

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee: 15 June 2010

Subject: St. Andrews Day Event 2010

1. Purpose

- 1.1** The purpose of this report is to advise Members of the intention of the Scottish Government, via EventScotland, to encourage local authorities to celebrate St. Andrew's Day 2010 by staging a local event.

2.0 Background

- 2.1** At the Corporate Cultural Sub Committee meeting of February 2010, Members considered the Draft Events Programme 2010. This event opportunity has arisen since the 2010 event programme was approved.

3.0 Main Issues

- 3.1** One of the many highlights of Homecoming Scotland 2009 was the St. Andrew's Day celebrations over the Finale Weekend which saw a diverse range of events staged across the country. St. Andrew's Day, 30 November, is Scotland's national day and provides an opportunity to celebrate our contemporary and traditional culture in a drive to increase tourism and promote pride in Scottish identity.
- 3.2** In looking at ways to build upon the legacy of Homecoming, EventScotland is encouraging local authorities to develop event proposals for 2010 to build on the platform provided in 2009 in celebrating our National day and creating benefits for Scotland.
- 3.3** At the time of writing of this report, detailed discussion remains to take place between EventScotland and the Scottish Government over the format of St. Andrew's Day events, funding levels and the funding application process. EventScotland has however indicated the strong probability that funding would be available and that the application process would be similar to previous event funding initiatives.
- 3.4** In 2009 the Council staged two specific St. Andrew's Day Festival events, part funded by EventScotland. Although the Clydebank Town Hall event was poorly attended, the Dumbarton Burgh Hall event was both well attended and well received and showed good potential for growth. If Members agree to stage a St. Andrews Festival event 2010, it is suggested that the 2009 Dumbarton Burgh Hall event be used as the template.

- 3.5** The 2009 St. Andrews Festival event at Dumbarton Burgh Hall was a cabaret/concert with a mix of Scottish traditional and contemporary music featuring Celtic Spirit, Brian Hughes and the Lone Sharks, Christine Sparkle and ceilidh band Whisky Kiss, all of whom were very well received by the audience.

4. Personnel Issues

- 4.1** The event would be planned and managed by the Events & Halls Section. Marketing and promotion of the event would be undertaken by the Council's Corporate Communications and Public Relations Team.

5. Financial Implications

- 5.1** The 2009 St. Andrew's Day Festival at Dumbarton Burgh Hall cost around £10,000, with around half of this cost being met by EventScotland. It is estimated that a similar but pared down event in November 2010 would cost in the region of around £7,000 gross, with 50% of these costs expected to be met by EventScotland. This would mean that the Council could face a fee of around £3,500 to stage this event, however this figure would be reduced by ticket sales.
- 5.2** Assuming a ticket price of £5.00 per adult and a maximum of 250 tickets sold, this would mean a maximum ticket income of £1,250, which could offset the Council's underwriting to this event to £2,000.
- 5.3** There is no provision with the Events Revenue Budget 2010/11 to cover the staging of such an event. Should Members wish this event to be staged, approval to commit the events costs to the £25k set aside from the Culture Budget (to encourage new events) is requested.

6.0 Risk Analysis

- 6.1** As is commonly acknowledged, financial conditions remain challenging therefore selling all tickets to this event pre-Christmas could prove difficult.

7.0 Equalities Impact

No significant issues were identified in a screening for potential equality impact of this proposed event

8.0 Conclusions and Recommendations

- 8.1** It is evident that the Scottish Government and EventScotland are keen to build on the legacy of the successful St. Andrews Day events staged in 2009 as part of the Year of Homecoming. Whilst staging such an event would add to the cultural calendar, it is envisaged that there will be a cost to the Council to stage this event.

8.1 The Committee is requested to:

- a) Note the content of this report
- b) Approve the staging of this event
- c) Approve funding from the Culture Budget to a maximum of £3,500 to stage a St Andrew's Festival Event, this being contingent on partnership funding for this event being given to the Council by EventScotland.

For Elaine Melrose
Executive Director of Housing, Environmental and Economic
Development
24 May 2010

Person(s) to Contact: Ronald M Dinnie – Head of Land and Environment
Council Offices, Garshake Road, Dumbarton, G82 3PU
Tel: 01389 737601
e-mail: ronald.dinnie@west-dunbarton.gov.uk

Lynda McLaughlin – Manager of Commercial Operations
Council Offices, Elm Road, Dumbarton, G82 2RH
Telephone: 01389 772097
e-mail: lynda.mclaughlin@west-dunbarton.gov.uk

Appendix: None

Background Papers: None

Wards Affected: All