

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Culture Sub-Committee: 20 March 2008

Subject: 2008 Events Progress Report

1. Purpose

- 1.1** The purpose of this report is to advise the Culture Sub-Committee of the progress made to date in organising major events for 2008.

2. Background

- 2.1** At the November 2007 Housing, Environment & Economic Development Committee the formation of a Culture Sub-Committee, to be chaired by the Council's Ambassador for Culture (Provost Agnew) was recommended and subsequently agreed by Council on 19 December 2007. The Culture Sub-Committee is charged with taking a holistic approach to cultural events in West Dunbartonshire and make recommendations to Council in this regard.
- 2.2** In addition, it was agreed at the November 2007 Housing, Environment and Economic Development Committee to the draft Major Events Programme 2008 - 2011 which was presented to them (attached as Appendix A) and instructed the Acting Executive Director of Housing, Environmental and Economic Development (Land and Environment) to undertake preliminary discussions with the appropriate organisations who would be involved in the delivery of the Major Events Programme 2008 - 2011.
- 2.3** The committee also agreed that the Culture Sub-Committee, when formed, would have responsibility for taking Major Events forward and that whilst steps were being taken to form the Culture Sub-Committee, work was required to be undertaken in the interim to ensure that all possible preparations were made for the 2008 events programme.

3. Main Issues

- 3.1** As outlined in paragraph 2.3 above, work has commenced on organisation of the major events for 2008 and progress to date is noted as follows:

3.1.1 Scottish Pipe Band Championships, Levensgrove Park - 24 May 2008

A meeting of the Member/Officer working group has been scheduled for March. In the meantime, Events & Halls staff have taken steps to order equipment and services necessary for this year's event. The scale and content of this year's event will be similar to previous years.

The current agreement with the Royal Scottish Pipe Band Association (RSPBA) for staging the Scottish Pipe Band Championships expires after the 2009 event. At the November 2007 Housing, Environment and Economic Development Committee, it was agreed that authority be delegated to the Acting Executive Director of Housing, Environmental and Economic Development (Land and Environment) to enter into discussion with the RSPBA in an effort to secure agreement for a championship piping event beyond the lifespan of the current arrangement. A report will be submitted to a future meeting of the Culture Sub Committee advising on the outcome of these discussions.

Officers from the Events and Halls Section have been in discussion with an event promoter with a view to staging a music event directly following this year's pipe band championships. This event is likely to be a Scottish themed folk/traditional music event, utilising the infrastructure in place for the championships. This event would be at no cost to the Council and may accrue a site fee that would contribute to the pipe band championship budget. Any progress in this matter will be reported to the pipe band championships Member/Officer working group.

3.1.2 Pro Am Golf Tournament 2008 - 31 May 2008

Following the poor number of sponsors attained for the 2007 tournament, discussions have taken place with the Dalmuir Golf Course professional and a senior representative of the local clubs. As a result, the following has been discussed:

- That the date for this year's tournament will be Saturday 31 May 2008
- That the fee to sponsor a team in the 2008 tournament will be £200 plus vat, as compared to £350 plus vat in 2007
- That the local clubs will use their resources and contacts to raise as many sponsors as possible from amongst the local business community
- That the Head of Service (Land and Environment) will consult with the local enterprise company to seek potential sponsors from the business community
- That Events & Halls staff will liaise with the Scottish PGA to organise this year's tournament
- That the Provost will host a reception on the evening of Friday 30 May for participating teams

3.1.3 Loch Lomond Food and Drink Festival - 31 May 2008

At the time of presenting the report "Events 2008 and Beyond" to the Housing, Environment & Economic Development Committee on 07 November 2007 it was provisionally agreed between Scottish Enterprise Dunbartonshire

(SED) and the Events & Halls Section that this event would be staged at Balloch Castle Country Park 14 - 16 September. This event was to be augmented by additional attractions brought in by the Events & Halls Section to expand and add further interest to the event.

More recently however, Scottish Enterprise undertook a national review of operations. Consequently, SED were required to review their 2008 events programme to support only those events where a contractual agreement existed. As agreement to co-present the Loch Lomond Food and Drink Festival was provisional, SED were compelled to withdraw the additional funding which the Events & Halls section would have used to expand the event. This event is therefore being staged solely by SED at Loch Lomond Shores on 31 May.

