

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee 28 April 2009

Subject: Options for 2009 Ceilidh Events and marquee events at Balloch

1.0 Purpose

- 1.1** The purpose of this report is to advise the Sub-Committee of options for ceilidh dances at the 2009 RSPBA Championships and Loch Lomond Highland Games 2009 and for a programme of events at Moss O' Balloch.

2.0 Background

- 2.1** At the Culture Sub Committee meeting of 10 March 2009, Members agreed that a report be prepared outlining;

- options for staging a Ceilidh event to follow on from either the 2009 Pipe Band Championships or the 2009 Loch Lomond Highland Games
- options and costings for a week long programme of events taking place between the Loch Lomond Highland Games and the Lomond Folk Festival.

3.0 Main Issues

- 3.1** It is recognised that the Scottish Pipe Band Championships presents a suitable opportunity for staging an evening ceilidh. This idea is based on extending the pipe band event itself, whilst taking advantage of the infrastructure required and already on site.
- 3.2** In previous years a ceilidh was held at the end of the Loch Lomond Highland Games in St. Kessog's Church Hall at Moss O' Balloch. Given that the highland games are returning this year to Moss O' Balloch, it may be considered appropriate that in this Year of Homecoming, the staging of a post event ceilidh is re-instituted.
- 3.3** In organising a ceilidh to follow the 2009 Scottish Pipe Band Championships, there are a number of issues that impact upon the potential success of this event.
- The sponsors hospitality marquee, whilst high quality, is of insufficient area to stage a ceilidh therefore a larger marquee for staging the ceilidh would be required, which has an obvious impact on costs.

- Whilst the procurement of the additional infrastructure items could probably be achieved, there is very little time between gaining committee approval, finalising arrangements and the event date of Saturday 16th May 2009. It would therefore be extremely difficult to prepare a successful advertising campaign and to sell the required number of tickets to make this a viable event.

3.4 To stage a ceilidh at the Loch Lomond Highland Games (LLHG) and other entertainments for week following the games, it would be logical to work with the Lomond Folk Festival and extend the lease period for the marquee to be used at the festival to stage the ceilidh. The Lomond Folk Festival committee will be approached in this regard, if required.

3.5 Following on from the LLHG Ceilidh, an outline plan has been drawn up for afternoon and evening attractions in the Balloch marquee, running from Sunday 19th July to Wednesday 22nd July. This schedule is based on extending the marquee lease taken out by the Lomond Folk Festival and allows for the Folk Festival taking possession of the marquee from Thursday 23rd July. If the Folk Festival marquee lease cannot be extended, another marquee will require to be brought on/taken off site, hence the planned programme for Wednesday 22nd July may be subject to cancellation.

3.6 The draft programme for the Moss O' Balloch marquee is planned to run from Sunday 19th to Wednesday 22nd July, with afternoon children's activities and popular music events in the evenings. The evening events planned are as follows;

- | | |
|-------------|-------------------------|
| • Sunday | Country & Western Night |
| • Monday | Motown Tribute Night |
| • Tuesday | Abba Night |
| • Wednesday | Showband Night |

3.7 The children's activities are based on similar programmes already being run during school holiday periods at Skypoint and West Dumbarton Activity Centre. These are base line activities and the opportunity is available to supplement this programme with input from other areas of the Council, for example sports development, arts & culture, outdoor education etc. as well as Loch Lomond and the Trossachs National Park Authority.

4. Personnel Issues

4.1 The Loch Lomond Highland Games ceilidh will be planned in association with the LLHG committee with assistance in marketing the event coming from the Council's Corporate Communications team.

4.2 The Events & Halls staff will be co-coordinating all aspects of the Sunday to Wednesday entertainments and attractions. Corporate Communications will render assistance in promoting the various activities.

5. Financial Implications

- 5.1** Outline costs have been identified as attached at Appendix A. It should be stressed that these are estimates and liable to variation as firmer estimates are obtained and actual costs determined. The expenditure estimates are as accurate as can be determined at this stage but again may be subject to adjustment.
- 5.2** The income estimates for each day's entertainment are based on;
- The marquee having a minimum capacity of 400, seated cabaret style with an area for dancing
 - Tickets for evening events priced at £10
 - Tickets sales of 300 per night
- 5.3** There are a number of variables in the cost estimates for the week's activities in that ticket sales could increase to capacity, outline costs may not be as high as expected, bar income may increase etc. This again may vary from night to night, depending on the popularity and appeal of the event.
- 5.4** A nominal entry fee of £2.00 has been estimated for children's activities with daily attendance of one hundred children, however Members may wish to consider whether or not to charge for children's activities.
- 5.5** Based on the foregoing description of the Balloch entertainments during Saturday 18th to Wednesday 22nd July, an outline budget of £25,000 is required. Being a first time event, the question arises of how accurate this budget estimate will be however anticipated expenditure and income is based on experience of staging other events.
- 5.6** The estimated cost of staging the Loch Lomond Highland Games Ceilidh on its own is approx. £5,000.
- 5.7** To stage a programme of marquee events at Moss O' Balloch from Sunday 19th to Wednesday 22nd July would cost an estimated £20,000.
- 5.8** There is no budget provision within the Events Revenue Budget 2009 for any of the foregoing events therefore alternative funding sources require to be identified should Members wish to stage these events.
- 6.0 Risk Analysis**
- 6.1** The risk attached to the ceilidh and associated events is that the ticket sales are less than desired and the financial outcome sought is not achieved.

7.0 Conclusion

- 7.1** The staging of a ceilidh to follow the Scottish Pipe Band Championships is a sound idea however the time available to do so in 2009 renders such an event unachievable for 2009.
- 7.2** The staging of a ceilidh to follow the Loch Lomond Highland Games can be achieved for 2009 however it is anticipated that this may not be done on a breakeven basis for 2009. The ceilidh will enhance the attraction of the highland games and help attract and retain visitors to Balloch.
- 7.3** The staging of a programme of marquee events at Moss O' Balloch from Sunday 19th to Wednesday 22nd July can be achieved and again will assist in attracting visitors to Balloch.

8.0 Recommendations

8.1 The Committee is requested to:-

- a) note the content of this report
- b) consider whether to stage a Loch Lomond Highland Games ceilidh as outlined in Section 3 of this report
- c) consider whether to stage a programme of events at a marquee in Balloch from Sunday 19th to Wednesday 22nd July as outlined in Section 3 of this report
- d) identify funding for approved events from the Cultural Budget.

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Appendix:	Appendix A : Cost estimates for Moss O Balloch marquee events
Background Papers:	Report : 2009 Events Calendar - Culture Sub-Committee - 10 March 2009
Wards Affected:	All