Festival for the subsequent three year period and this process – if successfully accomplished - necessarily has a delaying effect on the timetable for the planning of the following year's Festival. Notwithstanding this all the Festival's policies, plans and risk assessments were reviewed and updated as required and the Event Notification Plan and Traffic Management Plan submitted to Cornwall Council prior to Christmas 2024.

During the planning of the festival, regular meetings were held between the festival directors & team members and as necessary with other parties. The team meetings were again largely 'task and finish' orientated, highlighting specific jobs that needed doing and by whom and when they were to be completed. Each meeting was carefully minuted. The efficiency of these meetings

ensured that important tasks were actioned and decisions made in a timely fashion. At each meeting the team identified any areas or actions which would necessitate amendments or additions to any existing risk assessment or that would require a new RA to be created.

There was this year, again no requirement to attend a Cornwall Council LSAG meeting. Our understanding is that this was because:

- i) Golowan Festival CIC had established a solid record of achievement with Cornwall Council since taking over the management of the Festival in 2016, and
- ii) Coming out of Covid 19 Cornwall Council were still continuing to operate at a reduced capacity level.

During planning periods, meetings were held with representatives from the Blue Light organisations, St John Ambulance representatives, CC Licencing and representatives of traders' associations. The Golowan Team also met with Rachel Yates from Plastic Free Penzance as well as holding many meetings with other key groups or individuals.

- **Specific Planning Issues for 2025**

Construction and demolition work within the town and new requirements from the SLA agreed with Penzance Town Council ensured that organisation of the Golowan Festival presented particular challenges this year. However, in keeping with this year's festival theme - "On the Crest of a Wave" – those challenges were met with optimistic positivity and below is a summary of action and issues over a range of areas.

- **St Anthony's Car Park, Gardens & Coinagehall Redevelopment**

The Golowan team worked closely with Treveth over several months monitoring the timetable of work in this area which forms part of the key historical "footprint" of the Golowan Festival. At an early stage delays – which subsequently proved to be real – were anticipated and it was accepted that St Anthony's Car Park was unlikely to be available to house the popular Golowan Marquee this year. After considering a number of alternative sites, through close co-operation with Harbour Master, Chris Jones, the use of most of the Wharfside Maritime Car Park facing the harbour and Albert Pier was secured. This allowed the provision of a larger marquee and resulted in larger audiences by far for the Mock Mayor ceremony and the subsequent music events within the marquee and it is highly likely that this location will now be the Marquee home for future Festivals.

The St Anthony's development work also had the potential to impact on the location of the Quay Fair and a number of alternative locations were seriously considered. Resurfacing of Battery Road under the Town Deal, was not, however, planned until later in 2025 and the fair operators were very keen, if at all possible, to retain the Quay Fair's historic location adjacent to Jubilee Pool on Battery Road. Working closely with Cornwall Council Streetworks and Treveth, Golowan's operations team ensured that this ambition was achieved although Golowan's Operations Director and the Penzance Town Clerk were required – very late in the day – to work closely with the fair operator to ensure that last minute safety, load bearing concerns raised by Cornwall Council about the "triangle" adjacent to Jubilee Pool, were adequately addressed. Coineagehall and Green Street past The Yacht Inn – the usual route for diverted traffic – was however blocked by development work and Coineagehall itself will be pedestrianised in future years. An alternative traffic diversion - for other than local access traffic – from the Tesco roundabout via the A30 and down into Penzance at the Heamoor roundabout – was agreed with Cornwall Council and worked efficiently to the extent that it is likely that this will be used in future years thus ensuring that the Quay Fair

retains its existing location.

- Penlee Park

A requirement of the new Town Council SLA was that the Golowan Festival explore the possibility of making use of Penlee Park. Accordingly, aware of the success of the first Penzance Food Festival in the Park in September 2024, the Golowan team put together two days of activities and performances in Penlee Park over Mazey Weekend. Obviously there was neither desire nor requirement to emulate the Food Festival and unlike that festival, of course, there was the challenging distraction of traditional Golowan Festival events, parades and music throughout the town and down on the Quay. Accordingly, the focus was on creating a space attractive to families and – working with Trelya and Penzance Youth - with a particular emphasis on providing a space for young people to perform, feel safe and participate in activities geared to them. Food and craft stalls, music stages and a bar were added to the mix and the result was an outstanding success enjoyed by hundreds of people adding a whole new dimension to the historic footprint of the Golowan Festival.

