

Agenda



Cultural Committee

Date: Monday, 29 April 2019

Time: 10:00

Venue: Council Chambers,
Town Hall, Dumbarton Road, Clydebank

Contact: Craig Stewart, Committee Officer
Tel: 01389 737251 craig.stewart@west-dunbarton.gov.uk

Dear Member

Please attend a meeting of the **Cultural Committee** as detailed above. The business is shown on the attached agenda.

Yours faithfully

JOYCE WHITE

Chief Executive

Distribution:-

Bailie Denis Agnew (Chair)
Provost William Hendrie
Councillor Karen Conaghan (Vice Chair)
Councillor John Millar
Councillor Brian Walker

Chief Executive
Strategic Director of Transformation & Public Service Reform
Strategic Director of Regeneration, Environment & Growth
Chief Officer of West Dunbartonshire Health & Social Care Partnership

Date of issue: 12 April 2019

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CULTURAL COMMITTEE

MONDAY, 29 APRIL 2019

AGENDA

1 STATEMENT BY CHAIR – AUDIO STREAMING

The Chair will be heard in connection with the above.

2 APOLOGIES

3 DECLARATIONS OF INTEREST

Members are invited to declare if they have an interest in any of the items of business on this agenda and the reasons for such declarations.

4 MINUTES OF PREVIOUS MEETINGS 5 - 9

Submit for approval as correct record, the Minutes of Meetings of the Cultural Committee held on:-

- (a) 25 February 2019 (Ordinary); and
- (b) 18 March 2019 (Special).

5 OPEN FORUM

The Committee is asked to note that no open forum questions have been submitted by members of the public.

6 EVENTS UPDATE 11 – 16

Submit report by the Strategic Director – Regeneration, Environment & Growth providing an overview of existing events and to consider the merits of allocating scarce resources to develop new events across West Dunbartonshire.

7 TOWN TWINNING UPDATE To follow

Submit report by the Strategic Lead – Regulatory providing an update on progress being made in relation to developing international links with potential partners.

**8 BUSINESS CASE FOR CLYDEBANK TOWN HALL
IMPROVEMENT WORKS**

To follow

Submit report by the Strategic Lead – Communications, Culture & Communities proposing significant improvement works within Clydebank Town Hall to maximize income and visitor opportunities.

**9 COMMUNICATIONS, CULTURE & COMMUNITIES
DELIVERY PLAN 2019/20**

To follow

Submit report by the Strategic Lead – Communications, Culture & Communities presenting the 2019/20 Delivery Plan for Communications, Culture & Communities and the year-end progress report for the 2018/19 Delivery Plan as agreed at Committee on 28 May 2018.

CULTURAL COMMITTEE

At a Meeting of the Cultural Committee held in the Council Chambers, Clydebank Town Hall, Dumbarton Road, Clydebank on Monday, 25 February 2019 at 10.00 a.m.

Present: Provost William Hendrie, Bailie Denis Agnew and Councillors Karen Conaghan and Brian Walker.

Attending: Angela Wilson, Strategic Director – Transformation and Public Service Reform; Malcolm Bennie, Strategic Lead – Communications, Culture & Communities; Alan Douglas, Legal Manager; George Hawthorn, Manager of Democratic and Registration Services; Sarah Christie, Team Lead – Arts & Heritage; Michelle Lynn, Assets Coordinator and Craig Stewart, Committee Officer.

Apology: An apology for absence was intimated on behalf of Councillor John Millar.

Bailie Denis Agnew in the Chair

STATEMENT BY CHAIR – AUDIO STREAMING

On behalf of the Chair, the Legal Manager advised that the meeting was being audio streamed and broadcast live to the internet and would be available for playback.

DECLARATION OF INTEREST

Bailie Agnew declared a non-financial interest in the item under the heading 'Town Twinning Update' and advised that he would leave the meeting and that the Vice-Chair, Councillor Conaghan, would take over the Chair during consideration of this item.

MINUTES OF PREVIOUS MEETINGS

The following Minutes of Meetings of the Cultural Committee were submitted and approved as correct records:-

- (1) 26 November 2018 (Ordinary); and
- (2) 17 January 2019 (Special).

OPEN FORUM

The Committee noted that no open forum questions had been submitted by members of the public.

NOTE OF MEETING OF TOWN TWINNING WORKING GROUP

The Note of Meeting of the Town Twinning Working Group held on 19 December 2018 was submitted for information. The Manager of Democratic and Registration Services was heard in response to Members' questions of the previous decisions of the Working Group and the current up-to-date position in regard to Town Twinning.

