

# **PARTNERSHIP FUNDING AGREEMENT: PREFACE**

## **Cheltenham Borough Council and Cheltenham Arts Festivals, 2005-2008**

### **Background**

Cheltenham Arts Festivals (CAF) is a registered charity created in 1948 to progress and develop the success of the first annual music festivals which started in 1945. Since that time the music festival has grown substantially and other festivals have been added to the work of CAF. There is also now a Literature festival, a Jazz festival and a Science Festival all of which attract many people, critical acclaim and an international reputation for excellence in their field.

Cheltenham Borough Council was a key mover in the creation of CAF and, to this day, maintains a strong interest in the health and development of the festivals. They bring visitors to Cheltenham, provide residents with culture and entertainment and also contribute substantially to the education and development of young people across the region. In addition the festivals are of economic benefit to the town and contribute greatly to the profile of Cheltenham through the extensive national and international media coverage they attract. The council is proud of its role as a primary funder of CAF activity and of the benefits this brings to the town.

### **Developing the Relationship**

Through the mechanism of the funding agreement detailed in this document both CAF and the council see an opportunity for CAF to increase its independence and have greater control over planning and delivery of activities. Via the agreement the council also has an opportunity to make its contribution to CAF more transparent and to see and measure what CAF can do to assist the council in delivering its objectives for the town as a whole. The funding agreement, whilst subject to annual review, contains an intention for a three year funding package of both direct grant and 'in kind services' to CAF. It also contains CAF's long term objectives and the annual business plan. It is envisaged that CAF's plans will substantially assist the council in its sixth business plan priority: "We will enhance the town's reputation as a national and international cultural centre, promote a healthy and sustainable economy and provide opportunities to broaden and enrich sport, play and cultural experiences" And also assist in the council's fifth business plan priority in terms of re-dressing imbalances in communities

### **Partnership in practice**

It is the firm intention of both the council and CAF that the existence of a new, formal grant funding arrangement will in no way diminish the quality and openness of the partnership which has existed between the two organisations for the past sixty years. It is envisaged that the spirit of cooperation and mutual learning between council members and officers in all day to day business will prevail. Both organisations will continue to assist and influence the positive development of culture in Cheltenham.