

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Cultural Sub-Committee: 9 September 2008

Subject: Proposed Hogmanay Event 2008

1.0 Purpose

1.1 To advise Members of the Sub-Committee of the likely costs of staging the above event.

2.0 Background

2.1 A report "2008 Events Programme Update" was presented to the Cultural Sub-Committee of 4 August 2008. The final recommendation of this report was that "A full report outlining proposals for financial implications of a Hogmanay event be submitted to an appropriate committee in due course".

3.0 Main Issues

3.1 Christmas and New Year is increasingly becoming a time when organised events are held to celebrate the festive period. These events vary in scale according to location, ranging from the major New Year events in Glasgow and Edinburgh to smaller scale community led events in towns and villages throughout the country.

3.2 In terms of the range of events possible for this time of year, the Council is limited in what can be achieved, due primarily to financial and staffing resource restrictions. At present the main seasonal events taking place are the Christmas Lights Switch On events held in the town centres.

3.3 It is proposed that West Dunbartonshire Council hosts a "Hogmanay during the day" event in Mid-afternoon on 31 Dec 2008 to celebrate the coming of the New Year. This report therefore outlines a proposal with outline costs for staging a New Year event at Moss O'Balloch on the afternoon of Wednesday 31st December 2008.

3.4 The proposed format is for a family centric gala type event, similar in structure to a village Gala Day and could comprise:-

- Your Radio events team leading the entertainment programme
- Entertainment hosted from the Council's mobile event stage
- Traditional/contemporary musical entertainment e.g. accordionists & fiddlers,
- pipers, appropriate local musical groups, local dance troupes etc.

- Children’s funfair rides and stalls
- Children’s entertainment e.g. magicians, balloon modelers, face painting etc.
- Special/star guests (budget permitting)

3.5 It is proposed that the event be run mid to late afternoon (1.00 p.m. to 4.30 p.m.) As Moss O’ Balloch is a zone where consumption of alcohol is prohibited, this will be a “dry” event which in turn means that the policing requirements will be similar to those of a community event.

4.0 Personnel Issues

4.1 This event will be planned, staged and managed by staff from the Events & Halls Section with assistance from other Council services and external partners/agencies.

5.0 Financial Implications

5.1 A projection of costs for an event as described above is attached as Appendix A. It is anticipated that this event will cost around £4,000 to stage although the final sum is dependent upon the extent of entertainment booked.

5.2 There is no budget provision within the Events & Halls 2008/09 revenue budget to stage this event. Should the Committee wish to stage this event then a budget source requires to be identified. One such source could be from the £25,000 agreed by the Cultural Sub-Committee in August 2008 for staging community events.

6.0 Risk Analysis

6.1 As this is a new event there is no predicting how many visitors will attend the event. Also, prevailing weather will have a considerable effect on attendance. There is the distinct possibility, given recent weather patterns for this time of year, of cancellation of the event in the interests of public safety.

6.2 There is also the risk, in making this an open, unticketed event of higher than expected turn out which could place pressure on stewarding and policing arrangements, especially if a “star” act is booked. Experience of this type of event however is that crowds are generally well behaved and compliant with safety instructions and advice.

7.0 Conclusion

7.1 A “Hogmanay during the day” event in Balloch is considered to be beneficial in attracting visitors to the town centre thus creating a positive social and economic impact.

7.2 This proposed event should be regarded to some extent as one-off trial, with a report submitted to a future Cultural Sub-Committee advising of event outcomes, cost and impact and considering options for future years.

8.0 Recommendations

8.1 It is recommended that the Cultural Sub-Committee:

- a) note the content of this report and approve the staging of a Hogmanay event as described at Moss O’Balloch on 31 December 2008; and**
- b) agree that the funding for this event be sourced from funds to be remitted to the Events & Halls Section from the Cultural Services Revenue Budget.**

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Date: 1 September 2008

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Appendix: Appendix A – Balloch Hogmanay Event Costings

Background Papers: None

Wards Affected: All