Councillor Karen Conaghan in the Chair

As intimated earlier in the meeting, Bailie Agnew left the meeting at this point in the proceedings.

TOWN TWINNING UPDATE

A report was submitted by the Strategic Lead - Regulatory providing an update on progress being made in relation to developing international links with potential partners.

After discussion and having heard the Manager of Democratic and Registration Services in further explanation of the report and in answer to Members' questions, the Committee agreed:-

- (1) to approve the arrangements in respect of the ceremony to reveal the commemorative plaque for the ORP Piorun, as detailed in paragraph 4.1 of the report;
- (2) to note the terms of the verbal update given by the Manager of Democratic and Registration Services in regard to Letterkenny and that, while an acknowledgement had been received, a formal response was presently awaited from the President of Gydnia; and
- (3) to note that the Convener and the Manager of Democratic and Registration Services would finalise arrangements with representatives from Donegal County Council for an signing ceremony to be held in the Clydebank Town Hall at a date convenient to both parties.

Note: Bailie Agnew rejoined the meeting and assumed the Chair at this point in the meeting.

ALEXANDRIA LIBRARY MUSEUM AND IMPROVEMENT WORKS

A report was submitted by the Strategic Lead – Communications, Culture & Communities presenting for approval the proposal to install a lift at Alexandria Library, create a museum celebrating Alexandria and the Vale of Leven's history and heritage, and fit out a new multi-use space for the benefit of the local community.

After discussion and having heard the Strategic Lead in further explanation of the report and in answer to Members' questions, the Committee agreed:-

- (1) to note the contents of the report, including the internal options appraisal undertaken regarding the use of space on the first floor of the Alexandria Library building;
- (2) to approve the proposal to install a lift to enable level access to the first floor of Alexandria Library;
- (3) to approve the proposal to create a permanent museum about the Vale of Leven in the Committee Room on the first floor of Alexandria Library;
- (4) to approve the proposal to create a multi-use space on the first-floor; and
- (5) to approve an allocation of £0.331m from the Cultural Capital Fund for these purposes.

A PERMANENT MUSEUM CELEBRATING CLYDEBANK'S HISTORY AND LEGACY

A report was submitted by the Strategic Lead – Communications, Culture & Communities presenting proposals to progress concept designs for the creation of a permanent museum in the basement of Clydebank Library.

After discussion and having heard the Strategic Lead and the Assets Coordinator in further explanation and in answer to Members' questions, the Committee agreed:-

- (1) to note the contents of the report;
- (2) to approve the proposal to allocate £15,000 from the Cultural Capital Fund for this purpose;
- (3) that officers should investigate the possibility of extending the floor area, which could include consideration on an extension/projection from the rear of the building, in order to increase gallery space; and
- (4) to agree that a further report be submitted to a future meeting of the Cultural Committee making further recommendations on progressing the installation of a permanent museum space in Clydebank Heritage Centre.

FUTURE OPERATION OF THE BACKDOOR GALLERY IN DALMUIR

A report was submitted by the Strategic Lead – Communications, Culture & Communities presenting a proposal to undertake a scoping exercise to inform the future operation of the Backdoor Gallery in Dalmuir, including branding and marketing.

After discussion and having heard the Strategic Lead in further explanation of the report and in answer to Members' questions, the Committee agreed:-

- (1) to note the contents of the report;
- (2) to approve the proposal to undertake the scoping exercise;
- (3) that officers investigate whether the entrance to the Backdoor Gallery could be repositioned, in order to make it easier for visitors to access the gallery and increase footfall; and
- (4) that recommendations for the next steps would be reported to a future meeting of the Cultural Committee.

The meeting closed at 10.50 a.m.

CULTURAL COMMITTEE

At a Special Meeting of the Cultural Committee held in the Council Chambers, Clydebank Town Hall, Dumbarton Road, Clydebank on Monday, 18 March 2019 at 10.00 a.m.

Present: Provost William Hendrie, Bailie Denis Agnew and Councillors Karen Conaghan and Brian Walker.

Attending: Malcolm Bennie, Strategic Lead – Communications, Culture and Communities; Alan Douglas, Legal Manager and Craig Stewart, Committee Officer.

Apology: An apology for absence was intimated on behalf of Councillor John Millar. Apologies were also intimated on behalf of Richard Cairns, Strategic Director – Regeneration, Environment & Growth and Angela Wilson, Strategic Director – Transformation & Public Service Reform.