- Parades

This year's theme – “On the Crest of a Wave” – proved enormously popular and resulted in a wealth of colourful nautical imagery from local schools in the three parades through the town on Mazey Day. Following a successful National Lottery Community Awards for All funding bid this year we were also in a position to assist and encourage more local community groups to participate in the parades which were again an outstanding success attracting thousands of people to the town.

- Security & Stewarding

What could have been a significant problem for Golowan - when our regular security and stewarding sub-contractor, Provide, advised us in early May that they could not - after all – provide a service for us this year – was averted by Operations Director, Martin Venning, working closely with the Festival's Health & Safety Manager, Mike Ward, to source and agree an acceptable contract with Coast 2 Coast to fill the gap. In the event, this proved a “blessing in disguise” and Coast 2 Coast provided an excellent service. Agreement has already been reached with them to secure their services for the 2026 Festival.

4. Innovations for 2025.

- Penlee Park – see 3. Above.
- Shanty Festival

Working closely with Link solutions, the owners of the Dry Dock, the dry dock yard area adjacent to the wharf was transformed – with Golowan bunting and a bar – into a vibrant new performance area which, on Quay Fair Day housed a rousingly popular mini shanty festival featuring crews from Cornwall and beyond together with colourful Morris Dancing sides both in the dock area and on the adjacent Quay. This was enjoyed by hundreds of people and is highly likely to become an integral part of future Quay Fair Day celebrations.

- Spanish Galleon

Back in January the Harbour Master asked the Golowan team whether they would be interested in hosting a visit from a full-scale replica Spanish galleon during the Festival. Obviously there was enthusiastic agreement with the result that the Thursday before Mazey Weekend saw the arrival in Penzance Harbour of a spectacular replica Spanish galleon,

Andalucia, which was boarded by hundreds of visitors and locals alike in the days up to and including Quay Fair Day. Not only did this accord wonderfully with the Festival theme “On the Crest of a Wave” but it provided huge business for the surrounding hostelrys and eateries and added immensely to the nautical dimension of Golowan . Working with the Harbour Master this is, again, something which the Golowan team will seek to replicate in future years.

- Marquee – see 3. above

5. Community Safety, Health & Safety and Security

As stated in 2 (above), Perfect Event Group (PEG) were again contracted to provide their services for Golowan 2025 and Mike Ward from PEG was again appointed as the Festival Event Safety Manager providing valuable advice and support for the festival.

Over the main festival weekend Martin Venning, the Operations Director acted as Gold Commander supported by Mike Ward from PEG in the role of Silver and the on-the-ground head of the Coast 2 Coast team fulfilled the role of Bronze Commander.

Devon and Cornwall 4 x 4 Response Team provided a secure and responsive cordon in key areas of the town hence helping to ensure the safety of the public and the parades and that the invoking and lifting of temporary road closures worked smoothly.

In order to ensure that all team members, contractors and partners knew how to respond in emergencies and scenarios affecting community safety a table-top exercise facilitated by Mike Ward from PEG took place on 12th June. This exercise contributed to the review of planning, roles and responsibilities. Representatives from each of the Emergency Services were invited to this meeting.

As indicated in section 3. above the process for applying for the road closures for Golowan went well with the main application submitted to Cornwall Council/Streetworks with ample time for them to process it and again as indicated in 3. above the following documentation was all reviewed and updated prior to Christmas 2024.

- Risk Assessments
- Business Plan
- Medical Plan
- Crowd Safety Plan including the stewarding plan
- Health and Safety Plan including Fire Safety
- Emergency and Contingency Plan
- Traffic Management Plan
- Event Management Plan
- Communications Plan

All key documents, once revised and checked by Mike Ward, were forwarded to the appropriate organisations and individuals.

A digital radio system was hired for communication over the main weekend. In case of a failure of radio communication mobile phone numbers of representatives for each of the emergency and medical services and of key individuals were shared.

