

## WEST DUNBARTONSHIRE COUNCIL

### Report by the Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee: 20 March 2012

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**Subject: Events 2012**

#### **1. Purpose**

- 1.1** The purpose of this report is to allow Members of the Sub-Committee to discuss the proposed draft Events Calendar for 2012 and seek their views in shaping the final programme.

#### **2. Background**

- 2.1** The Corporate Cultural Sub-Committee considers annually proposed events for the forthcoming year. Members are asked to consider the attached list of events and provide input regarding their views on the success or otherwise of events staged over a number of years and any changes that could be made to improve the programme.

#### **3. Main Issues**

- 3.1** In drawing up the draft proposed 2012 events programme, Officers have included key events from the 2011 calendar.
- 3.2** The main focus of Events should deliver maximum economic impact and provide a cultural experience for the communities we serve. As part of the 2012 programme plan, each event will be evaluated to assess its community, social, environmental and economic impact. These impact assessments will be utilised to inform the development of future events programme.
- 3.3** Two events which automatically require to be included with the 2012 Event Programme are the Royal Scottish Pipe Band Championships and the Loch Lomond Highland Games. Written agreements and previous Committee decisions are in place between the Council and the Royal Scottish Pipe Band Association and the Loch Lomond Highland Games Committee to stage these events until 2012. Both these events are considered to be of significant social, cultural and economic benefit to West Dunbartonshire.
- 3.4** One event that has not been included within the "draft" Events Programme for 2012 is Hogmanay during the day which over the past 2 years has been poorly attended and has not given value for money. This event could be reconsidered in a different form for the 2013 Programme.

3.5 The draft proposed Events Programme for 2012 is attached as Appendix A.

#### **4. People Implications**

4.1 Events agreed for 2012 will be managed through the Leisure and Facilities Section of Housing, Environmental and Economic Development. Marketing and promotion of the events is undertaken in association with the Council's Corporate Communications and Public Relations Team.

#### **5. Financial Implications**

5.1 The majority of costs of the Council's events are funded from the Events Revenue Budget or the Cultural Budget. The overall net cost of events will be kept within the current level of Council budgets.

5.2 The anticipated net costs to the Council of staging the draft 2012 Events Programme is dependant upon the final agreed events. It is anticipated that events which were supplied in 2011 will be provided at a similar sum in 2012.

#### **6. Risk Analysis**

6.1 As many of the events are outdoor events there is a risk that the weather may affect them, especially those taking place later in the year. The 2011 Events Programme experienced some impact due to adverse weather, in particular the Royal Scottish Pipe Band Championships.

6.2 As is widely acknowledged, financial conditions remain extremely tough, therefore sourcing sponsors for events may be tougher than ever which could impact upon the net cost of certain events.

#### **7. Equalities Impact Assessment (EIA)**

7.1 No significant issues have been identified in a screening for potential equality impact of the proposed Events Programme.

#### **8. Strategic Assessment**

8.1 Events contribute to the economic and social regeneration within West Dunbartonshire showcasing the area to visitors to key events and contributing positively to economic growth.

## **9. Conclusions and Recommendations**

**9.1** The Committee is requested to:

- (a) note the content of this report; and
- (b) agree, following discussion, the final makeup of the 2012 Events Calendar subject to suitable funding.
- (c) note that a report will be brought to a future committee on the impact of the 2012 Events Programme.

**Elaine Melrose**

**Executive Director of Housing, Environmental and Economic Development**

**Date: 6 March 2012**

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**Appendices:** Appendix A

**Background Papers:** None

**Wards Affected:** All

**Appendix A****Draft Events Calendar 2012**

<b>EVENT</b>	<b>VENUE</b>	<b>DATE</b>
Scottish Pipe Band Championships	Levensgrove Park, Dumbarton	19 May
Pro-Am Golf	Dalmuir Park, Clydebank	26 May
Clydebank Canal Festival	Queens Square	7 July
Loch Lomond Highland Games	Moss o'Balloch Park	14 July
Old Kilpatrick Gala	Napier Hall, Old Kipatrick	18 August
Dalmuir Park Illuminations	Dalmuir Park, Clydebank	21, 22, 23 September
Fireworks Display	Levensgrove Park, Dumbarton	5 November
Fireworks Display	Dalmuir Park, Clydebank	6 November
Christmas Lights Switch On	Alexandria, Main Street	24 November
Christmas Lights Switch On	Dumbarton, High Street	25 November