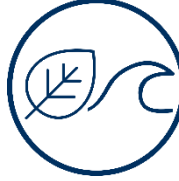


ARTS & CULTURE COMMITTEE – 10 AUGUST 2026

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 and acquisitions

The Summer exhibition, the Going Places funded 'Marking Her Mark' has received good press coverage and is popular with visitors. Visitor figures for the first three months are up on visitor figures for the same months last year.

In the Social History Gallery, there has been:

- an exhibition made by young parents supported by the charity WILD as part of the Arts & Health programme
- an exhibition created by people supported by Space for You.
- The current exhibition in that space is an exhibition of works by JW Matthewman, an artist who worked in Penwith during the 1920s - 1940s.

(ii) Learning & Outreach

The summer term saw 715 students and 124 staff take part in either formal learning visits to the Gallery or outreach sessions, this is almost double the number of students who visited in the same time period last year. Since the previous report:

- 16 onsite school visits with a total of 255 students and 48 staff
- 5 outreach sessions with 79 children and 13 adults
- 2 Little Penlee Explorers sessions with a total of 43 children and 30 adults
- Craft activities in the gazebo for Mazey Day and Quay Fair Day – 66 children and 58 adults
- 8 Saturday Activity sessions with a total of 42 children and 35 adults
- 3 holiday sessions (Art in the Park) with a total of 70 children and 45 adults
- 6 Baby Sensory sessions with 42 babies and 47 adults

A day at St Hilary school, which was funded by Art UK, where staff took the watercolour, Seine Fishing by Henry Meynell Rheam, out to the school for their 'Superpower of Looking' programme. During the day the Penlee Learning Assistant ran workshops for the entire school (186 pupils across seven classes!). The school gave really positive feedback and are keen to further develop the partnership with Penlee House.

(iii) Staff

The fulltime Visitor Experience & Retail Manager role has been advertised with deadline for applications being 28 July. Interviews for the role will be undertaken on 12 August.

(iv) Going Places Project

The first Going Places exhibition, 'Making Her Mark' opened at Penlee House on 30 April and has received good coverage across local and national media. The programme includes evaluation via surveys in the gallery. The exhibition currently receives a very pleasing 4.61 out of 5 stars. Comments include:

"The theme is so interesting, it is well-executed with the inclusion of exemplary works and artists. Thank you!"

"Nearly every canvas caught the eye: There are very few duds on display. Some of the artists were unknown to me - The exhibition was an eye opener and a reminder of the wealth of female talent that has gone under appreciated"

The Audience Engagement Assistant, funded by Going Places, is working on the next exhibition and is recruiting Under 5s and their carers to help create interactives and interpretation for the next Going Places exhibition – which will launch in summer 2028.

(v) Buildings

The tender for the repair and replacement of elements of Penlee House's roof is live, with deadlines for submission being 11 August 2026.

Penzance Council was not invited to submit an application for MEND funding and officers will therefore be assessing ongoing needs and looking at how these might otherwise be funded.

(vi) Coach House Café

The café launch has gone smoothly and snagging issues with the building are almost resolved.

(vii) Town Of Culture

Unfortunately, Penzance was not invited to submit an application for Town of Culture 2028. No town in Cornwall was successful in moving through to the next stage. It is hoped that the town will still be able to hold a celebration year in 2028.

(viii) Income and visitor numbers May-June 2026

Week beginning	Visitor numbers		Admissions (inc. VAT) (£)		Shop takings (inc. VAT) (£)		Weekly total (£)	
	2025	2026	2025	2026	2025	2026	2025	2026
04/05/2026	493	613	£2,010.00	£2,484.00	£1,758.56	£1,932.54	£3,768.56	£4,416.54
11/05/2026	556	852	£3,140.00	£4,432.00	£1,983.97	£2,991.88	£5,123.97	£7,423.88
18/05/2026	449	744	£2,148.00	£4,000.00	£1,247.72	£2,498.12	£3,395.72	£6,498.12
25/05/2026	589	478	£2,732.00	£2,436.00	£1,383.33	£1,537.36	£4,115.33	£3,973.36
May totals	2,087	2,687	£10,030.00	£13,352.00	£6,373.58	£8,959.90	£16,403.58	£22,311.90
Cumulative YTD	4314	5,002	£19,672.00	£21,676.00	£13,143.86	£16,804.30	£32,815.60	£38,480.30

