

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Corporate Cultural Sub-Committee: 15 June 2010

Subject: Commonwealth Games 2014 Launch Event

1. Purpose

- 1.1** The purpose of this report is to advise members of the Sub-Committee of the intention of the Scottish Government, via EventScotland, to encourage local authorities to stage a Commonwealth Games 2014 Launch Event.

2.0 Background

- 2.1** At the Corporate Cultural Sub Committee meeting of February 2010, Members considered the Events Programme 2010. The following event opportunity has arisen since the 2010 event programme was approved.

3.0 Main Issues

- 3.1** On 14 October 2010 during the closing ceremony of the XIXth Games in Delhi, a flag handover to Glasgow as host city of the XXth Commonwealth Games will take place. This will be the official start of the countdown to Glasgow 2014, a very public moment with a worldwide TV audience of hundreds of millions of people. The handover ceremony will also be the first major public moment in Scotland to excite and engage the population that the Games are coming to Glasgow, since the games bid was won.
- 3.2** The key message which Glasgow 2014 will be communicating around the flag handover is "Get Involved." Scottish Government and EventScotland with support of Glasgow 2014, **Sportscotland**, Scottish Arts Council, Commonwealth Games Scotland and other key national partners are now seeking to co-ordinate a programme of events across the country to mark the handover of the Commonwealth Games flag from Delhi to Glasgow. These events will be a partnership between each local authority and EventScotland (on behalf of the national partners).
- 3.3** It is expected the national programme will support both new events and enhanced or themed activity around existing events and that it will be possible to support events in all 32 Local Authority areas. Local Authorities have been asked, through their Legacy Leads, to use their local networks to consider both cultural and sporting events in their applications. Applications will not be accepted for more than £10,000 per Local Authority area.

- 3.4** The funding will be awarded on a competitive basis and events will be assessed on their ability to:
- Provide an opportunity to communicate key messages around the Commonwealth Games
 - Inspire and engage the communities in the local authority area
 - Provide a high quality event experience for residents and visitors
 - Align with the area's strategic objectives
 - Encourage participation in cultural and sporting activity
 - Encourage partnership working
 - Provide an opportunity to build and sustain the event to 2014 and beyond.

- 3.5** The timetable for applying for event funding is as follows;

- 31 March 2010 Programme fund launched
- 16 April 2010 Deadline for notes of interest
- 7 May 2010 Deadline for applications
- 10 May - 21 June 2010 Assessment period
- Week Commencing 21 June 2010 Funding announcements

In accordance with the above timetable for event funding application, the Council's note of interest in applying for funding was completed by the due date, as was the submission of a formal funding application.

- 3.6** Officers from Education, Leisure, Culture, Events and Corporate Communications have met to consider the format, venue and budget for a Commonwealth Games Launch Event to be held in West Dunbartonshire to coincide with the official handover event in Dehli. A framework event programme and budget was developed, this particularly to meet the deadline for funding applications (7th May 2010).
- 3.7** The framework event is scheduled for Thursday October 14th 2010 and the selected venue is the Play Drome, Clydebank. The main themes of the event will be sport, music, dance, culture, participation and community engagement with a particular emphasis on Scottish, Indian and Commonwealth influences. It is planned to have a large screen beam-back of the closing ceremony of the Commonwealth Games with the flag handover as the centre piece of the event. It is also planned to have a variety of musical and dance acts on stage, with possibly a well known headline act to help boost attendance at the event. Floor demonstrations of commonwealth sports such as judo, table tennis, hockey etc. will also take place as will "taster" sessions for these display sports. Foods of the commonwealth may also be a feature of the event.
- 3.8** As this event take place during the October school holidays there will be a drive by Education Services to encourage both primary and secondary pupils across the authority to both participate in and attend the event. Outdoor Education especially will be steering their October school week activities towards the Commonwealth Games Handover event although the details of this, at the time of writing this report, have still to be finalised.

- 3.9** It is planned to use Your Radio both to market the event and build up local interest in the event, culminating in Your Radio coordinating the handover event on-stage activities, as well as presenting special interest spots on the radio in the week prior to the event. Again, at the time of writing this report the detail of this involvement by Your Radio has yet to be finalised.

4. Personnel Issues

- 4.1** This event would be planned and managed by a number of officers from Education Services, Leisure, Corporate Communication and Events.

5. Financial Implications

- 5.1** EventScotland is quite clear that it is not intended that an award from this fund will provide all the funding for any programme of activity. A strong application will demonstrate funding support from the local authority and additional income from alternative sources where possible.
- 5.2** A draft budget was required for the event funding application. On the basis of the event outline given earlier, it is envisaged that this event would cost in total £23,500, with some £5,600 of this sum being delivered through in-kind support from the Council. Discounting the in-kind support from the overall sum of £23,500 leaves a balance of £17,900.
- 5.3** The past practice by EventScotland is that they have funded 50% of an event's costs, provided that this remains within the maximum funding level criteria. Although no such direction has been given yet for this event funding programme, it would be logical to assume that past practice will be repeated and that the Council could expect to receive a maximum event funding grant of £8,950.
- 5.4** There is no provision with the Events Revenue Budget 2010/11 to cover the staging of such an event. Should Members wish this event to be staged, approval from members of this Sub-Committee is required to commit the events costs to the £25k set aside from the Culture Budget (to encourage new events).

6.0 Risk Analysis

- 6.1** There is a risk that the Council commits to staging a Commonwealth Games 2014 Launch Event on 14th October 2010 and funding is not forthcoming from EventScotland. This would mean that the Council would have to either;
- Cancel the event on the grounds of cost
 - Downscale the event to fit existing budgets
 - Bear the full cost of the event in its originally intended form

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 It is clear that the Scottish Government and EventScotland are keen to engage local communities and local authorities in the flag handover ceremony for the 2010 Commonwealth Games through the staging of an associated local event in order build interest and commitment to the 2014 Commonwealth Games in Glasgow. Although EventScotland will consider making a funding contribution to an event as outlined above, there will still be a cost burden on the Council in staging such an event.

8.2 The Committee is requested to:

- a) Note the content of this report
- b) Approve the staging of this event
- c) Approve funding from the Culture Budget to a maximum of £8,950 to stage a Commonwealth Games 2014 Launch Event, this contingent on partnership funding for this event being given to the Council by EventScotland.

For Elaine Melrose
Executive Director of Housing, Environmental and Economic
Development
24 May 2010

Person(s) to Contact: Ronald M Dinnie – Head of Land and Environment
Council Offices, Garshake Road, Dumbarton, G82 3PU
Tel: 01389 737601
e-mail: ronald.dinnie@west-dunbarton.gov.uk

Lynda McLaughlin – Manager of Commercial Operations
Council Offices, Elm Road, Dumbarton, G82 2RH
Telephone: 01389 772097
e-mail: lynda.mclaughlin@west-dunbarton.gov.uk

Appendix: Appendix 1 – Draft budget for event

Appendix 2 – Games for Scotland Event Application information.

Background Papers: None

Wards Affected: All