On Mazey Day the event control room was situated on the first floor of the Co-op in Market Jew Street. Here a lead member of the Coast 2 Coast team took on the role of Radio Controller and it was also the location of the St John Ambulance control facility.

The event control room (and the Golowan office at the Barbican on Quay Fair Day) provided the location for the early morning stewards' briefings at which the Police were present, as well as the venue for the Mazey evening debrief between the Police and the Golowan team at 18.30h just before the Golowan team stood down and the complete hand over to the Police at 19.00h when the Golowan town centre road closures were lifted.

6. Volunteers

As in previous years the festival organisers once again relied upon support from its wonderful army of volunteers asking that they take on a multitude of roles including distributing road closure information and festival programmes, street collecting, helping on the Golowan stalls, stewarding parades, litter picking, meeting-and-greeting and much more. The Redwing Gallery again proved to be an ideal location for Volunteers & Crew R & R on Mazey Day while the Golowan office at the Barbican again fulfilled that role on Quay Fair Day.

The Golowan volunteers were great festival ambassadors, out and about doing sterling work throughout the event and we were so grateful to each of them. They were rewarded with a Golowan Volunteer T- shirt and huge gratitude. Once again very many of them told us how much they had enjoyed their experience volunteering.

Plastic Free Penzance also kindly provided volunteers to assist with litter picking.

7. Entertainment

Street music continues to be an integral part of the atmosphere of the Golowan Festival and over Mazey Weekend on the Folk Stages in Greenmarket Car Park and on South Quay and - in various locations throughout the town and harbour - around a hundred separate performances – mainly from local Cornish acts – were engaged to delight the appreciative crowd. The Youth Music Stages co-ordinated by Darren Roberts of Mounts Bay Academy relocated to the events in Penlee Park this year and music performances were held on Morrab Gardens Bandstand on Mazey Day while the mini Shanty Festival and Morris Dancing (see 4. above) in the Dry Dock yard on thrilled hundreds of festival goers on Quay Fair Day.

Once again, over the weekend, encouraged by the Festival, specific Golowan-related street entertainment was also provided by the Farmers Arms on their stage at the top of Causewayhead while The Lugger Inn and The Dock Inn both again entered into the spirit of the weekend with lively music programmes and – as the festival this year again coincided with “Speak Cornish Week” - Cornish language music and song sessions facilitated by Kowethas an Yeth and Judith Laurence formed part of the mini-festival outside the Dry Dock gates on the Quay on Quay Fair Day..

Throughout the week leading up to Mazey Day, Tim Boulton again arranged a series of well supported classical concerts held upstairs in the Nelson Room of the Union Hotel featuring outstanding young local and visiting musicians as did Chapel Street Singers in the Methodist Chapel on Chapel Street and as ever, the Serpent Dance led by Penglaz followed the Firework Display – kindly funded by Penzance Town Council – as Mazey Eve heralded the start of another fun-packed Mazey Weekend.

8. The Golowan Markets and Merchandise

The Golowan markets bring a vital income stream to the Festival and thanks to the tireless work of Martin Venning take up by stall holders continues to thrive. Prices continued to be held at historic levels and although most traders paid the full price, local businesses and charitable organisations continued to benefit from a discount of between 25% and 50% off the full pitch fee. We continue to work with local businesses allowing them to set up outside their premises or have free stall space within the markets. The Golowan markets also support key community organisations with free stall space such as: PFPZ, Family Hub, Growing Links, Food for families and One and All Aid. The food court in Greenmarket Car Park again worked well as it created a focal point for people to eat and be entertained at by the Festival Folk Stage and it meant that established food providers on the High Streets of Penzance didn't lose custom to Golowan's vendors.

Following on from the success in previous years, Golowan again worked with the Mirva Collective based in Causewayhead to handle Golowan merchandise throughout the Festival (and also throughout the year). On Mazey Day and on Quay Fair Day, Golowan set up its own market stalls as information and sales points and, as detailed in 6 (above) the Redwing Gallery again housed a very successful R & R location for volunteers and crew. Merch sales (and, indeed, cash donations) continue to be improved by the increased use of sum-up machines reflecting the change in customer card/cash spending habits.