3.1.4 Clydebank Canal Festival - Three Queens Square area - 5 July 2008

This is a new event which will be proposed to take place of the Dalmuir Park Gala Day. Discussions are scheduled shortly with Elected Members, Clydebank Rebuilt, Clydebank Shopping Centre and their various property companies and traders, Abbotsford Church, British Waterways and the Sea Cadets.

3.1.5 Loch Lomond Highland Games - 26 July 2008

Events & Halls staff are working with the Loch Lomond Highland Games Committee towards staging this year's event. The arrangements for this event are partially complete with all necessary equipment, services and traders booked.

3.1.6 Live at Loch Lomond 2008 - 2/3 August 2008

This year's event will be headlined by Groove Armada (Saturday) as well as The Sex Pistols and Ocean Colour Scene (Sunday) with other major acts to be announced.

The first Council/Promoter planning meeting took place recently and the first Strathclyde Police contingency planning meeting is scheduled for late March.

An event project plan has been developed and arrangements for the event are proceeding as planned thus far.

4. Personnel Issues

- 4.1** The 2008 Major Events Programme will be planned, staged and managed by staff from the Events & Halls Section, with support from other Council services and external partners and agencies.

5. Financial Implications

- 5.1** Several of the Council's events have, over the past few years, benefited from Scottish Enterprise (Dumbartonshire) funding contributions. Given the current uncertainties surrounding the local enterprise company, there will be no funding available to the Council from SED for 2008 events.
- 5.2** The withdrawal of SED event funding will impact as follows:
- Scottish Pipe Band Championships - loss of £5,000 event funding
 - Loch Lomond Highland Games - loss of £6,000 event funding
 - Balloch Castle event site - loss of £15,000 event site investment
 - Live at Loch Lomond - loss of £5,000 visitor/economic impact study funding
- 5.3** The November 2007 Housing, Environment and Economic Development Committee agreed that a budget allocation of £25,000 would be credited to a newly created Central Culture Budget within the 2008/09 Revenue Estimates to allow the 2008 Royal Scottish Pipe Band association Championship event to be staged successfully.
- 5.4** In addition, meeting members requested that the Corporate Communications Team explore sponsorship for major events with a view to making the Royal Scottish Pipe Band Championships self-financing.
- 5.5** Following initial investigation and a review of staffing resources within both Corporate Communications and Events, it is clear that there is limited scope to make the Royal Scottish Pipe Band Championships a cost-neutral or profit making event in 2008 due to the lack of potential Private Sector sponsorship revenue. A sponsorship package of £10,000 has been agreed by Chivas for 2008 and early indications suggest this support may be considered again in 2009.
- 5.6** Given the ambition to expand the events programme and cultural activity, the issue of Council wide sponsorship requires to be explored fully and a report on these matters will be brought to a future Committee.

6. Risk Analysis

- 6.1** Although SED funding has been lost for 2008 events and, whilst this will impact on the events which previously benefited from this funding, these events will still take place albeit with modifications to match reductions in funding.
- 6.2** The prevailing weather is always a consideration on outdoor events, especially at ticketed events, such as the Loch Lomond Highland Games

where a reduction in attendance impacts on the event income and overall budget.

7. Conclusion

- 7.1** It is recognised that the promotion of high quality events within WDC can provide economic, social and cultural benefits to the area and its residents.
- 7.2** The events programme for 2008 has been built up over a number of years. There is now a significant knowledge base within the Events & Halls team and other sections of the Council in staging events and every effort is made to ensure continuous improvement and learn on lessons from previous events.

8. Recommendations

8.1 The Culture Sub-Committee is invited to:

- a) note the content of this report;**
- b) approve the budget allocation of £25,000 from the Culture Sub-Committee budget within the 2008/09 Revenue Estimates to allow the 2008 RSPBA Championship event to be staged successfully;**
- c) instruct the Executive Director of Housing, Environmental and Economic Development to continue with planning and delivery of the Events Programme 2008 - 2011;**
- d) instruct the Executive Director of Housing, Environment and Economic Development to provide a progress report to a future meeting of the Culture Sub-Committee and**
- e) acknowledge that a report on securing sponsorship will be brought to a future meeting of the Culture Sub-Committee.**

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Date: 12 March 2008

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Appendices:

Appendix A - Events Programme 2008 - 2011

Background Papers:

Minute of Live at Loch Lomond Planning meeting,
February 2008

Wards Affected:

All