Week beginning	Visitor numbers		Admissions (inc. VAT) (£)		Shop takings (inc. VAT) (£)		Weekly total (£)	
	2025	2026	2025	2026	2025	2026	2025	2026
01/06/2026	592	927	£3,328.00	£5,028.00	£1,535.19	£2,740.24	£4,863.19	£7,768.24
08/06/2026	697	781	£3,560.00	£4,004.00	£2,191.62	£2,450.30	£5,751.62	£6,454.30
15/06/2026	502	929	£2,472.00	£4,892.00	£1,646.54	£3,008.88	£4,118.54	£7,900.88
22/06/2026	621	527	£3,368.00	£2,602.50	£2,160.83	£2,241.69	£5,528.83	£4,844.19
29/06/2026	650	599	£3,436.00	£2,779.00	£1,898.60	£2,330.41	£5,334.60	£5,109.41
June totals	2,412	3,164	£12,728.00	£16,526.50	£7,534.18	£10,441.11	£20,262.18	£26,967.61
Cumulative YTD	7,376	8,765	£35,836.00	£40,981.50	£22,576.64	£29,575.82	£58,412.64	£70,557.32

(ix) Admission statistics May-June 2026

	Adults	18-26 (50%)	Child	Friend	Free	Art Fund member	PZ Pass	Educational visit (adults & children)
May-26	1,784	33	99	242	200	176	236	174
Jun-26	2,202	66	68	246	151	238	228	180

Anna Renton
Co-Director, Penlee House Gallery & Museum

Verity Anthony
Co-Director / Visitor Experience & Retail Manager, Penlee House Gallery & Museum

Golowan Festival CIC

Golowan Festival 2026

**Final Report to Penzance Town
Council**

August 2026

Contents

1. **Overview**
2. **Team Structure**
3. **Planning**
4. **New HQ : 1 Guildhall Road**
5. **Community Safety, Health and Safety and Security**
6. **Volunteers**
7. **Entertainment**
8. **The Golowan Markets and Merchandise**
9. **Friends of Golowan**
10. **The Wider Community**
11. **Press, Publicity and Marketing**
12. **Business, Sponsorship and Support & Grant Income**
13. **Finance**
14. **Debrief and Evaluation**
15. **Golowan 2026 – Conclusion**

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.

It was following this SLA that Golowan Festival CIC successfully delivered the 2025 Golowan Festival and again:

In 2026:

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
- Mazey Day 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 & Quay Fair 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 – and hosting the Mock Mayor ceremony
- Following the success of the innovation in 2025 Golowan FestivalCIC again delivered:
 - A full two day programme of events in Penlee Park with a particular focus on young people and families

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; initiatives to include additional areas & communities e.g. in Penlee Park ; continuing to prioritise the showcasing of local talent and creativity and maintaining a commitment to Sustainability and to a "Plastic-Free" event.

After the 2026 festival a debrief meeting was held on 23rd July 2026 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 2027 festival by the festival organisers and other key partners.

2. Team Structure

The 2026 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 Communities Liaison incorporating 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 seven sound engineers. Golowan crew duties were undertaken by Simon Bond, supported by Martin Venning and crew with Crago Moves as in 2025 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

St Piran in Penwith – road traffic signs

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

3. Planning

Planning for the 2026 Golowan Festival was affected by the need to source, acquire and refurbish new premises (see section 4.) 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 2025.

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. 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 Golowan Festival CIC had established a solid record of achievement with Cornwall Council since taking over the management of the Festival in 2016.

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 2026**

- 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.

The St Anthony's development work continues to impact on the location of the Quay Fair. However, the fair operators remain very keen, if at all possible, to retain the Quay Fair's historic location adjacent to Jubilee Pool on Battery Road – a location which by Charter goes back to the Middle Ages. Although, for the first time in 30 years, the St. Anthony's Car Park was technically open to the public on certain days during the Festival, a sensible arrangement was agreed between Jubilee Pool and the fair operators to allow small family rides to be located in the car park and for Jubilee Pool to be suitably recompensed. Coineagehall and Green Street past The Yacht Inn – the usual route for diverted traffic – was again blocked by development work and as Coineagehall itself will be pedestrianised in future years this diversion will never again be an option. The alternative traffic diversion - for other than local access traffic – from the Tesco roundabout via the A30 and down into Penzance at the Heamoor roundabout – which was agreed with Cornwall Council in 2025 again worked efficiently and is likely to be the chosen option in future years thus ensuring that the Quay Fair retains its existing location.

