

WEST DUNBARTONSHIRE COUNCIL

Report by the Director of Housing, Regeneration and Environmental Services

Community Safety and Environmental Services Committee : 2 August 2006

Subject: Balloch Castle - Music Events 2007

1. Purpose

- 1.1** To advise the Committee of potential music events/festivals at Balloch Castle event site in 2007.

2. Background

- 2.1** The Committee will recall that the Balloch Castle event site played host to the R.E.M. concert in June 2005 and will also recall the significant positive impact this event had on the local economy, as noted in the economic impact study undertaken at the event. The 2005 event raised the profile of the local and wider area and in particular showcased Balloch Castle as a desirable event site.
- 2.2** Since the 2005 event, officers have continued to develop contacts with a variety of concert promoters and artists' representatives in order to stage music and cultural events and festivals at Balloch Castle and other event sites.

3. Main Issues

- 3.1** An approach has been made by a music promoter to stage a weekend festival at Balloch Castle event site on the weekend of 4/5 August 2007. The promoter in question has a good track record and reputation in staging events on a regular basis and indeed recently promoted and staged "Coloursfest" at Braehead Arena, with a sell-out attendance of ten thousand.
- 3.2** The promoter seeks to stage a two day dance/music festival, provisionally with one main stage and a dance tent. The line-up will be a mix of djs, contemporary dance bands and one or two more mainstream, big name acts.
- 3.3** The promoter seeks to attract an audience of between fifteen to twenty thousand per day. The audience profile is likely to be younger than that which attended the REM event, being in the 18-25 year old bracket. If this event proceeds and is successful, it is the promoter's intention that this should become an annual event, similar to the way in which "T in the Park" developed.

- 3.4** A meeting took place on 12 June 2006 between senior officers and Strathclyde Police to discuss the viability of staging the above event and other events of a similar nature. Following discussion, Strathclyde Police indicated that provided a number of key issues can be addressed and resolved, they would be supportive of the event being staged.
- 3.5** At this meeting discussion took place on two more enquiries which have been received on staging, respectively, a one day concert in June 2007 and a weekend festival in September 2007. These enquiries are not yet at a provisional booking stage though it is hoped that these will develop into firm bookings. In the event that this proves to be the case, it is likely that the promoters will seek an early indication of the Council's willingness to progress matters.
- 3.6** The intention to develop Balloch Castle as a viable and sustainable event site, attracting events as outlined above, is in line with the objectives of the Council's Event Strategy.

4. Financial Implications

- 4.1** The promoter will be required to pay a fee to the Council for the hire of the event site. The promoter will be further required to utilise and pay for the Council's services in respect of site clean-up, ground re-instatement, etc.

5. Personnel Issues

- 5.1** There are no personnel issues.

6. Conclusion

- 6.1** The promotion of Balloch Castle as a quality event site is highly important in enhancing the profile of south Loch Lomond as a tourist and visitor destination. The positive economic impact of large events at Balloch Castle has been confirmed by independent review. Attracting new events to the area is a key objective of the Council's Event Strategy. The Event Strategy conforms with the aims of the Scottish Executive, VisitScotland and EventScotland to strengthen the local and national economy and broaden cultural activity and choice.

7. Recommendations

7.1 The Committee is invited to:-

- (a) approve the staging of the proposed event at Balloch Park on 4/5 August 2007; and**
- (b) instruct the Director of Housing, Regeneration and Environmental Services in consultation with the Spokespersons for Economic Development and Protective Services and Education and Cultural Services to finalise arrangements for the other two events set out in paragraph 3.5 should the respective promoters indicate a wish to proceed.**

David McMillan
Director of Housing, Regeneration and Environmental Services.
Date: 13 July 2006

Wards Affected:	All
Appendix:	Nil
Background Papers:	REM Economic Impact Study 2005 West Dunbartonshire Council Event Strategy
Person to Contact:	Billy McCabe, Section Head - Events and Halls Richmond Street, Clydebank Tel. No.: 01389 738548 e-mail: billy.mccabe@west-dunbarton.gov.uk