

## West Dunbartonshire Council

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

Corporate Cultural Sub-Committee: 16 February 2010

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**Subject: Events 2010**

#### **1.0 Purpose**

- 1.1** The purpose of this report is to advise members of the Sub-Committee of the proposed draft Events calendar for 2010 and seek their input in shaping the final programme.

#### **2.0 Background**

- 2.1** At the Corporate Cultural Sub Committee meeting of 30 November 2009 members considered the Events 2009 progress report. Arising from this, a report on the draft 2010 events programme was requested for the next meeting of the Corporate Cultural Sub-Committee.

#### **3.0 Main Issues**

- 3.1** In drawing up the draft proposed 2010 events programme officers have undertaken a review of the 2009 Events Programme. The review was based upon a set of simple events criteria which was developed as part of the Council's Events Strategy.

- 3.2** The Council's Events Strategy states *"As there is almost always a cost element for the Council in staging, promoting, and/or supporting events, the events strategy should therefore incorporate an assessment of events and their outcomes in order to evaluate future worth. A simple assessment criterion has been drawn up as follows.*

***Class A*** - an event that provides social and/or cultural value;

***Class B*** – an event that generates positive economic impact in the authority;

***Class C*** - an event that has a net profit outcome for the Council;

***Class D*** - an event that has a net loss outcome for the Council";

- 3.3** The analysis of events staged in 2009 is shown in Appendix A.

- 3.4** Two events which automatically require to be included with the 2010 Events Programme are the Royal Scottish Pipe Band Championships and the Loch Lomond Highland Games.

Written agreements 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 and 2013 respectively. Both these events are considered to be of significant social, cultural and economic benefit to West Dunbartonshire.

- 3.5** The St. Andrews Day Homecoming events from 2009 were one off events and neither exhibited potential to be considered as possible “growth” events for future years.
- 3.6** In respect of the events which took place in 2009, there are several alternatives which the Committee are asked to consider for 2010;

  - 3.6.1** Instead of a Clydebank Canal Festival and a Dalmuir Park Music Festival, it is proposed to combine these two events and stage a Clydebank Musical Festival at Three Queens Square on a Sunday during June/July. It is anticipated that this event could be staged for £4,500 rather than the £9,283 it cost for the two separate events in 2009.
  - 3.6.2** Instead of hosting two outdoor Hogmanay events, a Hogmanay during the Day concert could be staged at Denny Civic Theatre (Clydebank Town Hall is out of commission for 2010). This concert could be staged for around £1,500 rather than the £13,500 it cost to stage the 2009 events.
  - 3.6.3** Rather than stage the traditional WDC pro Am golf tournament, a free “day” let of Dalmuir Municipal Golf Course be given to the club professional to stage an open competition between the clubs who use Dalmuir and other sponsors teams they are able to attract. The Council could put up a “Provost’s Cup” for the winning team and the event could be staged annually by the clubs and professional. This would save on the significant cost of engaging the PGA to run a tournament.
- 3.7** With regard to new events for 2010, Members are asked to consider a proposal for a “Nugget” event for the area.

  - 3.7.1** The Chief Executive recently held a meeting with senior officers of EventScotland, who were reportedly very impressed with all that the Council has achieved over the past few years with respect to events. EventScotland indicated that they are keen to work with the Council in developing a “nugget” event for the area, that is, an event which is original, unique and has potential for growth.
  - 3.7.2** Having given consideration to a “nugget” event, the Events & Halls Section consider that a Country Music or Americana music event presents the most viable opportunity to create a new event with capacity for growth.

Currently, the only other event of this type in Scotland is at Creetown and is staged in mid-September. Although this event is run by a committee of volunteers with only some local Council funding, it is staged over a four day weekend and draws in visitors from all over Britain.

3.7.3 There is an opportunity to stage a “taster” type event to test whether there is the necessary level of appeal and capacity for growth for this type of event. With a greater number of stay at home holidays expected in 2010 than in previous years, this may be the right time to test this type of event.

3.7.4 There is presently no funding allocated for this event and a funding source would need to be identified should Members wish to progress such an event.

3.8 There has been discussion with Members during 2009 about holding a week long festival of events between the Loch Lomond Highland Games and Loch Lomond Folk Festival. This type of event can be further explored for 2010 if desired, however, it should be noted that there is a two week gap between the two events in 2010 and it may prove costly to retain the event infrastructure for this duration.

3.9 The proposed events programme for 2010 is attached as Appendix B.

#### **4.0 Personnel Issues**

4.1 The 2010 draft events programme has been prepared by the Events & Halls Section. Marketing and promotion of the events is undertaken in association with the Council’s Corporate Communications and Public Relations Team. All events within the finalised 2010 events programme will be under the direction of the Events & Halls Section.

#### **5.0 Financial Implications**

5.1 The majority of costs of the Council’s events are sourced from the Events & Halls section revenue budget or the Cultural budget. The overall net cost of events will be kept within current level of Council budgets.

5.2 The anticipated net costs to the Council of staging the draft 2010 events programme is dependant upon the final agreed events. Events which were provided in 2009 will cost a similar sum to provide in 2010 however new events require to be fully costed. This can be done and presented to Members in a further report once Members have indicated the nature of desired events.

## **6.0 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 2009 events programme experienced some impact due to adverse weather however none of the events required to be cancelled.

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

## **7.0 Equalities Impact**

**7.1** No significant issues have been identified in a screening for potential equality impact of the proposed events programme.

## **8.0 Conclusions and Recommendations**

**8.1 The Committee is requested to:**

- a) note the content of this report
- b) agree the the final makeup of the 2010 Events Calendar

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**Appendix:** Appendix A – 2009 Events Assessment  
Appendix B – 2010 Draft Events Programme

**Background Papers:** None

**Wards Affected:** All