- Penlee Park

A requirement of the new Town Council SLA in 2025 was that the Golowan Festival explore the possibility of making use of Penlee Park. Accordingly, the Golowan team again in 2026 put together two days of activities and performances in Penlee Park over Mazey Weekend where the focus was on creating a space attractive to families and young people. Again, 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 – a successful, busy and very popular event was created. Food and craft stalls, music stages and a bar were again in the mix and the result was another outstanding success enjoyed by hundreds of people adding a whole new dimension to the historic footprint of the Golowan Festival – and allowing an "escape" from the hurley-burley of Mazey Weekend in the town centre and on the Quay.

- Parades

The new lay-out of planters in Market Jew Street had the potential to seriously impact on the parades and market stalls this year. There was, inevitably, a loss of stall space which impacted on Festival revenue (offset to a degree by stalls in Penlee Park over the weekend) but a positive approach saw all stalls sited opposite the Terrace – an enlightened move that appealed to both

festival goers and local businesses, facilitated the smooth progress of the parades and proved, in the event, an outstanding success. This year's theme – "Golowan - Forever Flying High" – proved enormously popular and resulted in a wealth of colourful imagery from local schools in the three parades through the town on Mazey Day. The three main parades this year were more equally sized and the new turnaround at the bottom of Market Jew Street worked well. Through careful budgeting, we were again in a position to offer artists grants to schools and community groups to assist in the creation of fabulous images and the parades were again an outstanding success attracting thousands of people to the town.

- Security & Stewarding

Following their appointment in 2025 – following the departure of Provide – Coast 2 Coast again provided an excellent service. Agreement has already been reached with them to secure their services for the 2027 Festival.

4. New HQ: 1 Guildhall Road

Golowan Festival CIC had been a tenant of its HQ, The Barbican, since taking over the rental agreement from Penzance Council in April 2021. Due to a reorganisation within the family owning The Barbican, a new landlord company was formed in 2025 and that company sought to increase the monthly rent Golowan paid by 600%. In recognising that that would be an unsustainable burden going forward for a community organisation such as ours we entered into immediate discussions with Penzance Town Council and our local Cornwall Council councillors - all of whom massively supported us in our task - as a result of which the opportunity to buy 1 Guildhall Road - the former Probation Office - at a very generous discount - arose. That discount reflected the acknowledgement that the Golowan Festival - one of the major community festivals in South West England - attracts many thousands of people to the local area every June and in doing so has been estimated to contribute around £2 million to the local economy. The new premises will now provide a permanent home for Golowan - securing the future of this vital contributor to the local economy and key part of the life of the community of South West Cornwall - and also a community festival hub for Penzance. The premises - as the former Probation Office – did not involve a "change of use" and no planning permissions were required. Their location, adjacent to St. John's Hall in the centre of Penzance, was ideal from an operational point of view. The two storey building will provide ample administration, arts workshop and storage space for the Festival and also allow Golowan to accommodate other events and festivals - Montol, St Piran's, Humphry Davy etc. - with administration space as needed throughout the year. Although a comparatively modern building, 1 Guildhall Road - which after ceasing to be the Probation Office was used by Penzance's Streetfood Project for some time on a rental basis – was empty for around a year. Accordingly there were serious issues with damp and wiring that, as owners, we needed to address. Additionally some (non-load bearing) walls were removed to address the specific requirements of our operations. The building, owned by Cornwall County Council, was initially assessed by them for auction purposes at £75,000. In view of the acceptance by Cornwall Council and Penzance Town Council (with fervent support from the latter and local business organisations) of the vital contribution the Golowan Festival makes to the life and economy of the town, we were offered the opportunity to buy the premises for £30,000. Subsequently we were successful in securing an HSBC Bank Business Loan towards the costs of the purchase project and were then successful in securing a Penzance Enterprise Round Three Grant to facilitate the extensive renovation of Golowan's new permanent home. Completion was on 16th January 2026 and from that date the Golowan team were exhaustively involved in supervising the refurbishment work undertaken by a team led by local builders, Cornish Lime, and ensuring at every step of the way

