

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee: 9 June 2009

Subject: 2009 Events Options

1. Purpose

- 1.1** The purpose of this report is to outline to members of the Sub-Committee a proposal for events at Moss O' Balloch in July 2009. The report presents Members with a programme of events which includes an evening ceilidh and a range of children's daytime events.

2. Background

- 2.1** Following discussion at the Corporate Cultural Sub Committee meeting of 28 April 2009 Members requested revised costings for staging a ceilidh event to follow on from the 2009 Loch Lomond Highland Games and further investigations of options for a programme of events taking place between the Loch Lomond Highland Games and the Lomond Folk Festival.

3. Main Issues

- 3.1** Consideration has been given to the possibility of staging a ceilidh event on the evening of The Loch Lomond Highland Games. The event would be planned in association with the LLHG committee and would utilise the same event infrastructure. The event, which would be held in the main marquee, would have a capacity of 400, seated cabaret style with an area for dancing and a proposed ticket price of £10.
- 3.2** Further evening events during the week between the Loch Lomond Highland Games and the Lomond Folk Festival were re-considered however the time now available to secure artists, promote and effectively market such events is insufficient.
- 3.3** The Moss O' Balloch marquee could however be utilised to run afternoon community activities from Sunday 19 to Wednesday 22 July 2009.
- 3.4** The activities would be based upon similar programmes already being run during school holiday periods at Skypoint and West Dumbarton Activity Centre and could include activities delivered by the Sports Development Team, the Arts Development Team and Outdoor Education Service as well as Loch Lomond and the Trossachs National Park Authority.

4. Personnel Issues

- 4.1 The Loch Lomond Highland Games ceilidh would be planned in association with the LLHG committee.
- 4.2 The Events & Halls staff would be responsible for co-coordinating the children's entertainment hosted between Sunday and Wednesday
- 4.3 Marketing and promotion of the events will be undertaken by the Council's Corporate Communications and Public Relations Team.

5. Financial Implications

- 5.1 It is anticipated that the Moss O'Balloch ceilidh following the 'Highland Games would cost in the region of £5,000 to stage however it is anticipated that income from ticket sales and a rental fee for bar provision would be sufficient to offset these costs resulting in a 'break-even' event cost.
- 5.2 A nominal entry fee to the children's activities of £2.00, with daily attendance of one hundred and fifty children, has been estimated however Members of the Committee may wish to consider whether or not to charge for children's activities. The cost of provision of children's activities for the 4 days (Sun – Wed) is anticipated at approx £500 which could be funded from the small events culture budget of £25,000.
- 5.3 There is also anticipated to be a small oncost for the extended hire of the marquee from Sunday 19 July – Thursday 23 July 2009.

6. Risk Analysis

- 6.1 The risk attached to the ceilidh is that the ticket sales are less than desired and the financial outcome sought is not achieved.
- 6.2 There is a risk that it may now be difficult to secure suitable artists for the ceilidh event of 18 July 2009 however officers will endeavour to secure the best artists available within budget.

7. Conclusions and Officers' Recommendations

- 7.1 The staging of a ceilidh to follow the Loch Lomond Highland Games can be achieved for 2009. The ceilidh will enhance the attraction of the highland games and help attract and retain visitors to Balloch.
- 7.2 The staging of a programme of community activities at Moss O' Balloch from Sunday 19 July to Wednesday 22 July can be achieved and again may assist in attracting visitors to Balloch. To host such a programme would require funding of approximately £500 - £1,200 to provide entertainment and to cover the costs of extending the hire period of the marquee.

7.3 The Committee is requested to:

- a) determine whether to stage a Loch Lomond Highland Games ceilidh as outlined in Paragraph 3.1 above.
- b) determine whether to stage the programme of children's events from Sunday 19 to Wednesday 22 July as outlined in Paragraphs 3.2 and 3.3 above.
- c) agree to fund the provision of children's events and the extended marquee hire costs as outlined in Paragraph 7.2 above from the small events culture budget of £25,000.

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Appendix: None

Background Papers: None

Wards Affected: All