



Agenda item: 18

Committee	Finance & Establishments
Month	May 2022
Report Title	Saffron Hall Trust cultural partnership with Saffron Walden Town Council
Report Author	Colette Kerr
Attachments	NA

Summary

Saffron Hall Trust (SHT) is planning to host a relaxed style open air performance of Alice in Wonderland at Bridge End Gardens on 19th and 20th August 2022. As a pilot project, it has approached Saffron Walden Town Council (SWTC), to form a partnership to deliver this event within Saffron Walden. Community engagement with high quality arts and culture are at the heart of this proposed partnership

Financial Implications

SHT has submitted a grant application to cover the costs of Bridge End Garden Hire. The budget breakdown indicates that the grant applied for is required to make a nominal profit. To be noted that £2,160.00 is based on 2 x 12 hour days, to include set up and clear up – consideration to review hire rates is recommended to allow for a daily rate based on 8 hours only for community events. This would equate, on this application to £1,440.00.

Key Considerations

This production is suitable for all age groups, and aims to engage and inspire a diverse audience. With ticket prices significantly lower than Saffron Hall prices, it will allow the performance to be more accessible financially.

By encouraging cultural tourism, this partnership meets one of SWTC's priorities; to promote the cultural and economic well-being of Saffron Walden – and will also meet one of SHT's aims; increase opportunities for partnership and collaboration outside Saffron Hall.

SHT have indicated that youth activities during school holidays provided and organised by SWTC could be supported by SHT in the future. These could include poetry workshops & storytelling, and Robin Hood pantomime related activities – this for example would also promote SHT's forthcoming pantomime. This collaborative approach pools resources and aims to meet both organisations priorities.

For each performance SHT will offer 35 free tickets per performance to families who otherwise would not be able to access such an event. This can be achieved through SWTC's contacts with schools, Uttlesford Food Bank and Youth providers.

Officer Recommendation

- To agree to a partnership between SWTC and SHT for this event.
- To consider the grant funding request in context with this report and ticket price structure
- To gather data and feedback from this pilot project, with a view to implementing annual community performances in Saffron Walden.
- To explore further opportunities in relation to improving youth provision during the holidays