that the requirements of the Enterprise Grant were complied with. Ultimately, at the end of May, just a few short weeks before the start of the 2026 Golowan Festival, work was completed, Building, Fire & Electrical Certification obtained and the Enterprise Grant of almost £41,000 received. A GoFundMe campaign continues to address the ongoing need to clear all costs in connection with the acquisition of our new premises and specific fundraising activities in the coming months will also specifically address this issue. Following the 2026 Festival there is absolutely no doubt that our new premises at 1 Guildhall Road - right next to St John's Hall - where parade images are assembled and from where all festival parades depart - played a significant role in the success of this year's festival and its location, close to our bank and our business and council partners has been an unanticipated bonus. Everyone involved commented on the Festival's outstanding new home and there is no doubt whatsoever that it has provided a legacy for the success of the Golowan Festival for many years to come. We now look forward to working with our local Montol Festival partners - and other local community organisations - to ensure that they benefit from our outstanding new facilities in the months ahead. Now that the Festival is over for another year, we will redecorate throughout with Golowan Festival memorabilia ahead of a planned Grand Opening in the coming weeks.

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 2026 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 9th 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 2025.

- 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 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.

The event control room for Mazey Eve and Quay Fair Day had historically been in the Barbican building. In its absence we were this year successful in securing the use of the Customs House on the Quay for the whole weekend. It proved an ideal substitute and agreements have been reached for its use again in 2027.

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 Customs House on the Quay 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 Big Tree Stage and the Youth Music Stages co-ordinated by Darren Roberts of Mounts Bay Academy in Penlee Park hosted a series of varied, excellent performances over the weekend including circus skills and knife-throwing! Music performances were held on Morrab Gardens Bandstand on Mazey Day & Quay Fair Day and buskers entertained the crowds throughout the weekend. In the absence of the availability of the Dry Dock this year (the MOD withheld approval) a mini Shanty Festival was held on Quay Fair Day outside the Customs House and seven Morris Dancing sides from all over the South West – hosted by our own Pensans Morris – entertained crowds on the Promenade 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 (under enthusiastic new management) 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 (appearing, as usual from his historic “stable” in the Barbican thanks to the kind co-operation of the new owner) 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. As detailed in 3. (above) potential problems posed by the new lay-out of Market Jew street were successfully overcome.

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 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. Friends of Golowan

A key ambition of Golowan Festival CIC has, over the past few years, been to revive an active Friends of Golowan support group. Finally 2026 has seen the establishment a vibrant Friends of Golowan (FOG) with five enthusiastic committee members. Their first given task was to organise the 2026 Golowan Festival Launch Party and they did it in style resulting in a memorable night at

the refurbished Ritz on 19th June which raised funds for the Festival, created an amazing atmosphere and set the seal on a potentially mutually beneficial ongoing relationship with Penzance's exciting new entertainment centre – The Ritz. Going forward, FOG will be tasked with raising funds for the Festival – particularly in relation to 1 Guildhall Road - and recruiting a whole new army of young Golowan Festival volunteers.

10. 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.

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.

11. 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 and ITV Westcountry News both featured coverage of the Festival on their local news programmes over Mazey 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.

12. 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, grants and earned income. However, as highlighted last year, as business budgets tighten, in the

current economic climate securing major sponsorship deals is increasingly challenging. Our main achievement, obviously was securing and delivering on the Penzance Enterprise Round Three grant for 1 Guildhall Road but Arts Council and National Lottery bids were unsuccessful this year – proving that however good the cause and experienced the bid writers, grant funding can never be taken for granted. Once again Humphry Davy School supported street music around the town and Hugh Scantlebury, again personally put up £500 to sponsor the parade images while, for the fifth 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. 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, not only financially but with advice and assistance whenever needed through an excellent working relationship with Greg Martin, 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.

13. 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. The figures below, however, reflect the net cost from operating resources - £7,516 – to Golowan Festival CIC of acquiring and refurbishing 1 Guildhall Road leading to a very small projected deficit of £166.