The sterling work of Festival and Plastic Free Penzance litter picking volunteers ensured that the streets were regularly cleaned but litter continues to be a perennial Festival problem. Measures will be explored with Penzance Town Council to help to alleviate the problem next year.

The Golowan team will continue to work with Plastic Free Penzance and the increased acceptance of the Golowan reusable cups scheme continues to successfully address the issue of single use plastic. Plastic Free Penzance and Golowan continue to be key partners going forward.

9. The Wider Community

Golowan continues to appreciate the importance of fostering links and partnerships with local community groups, organisations, businesses - and indeed individuals - in order to ensure that they genuinely feel they are a part of the festival and that Golowan is working with them to support their interests and needs. This year, particularly, partnerships with Trelya, PZN and the Penzance Bengali Association tremendously enhanced the "community feel" of the Festival

The Admiral Benbow hosted the official Golowan Festival launch party on 20th June – open to everyone - with a vibrant, packed celebration featuring Jackson's Claret which heralded the start of another outstanding Golowan Festival.

Golowan again worked with Penzance Literary Festival and Kowethas an Yeth Kernewek to promote their organisations giving them publicity and a stalls pitch over Mazey Weekend.

Golowan will continue to foster further partnerships especially with local community groups and arts organisations.

10. Press, Publicity and Marketing

Following its revamp in 2023 the Golowan Festival website continues to be an excellent tool to provide information about the Festival as well as an income stream from advertising. The information on the website included the programme of events which was constantly up-dated,

information about the road closures, bus diversions, booking forms for market stalls, volunteering opportunities information about the festival sponsors and supporters and much more.

The Golowan Festival has a very active presence on Facebook and Instagram - all useful ways of staying in touch with the local community – and really benefitted from utilising the skills of Nadine Tonner and also Laura Jewell (founder and publisher of Penwith Eye) who, having come on board in 2023, worked with us to maximise our communications operation and ensure that we remain ‘in touch’ with our community and the ways in which it prefers to engage and get information.

“Websites and social media hits” – key to attracting business support – reached an unprecedented high this year.

Golowan, working with Penzance Town Council, submitted press releases to the local media and received excellent pre and post Festival coverage. In addition, coverage and interviews were obtained on BBC Radio Cornwall, Coast FM & Cornwall Live and BBC1’s Spotlight who featured a live interview on Mock Mayor Day aboard the Andalucia galleon and also gave extended coverage over the main Festival weekend .

The Festival programme was published in hard copy and on-line and 7,000 copies were widely distributed to locations/venues both in and out of town. The programme also provides a valuable income stream through advertising and again particularly benefitted in this regard from all Laura’s contacts with Penwith Eye. The publication timetable was again successfully brought forward this year to include all the information that had in earlier years been included in the weekend brochure with a corresponding cost saving.

11. Businesses, Sponsorship and Support & Grant Income

The premise for the Town Council’s planned gradual year on year reduction in the level of financial support to the Golowan Festival is that such lost revenue should be replaced by sponsorship and earned income. However, as business budgets tighten, in the current economic climate securing major sponsorship deals is increasingly challenging. We were this year successful in securing a number of smaller deals and Crago Moves supported both the reusable drinks cups and the popular Skate Park “Takeover” at Wherrytown on Quay Fair Day. Humphry Davy School again supported street music around the town and Hugh Scantlebury, again personally put up £500 to sponsor the parade images while, for the fourth year running, there was a wonderfully generous donation of £500 from local musician and author, Lynn Florkiewicz, in memory of her husband Tad, who died following the 2019 Festival. The days of substantial business sponsorship, however, – at least in the medium term – seem to be over.

Diligent work was rewarded with successful bids for Arts Council, National Lottery Awards for All, FEAST and the St Aubyn’s Trust grant funding but, in an increasingly competitive field, bid success can never be guaranteed or taken for granted.

Accordingly, it is incumbent upon the Golowan Festival team to continue to investigate ways in which earned income can be maximised and it goes without saying that we will continue to source every possible avenue of financial support for the Festival.

The Golowan organisers remain very grateful for the support they received from Penzance Town Council which gave not only a considerable increased financial contribution in 2025 but supported the Festival with advice and assistance whenever needed through an excellent working relationship with Corporate Services Manager, Cal Bagshaw and Town Clerk, James Hardy.

