

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee: 4 August 2008

Subject: 2008 Events Programme update

1. Purpose

- 1.1** To advise Members of the Committee of the progress and outcomes to date of the 2008 Council Events Programme

2. Background

- 2.1** A report "2008 Events Progress Report" was presented to the Corporate Cultural Sub-Committee of 20 March 2008 advising of the progress towards organising the 2008 Events Programme. This report seeks to provide Members with a further update.

3. Main Issues

- 3.1** As outlined in paragraph 2.1 above, work has commenced and is ongoing in organising the Council's major events for 2008 and progress and outcomes of events are as follows:

3.2 Scottish Pipe Band Championships, Levensgrove Park - 24 May

- 3.2.1** This event attracted well in excess of 20,000 visitors to watch a total of 137 pipe bands from around the country with a number from Ireland and Europe and many extremely positive comments were received about the event.

- 3.2.2.** The event was advertised on both the Council and VisitScotland websites, in Council publications and local newspapers, local radio and on Scottish Television in the week running up to the event. The event was also advertised by billboard and poster around Clydebank, Dumbarton and on the A82.

- 3.2.3 The current agreement with the RSPBA for staging the Scottish Pipe Band Championships expires after the 2009 event. At the November 2007 Housing, Environment & Economic Development Committee, it was agreed that authority be delegated to the Acting Executive Director of Housing, Environmental and Economic Development (Land and Environment) to enter into discussion with the Royal Scottish Pipe Band Association in an effort to secure agreement for a championship piping event beyond the lifespan of the current arrangement.

It is planned to hold a meeting within the next few weeks between representatives from the RSPBA, Council Officers and the Provost and a report will be submitted to a future meeting of this committee advising on the outcome of discussions in this regard.

- 3.2.4 A report outlining the financial performance of the 2008 Scottish Pipe Band Championships will also be presented to a future meeting of the Corporate Cultural Sub-Committee.
- 3.2.5 The Events & Halls Section were in discussion with an event promoter with a view to staging a music event on the day after the 2008 pipe band championships. This event was intended to be a Scottish themed folk/traditional music event, utilising the infrastructure in place for the championships. This event would have been at no cost to the Council however the timescale proved too tight to bring this event to fruition. Discussion will however continue with the prospective promoter to stage such an event in 2009 and any progress in this matter will be reported to a future meeting of this Sub-Committee.

3.3 Pro Am Golf Tournament 2008 - 31 May

- 3.3.1 A small working group comprising the Provost, the local golf professional, representatives from the local golf clubs and officers was set up to plan and develop the 2008 Pro Am Golf event.
- 3.3.2 The event attracted a total of sixteen sponsors who paid £200 per team to participate. The total field was thirty-five teams, comprising sponsors teams, local teams from Dalmuir Golf Course and teams from the Council taking up the remaining places. The café services at the event were provided by Knowes Café with all bar profits donated to St.Margaret's Hospice, Clydebank.
- 3.3.3 On the day of the tournament the course was in excellent condition, a fact remarked upon by many of the participating teams and professionals. The team event was won by Fortress Security, a local sponsor and the winning professional was Gary McFarlane of Clobber with a score of sixty two, six under par.

3.4 Clydebank Canal Festival - Three Queens Square area - 5 July

- 3.4.1 This new event replaced of the Dalmuir Park Gala Day. The event gained pre-publicity by featuring in a “Scottish Canal” special feature pull-out in the Herald newspaper (22nd and 24th May). The programme for the event featured canal/water based activities, fairground, community stalls, games and competitions hosted by Your Radio (who will be broadcasting live at the event), live music and other activities.
- 3.4.2 Clyde Shopping Centre participated in the event and the McDonald Brothers were booked for the event as star guests. This was the first event where the Events & Halls Section was able to use the Council’s newly acquired mobile stage.
- 3.4.3 The weather was extremely poor on the day of the event however given the proximity of shelter within the shopping centre, visitors were able to dip in and out of the event as the weather suited. Overall attendance was around the two thousand mark and indications are that this event has significant potential for growth. Feedback from the public was very positive and the event attracted a double page spread in the Clydebank Post.