	<u>2026*</u>
INCOME (All sources)	£121,587
OPERATING EXPENDITURE	£114,237
OPERATING SURPLUS	£7,350
NET COSTS OF NEW PREMISES AFTER ALL GRANTS ETC	(£7,516)
NET DEFICIT	(£166)

- Projected figures at 30 September 2026 (Golowan Festival CIC financial year end)*

14. Debrief and Evaluation

Golowan again organised a debrief and evaluation process this year. A well-attended debrief meeting was held on 23rd July. The recommendations of the Debrief Report will be taken into account when planning for the 2027 Golowan Festival.

15. Golowan – Conclusion

If building work around the St. Anthony's Gardens, Car Park and Coinagehall area presented the organisers of the Golowan Festival with challenges in 2025, 2026 came with a whole new package of them. However, the requirement to find a new home for the Golowan Festival was fulfilled (see 4. above) and the new road layout in Market Jew Street mastered (see 3. above).

Faced with “unprecedented” challenges 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 yet again 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 plan to actively work with the Arts Council and our partners in the coming weeks to investigate the core funding possibilities offered by the new round of National Portfolio Funding and, imbued with the enthusiasm of a new Friends of Golowan team, we will continue to work on succession planning and to encourage participation from all sections of the community – particularly the young - and, of course, continue to work closely with our valued lead partners at Penzance Town Council.

The acquisition by Golowan Festival CIC of a permanent – owned – home for Golowan at 1 Guildhall Road bodes well for the Festival's future and security in the years ahead and offers the opportunity to establish a thriving festivals and community hub in the heart of Penzance.

Golowan is special – not just another generic South West festival – and through a process of constructive, positive evolution we will ensure that – as long as we are its custodians - the Golowan Festival – the jewel in the heart of Penzance – continues to go from strength to strength.

Golowan Festival CIC, August 2026

ARTS AND CULTURE COMMITTEE – 10 AUGUST 2026**REPORT FOR DECISION****FLAGS PROJECT 2026 UPDATE**

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

Background:

The 2026 flag project was completed in time for the flags to be installed in line with their “traditional” start date of the last May bank holiday weekend. Feedback from the flags has been positive, as it has been every year. The flags were produced by Sailflags in Goldsithney who worked with a local artist on the production of the 6 new promenade banners and the new flags that have been produced to replace a number of town flags which were beyond repair.

Unfortunately, shortly after the flags were installed, they needed to be dropped again as wind speeds gusting in excess of 30mph were forecast. 30mph is the maximum gusting windspeed that the flagpoles can tolerate without risk of damage. Where possible, the opportunity to undertake repairs is taken by the contractor when the flags are dropped.

This is the first season that Penzance Council has attempted to make some promenade banners last more than one season. The 6 new banners that have been produced will allow for rotation across the three banks of banners to spread the impact of the prevailing winds over the course of the season.

Ben Bros gall
Leisure and Amenities Manager

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
INCOME					
Arts & Culture Committee					
400	Penlee House Gallery & Museum				
400/1	Shop				
400/1/1	Admissions	£95,000.00	£0.00	£43,188.36	-£51,811.64
400/1/2	Sale of Merchandise	£80,000.00	£0.00	£31,548.83	-£48,451.17
400/1/3	Image Licensing Fees	£1,000.00	£0.00	£286.30	-£713.70
400/1/4	Education Workshops	£1,500.00	£0.00	£847.72	-£652.28
400/1/5	Till Discrepancies	£0.00	£0.00	£28.00	£28.00
400/1/6	Commission on Artist Sales	£0.00	£0.00	£0.00	£0.00
400/1	Total	£177,500.00	£0.00	£75,899.21	-£101,600.79
400/2	Grants and Funding				
400/2/2	Capital Build Grants	£0.00	£0.00	£0.00	£0.00
400/2/3	Friends of Penlee	£21,245.00	£0.00	£0.00	-£21,245.00
400/2/4	Arts Council	£0.00	£0.00	£42,000.00	£42,000.00
400/2/5	Other Grant Funding	£0.00	£0.00	£320.34	£320.34
400/2/6	Building Projects Donations	£0.00	£0.00	£235.56	£235.56
400/2/7	Art Fund - Going Places	£57,149.00	£0.00	£57,902.41	£753.41
400/2	Total	£78,394.00	£0.00	£100,458.31	£22,064.31
400/3	The Orangery Café				
400/3/1	Franchisee Payments	£48,000.00	£0.00	£13,108.51	-£34,891.49
400/3/2	Utility Re-Charge	£0.00	£0.00	£3,502.67	£3,502.67
400/3	Total	£48,000.00	£0.00	£16,611.18	-£31,388.82