Bailie Denis Agnew in the Chair

STATEMENT BY CHAIR – AUDIO STREAMING

On behalf of the Chair, the Legal Manager advised that the meeting was being audio streamed and broadcast live to the internet and would be available for playback.

DECLARATIONS OF INTEREST

There were no declarations of interest in the item of business on the agenda.

EVENTS UPDATE

A report was submitted by the Strategic Director – Regeneration, Environment & Growth providing an overview of existing events and to consider the merits of allocating scarce resources to develop new events across West Dunbartonshire.

Having heard Bailie Agnew, Chair, it was agreed that the item be continued to a future meeting to enable further consideration to take place.

The meeting closed at 10.06 a.m.

WEST DUNBARTONSHIRE COUNCIL

Report by Strategic Director – Regeneration, Environment & Growth

Committee: Cultural Committee

18 March 2019

(Reissued for Meeting of Cultural Committee on 29 April 2019)

Subject: Events

1. Purpose

- 1.1** The purpose of this report is to provide the Cultural Committee with an overview of existing events and to consider what scope there might be for increasing the number of events held in West Dunbartonshire. The report will also discuss the merits of allocating scarce resources to develop new events across West Dunbartonshire.

2. Recommendations

- 2.1** The Committee is asked to note the content of this report.

3. Background

- 3.1** At present the Council has an events programme which has been in place for a number of years.
- 3.2** When West Dunbartonshire Leisure Trust (WDLT) was established existing event management was transferred. West Dunbartonshire Council still control the event programme and WDLT provide the operational delivery of those elements not directly provided by WDC (cleansing, roads management etc.) or managed by the event sponsors.
- 3.3** The core events over the year comprise of:

Pro-am Golf at Dalmuir Golf Course. Delivered in partnership with the Scottish Professional Golfers Association and attracts 35 to 40 teams each made up of three amateurs and one professional golfer.

The Scottish Pipe Band Championships at Levensgrove Park is delivered in partnership with the Scottish Pipe Band Association and attracts 140 bands and approximately 20,000 non-paying spectators.

Loch Lomond Highland Games at Moss O'Balloch is delivered in partnership with the Loch Lomond Highland Games Committee and attracts approximately 8,000 spectators who pay an entry fee on the day.

Fireworks Displays at Dalmuir Park and Levensgrove Park which attract approximately 5,000 non-paying spectators at each event. Local residents come to enjoy the great family atmosphere and watch the spectacular 20 minute firework displays.

Christmas Lights switch on in Alexandria and Dumbarton which attracts approximately 2,000 non-paying spectators to each event.

- 3.4** All of the above events are subsidised by the Council. In total the Council has a budget to support these events of £123k. The reduction or removal of this budget was one of the savings options developed during the current budget process.

4. Main Issues

- 4.1** The current programme operates well and offers a range of activities across the authority for both residents and visitors. It is not currently designed to generate a surplus.
- 4.2** Although there is no evidence of any public demand for new events, the Culture Committee may wish to consider whether it wishes to allocate resources to explore a number of other potential events. Given the budget constraints facing the Council the fundamental principle should be that such events should be designed to be at least self-financing, where the Council would operate as a facilitator to outside organisations wishing to bring a range of bespoke events.
- 4.3** The Council does not have a large number of available venues for commercial independently promoted paid audience concert style events nor does it have any venues designed for that purpose. Venue options would be determined by the work done on the feasibility and scale of any given event. It is far from clear that any of the Council venues could deliver events on an affordable and economically viable scale.
- 4.4** However possible venues would be:

Clydebank Town Hall offers the theatre-style Grand Hall for between 150-300 people. To date interest from promoters has been limited and approaches are typically linked to tribute acts. Even these require an upfront fee running into several thousand pounds or a small percentage share of ticket sales. The new Town Hall management team is currently prioritising weddings, conferences and dance shows as sources of secure and profitable income. The events business comes with financial risk and given the lack of experience within the team or wider Council of running such events there is a desire to build slowly at this stage. It is recognised there is the potential to

attract more events and performances to the Grand Hall, but this will also require a building of a target audience over time, and developing the skills and knowledge of the team. Comparisons have been made to the success of the Kelvingrove Bandstand but it should be recognised that this is a 2,000 seater venue in the heart of Glasgow with a significant local population, good transport links and established visitor amenities nearby. Better comparison might be the Glasgow Concert Hall and Glasgow's Old Fruitmarket although even these are both 1,000+ seater venues, benefit from established annual festivals and resident orchestras, and have recognised visitor amenities nearby. It should also be borne in mind that the refurbishment of the Town Hall will mean that it will not be available for most of next year.

