

## **WEST DUNBARTONSHIRE COUNCIL**

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

**Corporate Cultural Sub-Committee: 14 September 2010**

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**Subject: St. Andrew's Day Event 2010 - Update**

#### **1. Purpose**

- 1.1** The purpose of this report is to update members of the Sub-Committee on the progress towards staging a St. Andrews Day event at Dumbarton.

#### **2.0 Background**

- 2.1** At the Corporate Cultural Sub Committee meetings of 15 June 2010, Members considered the report "St. Andrew's Day Event 2010" and agreed;

- (1) to note the content of this report;
- (2) to approve the staging of this event on the basis outlined in the report;
- (3) to approve funding from the Corporate Cultural Sub-Committee budget to a maximum of £3,500 to stage a St. Andrew's Day Event 2010, this being subject to the Council securing partnership funding for this event from EventScotland.

#### **3.0 Main Issues**

- 3.1** The Section Head for Events & Halls met with officers of EventScotland on 12<sup>th</sup> August to discuss the format and budget for a West Dunbartonshire Council St. Andrew's Day Event 2010. The feedback from EventScotland is that they are keen to proceed with such an event and will make a grant for the sum requested i.e. £3,500.
- 3.2** During this meeting it emerged that not only were EventScotland keen to support this event but wondered if a bigger audience could be attracted to the event. It was explained to EventScotland that the event was shaped to meet a certain market and took into account how close the event is to Christmas and how this in turn could affect ticket sales.
- 3.3** After some further discussion on the format of this event, EventScotland advised that the Scottish Government is keen to maintain the impetus for St. Andrew's Day celebrations and is also keen to make such events free to enter.

They then advised that if the current format of this event could be altered to accommodate a bigger audience EventScotland could make a bigger contribution to the event to enable free entry. In short, EventScotland would increase funding to the event to cover all income lost from expected ticket sales.

#### **4.0 Personnel Issues**

- 4.1** This event is being planned and managed by Events and Halls staff.

#### **5.0 Financial Implications**

- 5.1** The initial funding received available from EventScotland and the Culture budget for this event amounts to approximately £7,000. Should EventScotland put more funding in to make this a free event to a bigger audience, the income for lost ticket sales (£1,250) would be made up by EventScotland yielding an overall budget of £8,250 for the event.
- 5.2** EventScotland specifically asked if, in the event of a larger, free event being staged, whether the Council could make any more of a contribution to the event. They were advised that this would be taken before the next Sub Committee on Culture.

#### **6.0 Risk Analysis**

- 6.1** On the basis that it's easier to fill a venue when the tickets are free as opposed to when they have to be paid for, a larger, free event seems a preferable option in terms of keeping the event within budget. There is however the risk that the event proves more popular than can be catered for in terms of access. With an audience maximum of 400, careful thought will have to be given to the method of allocating tickets to the event.

#### **7.0 Equalities Impact**

- 7.1** No significant issues were identified in a screening for potential equality impact of this proposed event.

#### **8.0 Conclusion and Recommendations**

- 8.1** EventScotland have committed to providing the requested level of funding for this event. They have also requested that the Council put on a bigger event with free access and that the Council makes an additional contribution to funding already committed to allow the larger event to take place.

- 8.2** The Committee is requested to note the content of this report and determine whether they wish to see a larger, free- to- enter event in Dumbarton to celebrate St. Andrew's Day.

**8.3** Confirm the committees funding of £35,000 for the event.

**Elaine Melrose**

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

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**1 September 2010**

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**Appendix:** None  
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**Background Papers:** E-mail correspondence from EventScotland

**Wards Affected:** All