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
400/4	Community Toilet Scheme	£1,373.00	£0.00	£1,141.80	-£231.20
400/5	Miscellaneous	£0.00	£0.00	£57.32	£57.32
400	Total	£305,267.00	£0.00	£194,167.82	-£111,099.18
495	Miscellaneous Arts & Culture	£0.00	£0.00	£0.00	£0.00
Total Arts & Culture Committee		£305,267.00	£0.00	£194,167.82	-£111,099.18

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
EXPENDITURE					
Arts & Culture Committee					
4000	Penlee House Salaries	£432,330.00	£0.00	£153,206.04	£279,123.96
4100	Penlee House Gallery & Museum				
4100/1	Administration				
4100/1/1	Staff Travel	£750.00	£0.00	£214.33	£535.67
4100/1/3	IT Provision	£13,720.00	£0.00	£4,194.68	£9,525.32
4100/1/4	Office Postage	£450.00	£0.00	£103.35	£346.65
4100/1/5	Website	£350.00	£0.00	£150.00	£200.00
4100/1/6	Office Supplies & Equipment	£1,500.00	£0.00	£262.26	£1,237.74
4100/1/7	Subscription & Membership Fees	£1,900.00	£0.00	£1,287.18	£612.82
4100/1/8	Insurance	£27,300.00	£0.00	£6,470.40	£20,829.60
4100/1/9	Agency Support	£0.00	£0.00	£0.00	£0.00
4100/1	Total	£45,970.00	£0.00	£12,682.20	£33,287.80
4100/2	Penlee House Building				
4100/2/1	Non-Domestic Rates	£0.00	£0.00	£0.00	£0.00
4100/2/2	Gas	£14,000.00	£0.00	£3,584.71	£10,415.29
4100/2/3	Electric	£50,000.00	£0.00	£14,577.41	£35,422.59
4100/2/4	Water	£9,500.00	£0.00	£1,500.00	£8,000.00
4100/2/5	Cleaning Contract & Materials	£20,000.00	£0.00	£6,695.99	£13,304.01
4100/2/6	Maintenance & Repairs	£9,000.00	£0.00	£2,540.67	£6,459.33

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
4100/2/7	Fittings	£3,000.00	£0.00	£2,021.18	£978.82
4100/2/8	Contracts	£33,000.00	£0.00	£21,882.57	£11,117.43
4100/2/9	Capital Refurbishment	£27,000.00	£0.00	£0.00	£27,000.00
4100/2	Total	£165,500.00	£0.00	£52,802.53	£112,697.47
4100/4	Shop				
4100/4/1	Inventory Purchases				
4100/4/1/1	Merchandise for resale	£40,000.00	£0.00	£23,871.10	£16,128.90
4100/4/1/2	Carriage inwards	£200.00	£0.00	£95.47	£104.53
4100/4/1	Total	£40,200.00	£0.00	£23,966.57	£16,233.43
4100/4/2	Till & Consumables	£2,000.00	£0.00	£740.66	£1,259.34
4100/4/3	PDQ Charges	£4,200.00	£0.00	£1,032.98	£3,167.02
4100/4/4	Cash Collection	£1,600.00	£0.00	£357.58	£1,242.42
4100/4/5	Carriage outwards for orders	£400.00	£0.00	£74.22	£325.78
4100/4	Total	£48,400.00	£0.00	£26,172.01	£22,227.99
4100/5	Gallery Exhibitions & Museum				
4100/5/1	Exhibition Costs	£32,000.00	£0.00	£2,952.74	£29,047.26
4100/5/2	Marketing	£11,000.00	£0.00	£2,568.21	£8,431.79
4100/5/3	Art Conservation	£0.00	£0.00	£0.00	£0.00
4100/5/4	Consultancy Work	£0.00	£0.00	£0.00	£0.00
4100/5/5	Volunteer Refreshments	£4,750.00	£0.00	£1,524.37	£3,225.63
4100/5/6	Acquisitions	£0.00	£0.00	£0.00	£0.00
4100/5	Total	£47,750.00	£0.00	£7,045.32	£40,704.68
4100/6	The Orangery Café				