Golowan, of course, ensures that all sponsorship, grants and financial support is fully acknowledged on our website.

12. Finance

Following the financial prudence evidenced in its operation of all of its Golowan Festivals, Golowan Festival CIC again demonstrated the ability – in charge of setting and working to its own budget – to deliver an excellent event within budget.

	<u>2025*</u>	<u>Actual @ 14/08/25</u>
INCOME (All sources)	£126,055	<i>£115,495</i>
EXPENDITURE	£118,195	<i>£108,207</i>
SURPLUS TO CARRY FORWARD	£7,860	<i>£7,288</i>

- Projected figures at 30 September 2025 (Golowan Festival CIC financial year end)*

13. Debrief and Evaluation

Golowan again organised a debrief and evaluation process this year. A well-attended debrief meeting was held on 22nd July. The recommendations of the Debrief Report will be taken into account when planning for the 2026 Golowan Festival.

14. Golowan – Conclusion

2025 presented the organisers of the Golowan Festivals with unprecedented challenges – all of which were met with determination, resilience and sheer hard work. It would be naïve to predict that things will be plain sailing as we build on 2025's successes. Indeed, problems are already materialising. The Festival's HQ has, for many years been at the Barbican on Battery Road and Golowan Festival CIC took over the rental agreement for those premises from Penzance Town Council in 2019. It was accepted in meetings with the new owners of the Barbican prior to this year's Festival that there would be a reassessment leading to an uplift in the rent payable. What was not anticipated, however, was that that increase – presented to Golowan at the end of July – would be one of 600%. Accordingly, the Directors are already looking at ways to either mitigate this or, indeed, secure new premises (some of which have been identified) in which to rehouse the Festival for future years. Additionally, the current roadworks on Market Jew Street – creating a more defined pedestrian focus with trees and planters – may ultimately lead to an improved “look” for the town centre but this could have a significant effect on the siting of market stalls – and potentially Golowan Festival income – next year. This is another challenge already being addressed.

Faced with 2025's “unprecedented” challenges, however, the Golowan Festival team – with the help of committed partners, tireless volunteers and the collective will and effort of the whole community - managed to deliver a Festival which spread the footprint of Golowan across the town, increased its diversity and has been widely acclaimed as the “best ever”.

Tens of thousands of people packed the town contributing significantly to the local economy.

As ever, we won't, however, rest on our laurels or allow complacency to creep in. Golowan Festival CIC will learn from the Debrief Report, implement its recommendations and take into account all the feedback we have received and constantly work for improvement - mindful of the fact that we are mere custodians of the precious Golowan Festival.

We will continue work on succession planning, continue to encourage participation from all sections of the community – particularly the young - investigate genuine park-and-ride-options, work to create a viable Friends of Golowan organisation and continue to work closely with our valued lead partners at Penzance Town Council.

Golowan is special – not just another generic festival – and through a process of constructive, positive evolution – not revolution – we will ensure that the Golowan Festival – the jewel in the heart of Penzance – continues to go from strength to strength.



SUSTAINABLE PENZANCE

Sustainable PZ Interim Report July – Aug 2025

Here is our report on month four and five of our 2025/26 grant. This is a summary of work that the SLA with Penzance Council has enabled. It is not a full account of all the work we have undertaken in the last two months.

NB: Social Media Stats – these relate to our social posts only and not ‘Stories’

We do not have budget to pay for reach/engagement etc. So, all of our stats reflect organic growth and performance.

Understanding Engagement Rates: 1-5% is industry standard for Facebook.

Anything above 5% is deemed as excellent. 1-3% is industry standard for Instagram. Anything above 3% is deemed as excellent. For combined FB and Insta stats we've worked on a 1-5% target.

PPFZ stats: reflect an abnormally brilliantly performing post in the period before!

1. Community Events, Actions and Awareness Raising

The People vs Plastic Human Chain: volunteer co-ordination and local promotion of the Plastic Free Penzance action with Surfers Against Sewage. 500 people formed a chain along the length of the prom to show a community united against ocean pollution and calling for decision makers to stand up to polluters. The town's voice and calls were then taken direct to the Global Plastics Treaty negotiations by SAS. Local and national press coverage and awareness.