3.5 Loch Lomond Highland Games - 19 July

- 3.5.1 Events & Halls staff worked with Loch Lomond Highland Games Committee in arranging and staging this year’s event.
- 3.5.2 The event was well advertised in advance, using newspaper ads and features, radio advertising and interviews, Council website, roadside advertising and a short television advertising campaign. The crowds attending were significantly increased from 2007 with an estimated ten thousand attending the event as either visitor or participant.
- 3.5.3 The initial reaction from the LLHG Committee is that they are very pleased with the outcome of this year’s event. There will be a full debrief meeting in the near future with the LLHG Committee and Events staff to review the event with the aim of determining what improvements can be made for 2009.

3.6 Live at Loch Lomond ‘08 - 2/3 August

- 3.6.1 This year’s event will be headlined by Groove Armada (Saturday) and The Sex Pistols and Ocean Colour Scene (Sunday) with other major acts to be announced.
- 3.6.2 Council/Promoter planning meetings are continuing to take place in the run up to the event. At the time of writing this report the majority of arrangements are now in place with final discussions focusing on

determining a safe and satisfactory system for pedestrians using the camp site at Ballagan Farm.

3.6.3 The Strathclyde Police contingency planning meetings have taken place with a number of Council services participating in these meetings.

3.6.4 In order to open dialogue with businesses in Balloch who may be affected, either beneficially or adversely, by this event, a letter (Appendix A) was sent to over 100 businesses in the Balloch area on 5 June 2008. Very few responses were received however the issues raised were addressed in the run up to the event. A further letter was issued 2 weeks prior to the event and Balloch business operators were also contacted directly by the promoter to ensure that businesses had every opportunity to raise issues or concerns about event arrangements and to minimise disruption on the event days.

3.7 Hogmanay 2008

3.7.1 A draft plan is being prepared for a Hogmanay 2008 event. It is suggested that the event will be an open-air event on a fairly low-key basis, utilising the Council's mobile stage to present a number performers with a Hogmanay theme; this most probably including pipers, accordionists, ceilidh band and traditional singers. As this is intended as a family event, there would be no bar facilities however there may be a small number of stalls, children's entertainment, coffee bar, hot food etc. It is anticipated that this event will take place between lunch-time and early evening.

4. Personnel Issues

4.1 The 2008 events programme is planned, staged and managed by staff from the Events & Halls Section, other Council services and external partners and agencies.

5. Financial Implications

5.1 Overtime costs for Events & Halls staff attending, staging and managing the above events are contained within existing departmental revenue budgets.

5.2 At this stage there is no funding provision within Events and Halls Reveue Budgets for staging a Hogmanay event at Balloch. If this Hogmanay event is to go ahead, a funding source require to be identified.

6. Risk Analysis

6.1 Although SED funding has been lost for 2008 events and whilst this will impact on the events which previously benefited from this funding, these events will still take place albeit with modifications to match, where necessary, reductions in funding.

7. Conclusion

- 7.1** The 2008 Events programme is proceeding satisfactorily to plan with no particular problems to report to Members of the Culture Sub-Committee.

8. Recommendations

8.1 It is recommended that:

- (i) Members of the Culture Sub-Committee note the content of this report.**
- (ii) A further report on outcomes of discussions with the RSPBA on future commitment be brought to an appropriate meeting of the Committee.**
- (iii) A report on the financial performance of 2008 Scottish Pipe Band Championships be brought to a future Committee.**
- (iv) A full report outlining proposals for financial implications of a Hogmanay event be submitted to an appropriate Committee in due course.**

Elaine Melrose

Executive Director of Housing, Environmental and Economic Development

Date: 28 July 2008

Persons to Contact: Ronald M Dinnie - Head of Land and Environment,
Garshake Road, Dumbarton, telephone: 01389 737601,
e-mail: ronald.dinnie@west-dunbarton.gov.uk

Lynda McLaughlin - Manager of Commercial Operations,
Elm Road, Dumbarton, telephone: 01389 772097, e-mail:
lynda.mclaughlin@west-dunbarton.gov.uk
Appendix: Appendix A - Letter to Balloch Businesses

Background Papers: 2008 Events Progress Report -Culture Sub-Committee
20 March 2008

Wards Affected: All