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
4100/6/1	Equipment Maintenance	£1,500.00	£0.00	£963.17	£536.83
4100/6/2	Capital Purchase	£0.00	£0.00	£0.00	£0.00
4100/6	Total	£1,500.00	£0.00	£963.17	£536.83
4100/7	The Coach House				
4100/7/1	Electric	£1,750.00	£0.00	£-1,702.64	£3,452.64
4100/7/2	Water	£750.00	£0.00	£0.00	£750.00
4100/7/3	Non-Domestic Rates	£0.00	£0.00	£0.00	£0.00
4100/7/4	Maintenance & Cleaning	£2,000.00	£0.00	£1,293.71	£706.29
4100/7/5	Capital Refurbishment	£0.00	£2,212.39	£2,372.39	£-160.00
4100/7	Total	£4,500.00	£2,212.39	£1,963.46	£4,748.93
4100/8	Education				
4100/8/1	Council Funded Educational Activities	£12,500.00	£0.00	£3,561.07	£8,938.93
4100/8/2	Art Council Educational Activities	£0.00	£0.00	£2,654.15	£-2,654.15
4100/8/3	Other Funded Educational Activities	£7,100.00	£0.00	£2,114.58	£4,985.42
4100/8	Total	£19,600.00	£0.00	£8,329.80	£11,270.20
4100/9	Fundraising Activities	£0.00	£0.00	£0.00	£0.00
4100/10	Miscellaneous	£0.00	£0.00	£11.38	£-11.38
4100/11	Art Fund - Going Places	£31,149.00	£0.00	£25,809.65	£5,339.35
4100	Total	£364,369.00	£2,212.39	£135,779.52	£230,801.87
4200	Town Flags and Promenade Banners				

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
4200/1	Projects	£15,000.00	£0.00	£7,140.00	£7,860.00
4200/2	Erection and hanging	£6,500.00	£0.00	£6,464.98	£35.02
4200	Total	£21,500.00	£0.00	£13,604.98	£7,895.02
4300	Penlee Open Air Theatre	£1,500.00	£0.00	£515.85	£984.15
4400	Christmas Lights				
4400/1	Contribution to BID	£13,800.00	£0.00	£0.00	£13,800.00
4400	Total	£13,800.00	£0.00	£0.00	£13,800.00
4500	Events				
4500/1	Golowan Festival	£40,600.00	£0.00	£27,808.00	£12,792.00
4500/2	Cultural and General Events	£0.00	£0.00	£0.00	£0.00
4500/3	Annual Firework Display	£0.00	£0.00	£0.00	£0.00
4500	Total	£40,600.00	£0.00	£27,808.00	£12,792.00
4600	Cultural Strategy	£0.00	£0.00	£0.00	£0.00
4995	Earmarked Reserves				
4995/1	Penlee House EMRs				
4995/1/1	Conservation Fund	£0.00	£0.00	£0.00	£0.00
4995/1/2	Building Fund	£8,000.00	£0.00	£0.00	£8,000.00
4995/1/4	Coach House Fund	£9,000.00	£0.00	£0.00	£9,000.00
4995/1/5	Projects Fund	£0.00	£0.00	£0.00	£0.00
4995/1/6	Acquisition Fund	£0.00	£0.00	£0.00	£0.00
4995/1/7	Plant Fund	£96,000.00	£0.00	£0.00	£96,000.00
4995/1/8	Catering Equipment Fund	£3,000.00	£0.00	£0.00	£3,000.00

Financial Budget Comparison

for Arts & Culture Committee

Comparison between 01/04/26 and 31/07/26 inclusive. Includes due and unpaid transactions. Includes commitments.

Excludes transactions with an invoice date prior to 01/04/26

		Revised	Reserve	Actual Net	Balance
4995/1	Total	£116,000.00	£0.00	£0.00	£116,000.00
4995/2	Christmas Lighting Infrastructure	£0.00	£0.00	£0.00	£0.00
4995	Total	£116,000.00	£0.00	£0.00	£116,000.00
Total Arts & Culture Committee		£990,099.00	£2,212.39	£330,914.39	£661,397.00
Total Arts Culture Committee Income		£305,267.00	£0.00	£194,167.82	-£111,099.18
Total Arts Culture Committee Expenditure		£990,099.00	£2,212.39	£330,914.39	£661,397.00
Total Net Balance		-£684,832.00		-£136,746.57	