Neighbourhood Plan Referendum: awareness raising and info on what the plan and referendum are and how to vote.

Visitor Guide Promotion: for the summer holidays



SUSTAINABLE PENZANCE

Things to do in PZ: summer holiday activities and places to visit that don't cost a penny, or the earth. Connecting visitors and locals to nature and low impact ways to enjoy the local area.

Decision Making: Shared proposals for the former Lidl site and the Heliport and how the community can have their say on them, as two key decisions for the town in terms of people, place and planet.

Monthly positive news stories: continuing our popular monthly look at positive climate, ecological and community stories. To counter eco anxiety and promote a sense of purpose, hope and ability to create something new for our futures.

Reality check news stories: monthly carousel on the realities the community is facing thanks to climate, ecological and community breakdown. Focusing on a different theme each month we covered plastic pollution in Plastic Free July and transport in August.

Regular blog spot: See here >> <https://sustainablepz.co.uk/blog/>

Monthly Community Newsletters: Open rate: 47%. Click rate: 6.7% (industry standard: 40%/3%)

Social Media Campaigns and awareness raising:

Plastic Free PZ socials are managed on volunteer time and not funded. A breakdown for SPZ socials follows. Performance percentages are based on the two months previous, so May & June 2025.



SUSTAINABLE PENZANCE

SPZ Facebook

Views: 55,900 (+ 68.8%)

Reach: 47.6K (+257)

Interactions: 716 (+40%)

New Follows: 71 (+115%)

Total Followers: 1623

58% are from the Penzance area

SPZ Instagram

Views: 38,305 (+7%)

Reach: 5,427 (-29%)

Interactions: 1130 (-11%)

New Follows: 100 (+5%)

Total Followers: 2080

48% are from the Penzance area

2. Community Projects

Plastic Free PZ: ongoing delivery of flagship project working with businesses, schools, council reps, community allies and volunteers. Holding and promoting events and actions and scoping of plastic reduction projects in the community.

<https://www.facebook.com/plasticfreepenzance>

<https://www.instagram.com/plasticfreepenzance/>

www.plasticfreepz.co.uk

Refill PZ: promotion of scheme, updating of map with new members, PZ Cup scheme development continued. See below <https://plasticfreepz.co.uk/refill/>

PZ Cup: the new initiative has its first recipient! The Jubilee Pool borrowed our stock of event cups for the Geddon Summer Party. We have 200 cups at the moment that events can borrow to reduce single use plastic. We continued discussions on a wider coffee cup scheme with Cornwall Council and Circular & Co. Next steps will involve a business survey.



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PackSwap PZ: open every Sat 10.30 – midday to take in used plastic packaging and redistribute for free in the community.

<https://plasticfreepz.co.uk/packswap-pz/>

3. Businesses

Local Business Promotion and Awareness: General promotion and support of local Plastic Free Champions and Sustainable PZ businesses through day to day social media, newsletters, blogs, workshops and events. See social accounts for examples.

4. Schools

Schools' Online Hub Development: Prep and promotion for the new academic year in Sept. Development of our Future Citizens workshop.

5. Community Green Hub & Collaboration

Community Hub: our first meeting at the Gardeners House was held in July to discuss next steps and how the hub wants to operate, work together and bring more organisations and people in. The hub agreed to host local consultation events on the Local Energy Plan. Monthly newsletter to members has been re-instated and a 6 weekly meeting schedule set up. This hub work is co-funded by the Gardeners House project, so not solely PZ Council. We will just report on the elements supported by the PZ Council grant going forwards.

Volunteer opportunities and management: bi-monthly, open to all meetings and co planning activities with our volunteers

PZ Food Festival: we are working closely with the festival again to reduce waste and plastic. We will be raising awareness in the run up on how to reduce impact through things like refill, transport and food. We will also have a stand on one of the days focussing on food security for the future.

Signposting and awareness raising: across the two months we have consistently and regularly signposted to other local environmental and community



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organisations and initiatives to raise awareness, promote their work and support their aims. See our social accounts for examples. Many of this sharing is done on Instagram and Facebook stories, which isn't saved due to the nature of the platforms for you to be able to see. But you can still see examples in main posts on each of our accounts.