

# **WEST DUNBARTONSHIRE COUNCIL**

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

**Corporate Cultural Sub-Committee : 10 March 2009**

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**Subject: Hogmanay During The Day – Outcome Report for 2008 and Scoping Exercise for Clydebank 2009**

### **1.0 Purpose of Report**

- 1.1** The purpose of this report is to advise members of the Committee of the outcome of the Hogmanay During The Day 2008 event.
- 1.2** To respond to the request from the Culture Sub Committee meeting of 9 December 2008 that a scoping exercise be undertaken with regard to a possible Hogmanay event taking place in Clydebank for 2009, perhaps utilising Three Queens Square and/or Clydebank Town Hall.

### **2. Background**

- 2.1** The Hogmanay during the Day event was conceived as a fresh event for 2008 that would allow all members of the community to enter into the spirit of the New Year and act as a precursor to the traditional Hogmanay celebrations. The event required to have a traditional yet contemporary feel, be staged during the afternoon and be free for visitors to access.

### **3. Main Issues**

#### **3.1 Hogmanay During The Day 2008**

- 3.1.1** In consultation with members of the Corporate Cultural Sub-Committee the Events & Halls section devised an event designed to meet the stated need. The funding for the event was drawn from the Corporate Culture budget.
- 3.1.2** The Hogmanay during the Day event took place at Moss O' Balloch on 31<sup>st</sup> December 2008 between the hours of 1.00 p.m. to 4.30 p.m.
- 3.1.3** The event was well attended with peak crowd attendance estimated at two thousand and an estimated four thousand attending in total. Whilst difficult to measure the effect the event had on local businesses, it was noted that local cafes, fast food establishments and local hostelrys appeared busy and probably benefited in increased trade from the event.

**3.1.4** All acts were well received, there were no accidents or injuries reported and the event was completely trouble free, all of which was later commended by Strathclyde Police. Given that this was a new event, valuable lessons were learned for future events of a similar type and scale.

### **3.2**     Scoping Exercise for Hogmanay Event at Clydebank

**3.2.1** Using the Hogmanay During The Day 2008 event as a template for Clydebank, the most feasible location is Three Queens Square. This site is owned by Estates Section and has over the past few years been let, in part, to fairground operators for the festive period. It is possible however, with planning, that a Hogmanay During The Day event could be staged in conjunction with a family fairground.

**3.2.2** Resources within the Events and Halls Section and other contributing sections/departments are such that it would not be possible to run two Hogmanay During The Day events at different locations (e.g. Clydebank and Balloch) at the same time.

**3.2.3** With regard to an evening Hogmanay event at Clydebank Town Hall it is anticipated that the Events and Halls Section would act as the promoter. Resources would however prohibit the possibility of staging both an evening and an afternoon event of this scale on the same day.

## **4.     Personnel Issues**

**4.1**     The Hogmanay During The Day 2008 event was planned, staged and managed by employees of West Dunbartonshire Council therefore all staff costs were contained within departmental budgets.

## **5.     Financial Implications**

**5.1**     The final cost of the event was just short of £8,000, this in line with the estimate. The funding for the event was drawn from the £25,000 budget allocation to assist in the provision of small-scale events as approved by the Culture Sub-Committee on 4<sup>th</sup> August 2008. Should the Hogmanay During The Day event be repeated at Balloch or relocated to Clydebank in 2009, the overall costs are likely to be of the same magnitude.

## **6.0    Risk Analysis**

**6.1**     As is the case with any outdoor event, attendance is highly dependent on prevailing weather conditions however at the 2008 event the weather was cold but dry. A future event of this type runs the risk of lowered attendance or short notice cancellation dependent on prevailing weather.

**6.2**     Previous concerns on the possible numbers attending this event and the potential for public disorder proved unwarranted. It is unlikely therefore that a similar afternoon event of this type would require to be ticketed.

**6.3** Given that Hogmanay 2008 fell on a Wednesday and was therefore a normal day of work, there were no real difficulties experienced in ensuring adequate staffing of the event. Should the afternoon Hogmanay event be held in Balloch or Clydebank in 2009, difficulties are not anticipated in securing the services of staff to stage an afternoon event.

**6.4** There is however a risk that staff may not be willing to work at an event beyond 6.00 p.m. on Hogmanay. Evening working would be overtime for the staff involved and would therefore be optional.

## **7.0 Conclusion**

**7.1** The inaugural Hogmanay During the Day event proved to be both popular and successful with some people travelling from both Glasgow and Motherwell to attend. The event has potential for further development and growth, which can only be beneficial for the local area in both cultural and commercial terms.

**7.2** It is possible for The Hogmanay During the Day event to be relocated to Clydebank .

**7.3** It is not possible with current resources to stage two Hogmanay During the Day events at different locations at the same time nor to stage two events at different locations, one following the other.

## **8.0 Recommendations**

**8.1 The Committee is requested to:-**

- a) **note the outcome of the Hogmanay During The Day 2008 event**
- b) **consider the results of the scoping exercise regarding possible Hogmanay events for 2009**
- c) **determine the desired event programme for Hogmanay 2009**

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**Date: 3 March 2009**

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**Appendix:** None

**Background Papers:** None

**Wards Affected:** All