Civic Space, Church St Dumbarton. This space has designed to be flexible for modest events such as exhibitions or conferences, for which WDC might charge a fee, but has yet to be used for that purpose. For a variety of logistical and practical reasons (toilet & catering capacity, access control, need for availability for Council Business) it is unlikely to be suitable as a more general paid events space for commercial use.

Moss O'Balloch, Balloch is already used for the Balloch Highland games, but has no infrastructure for larger scale, audience style or pre ticketed events. It is completely weather dependent.

Balloch Park. This has been used for events in the past but is no longer deemed suitable for Health and Safety reasons. It too has no infrastructure in place for managing large public or ticketed events. It is completely weather dependent.

Levensgrove Park is used for the Armistice commemoration in Dumbarton. The park has recently been redeveloped with better drainage and a new pavilion. As with the other parks it has no infrastructure for large scale ticketed events and is completely weather dependent.

4.5 By comparison, the Glasgow area already has a large number of established venues for a variety of events. All of these have a track record and are closer to centres of population, transport networks and other amenities. Events sponsors are unlikely to be willing carry all of the risks involved to take forward new events in what they would regard as new venues or locations. It is likely that events sponsors would seek to have the Council agree to underwrite events in the first instance. Depending on the event, the financial and reputational risks involved could be significant.

4.6 It should also be recognised that West Dunbartonshire does not have the population or levels of disposable income that would easily support large commercial events. The likelihood is that audiences would have to be drawn from further afield and by definition any events would therefore benefit audiences other than only West Dunbartonshire residents. If events were priced to reflect local incomes, their viability for promoters would be further eroded.

- 4.7** Such events in West Dunbartonshire would be in competition with alternatives closer to Glasgow City Centre and venues which are better equipped and more accessible to that audience than those in West Dunbartonshire. This would reinforce promoters' perception of risk and expectations of subsidy.
- 4.8** It should be noted that the 2018 'Retro at the Rock' 2 day music festival proposed for Dumbarton FC's ground planned to sell 10,000 tickets. Although widely promoted locally, only 1200 were actually sold. The event was then moved to Glasgow's Barrowlands but was ultimately cancelled. There is no information available on what losses if any were incurred.
- 4.9** In the same way, unlike City Centres West Dunbartonshire does not have the density of visitor amenity (restaurants, bars, hotels) offer required to secure significant economic gain from events. It is unlikely that any credible events programme would reach the scale required to drive significant investment in the hospitality sector locally over any meaningful timescale.
- 4.10** It is however possible that West Dunbartonshire venues might 'piggy back' on City Region events such as Celtic Connections or the Glasgow Jazz, Comedy, or Film Festivals. Awestruck Academy social enterprise in Sylvania way Clydebank is holding a Glasgow Comedy Festival fringe event on 16 March 2019.
- 4.11** In the case of such events it is likely that audiences would use amenities in the City Centre and commute to and from events and spend very little locally. Because of rail links and travel time, attracting such audiences to Clydebank is far more likely than attracting them to any venues further West. However the risks from a promoters' perspective and the expected subsidy or guarantee would still be a factor.
- 4.12** Events are transitory and unlike new facilities they do not create any permanent asset. In terms of employment, as the number of events is not likely to be large they will not represent a source of sustainable jobs. Events organisations tend to have their own specialist staff and/or subcontractors for the provision of skilled or high value roles. Any local employment from an events programme is more likely to be low paid and on an ad hoc 'casual' or 'gig economy' basis, with the higher value benefit from the Councils investment leaking out to other areas.
- 4.13** The Council has no dedicated events team, nor does it have any staff with the skills expertise and experience to appraise, negotiate, secure and deliver events of this nature. There is also no budget to underwrite events. Such a resource would have to be secured through the budget process and, seen in the context of financial pressures and cuts to more essential services, would logically have a low priority. The uncertainty of any success should mean that should any budget be agreed it should be small and arguably be only on a strictly time limited experimental basis.

- 4.14** Once such a resource was in place exploration of any opportunities could be best delivered through short life working groups consisting of Members and Officers and then taken to Committee. A fully costed options appraisal and risk assessment would be required in each case to comply with standing orders and ensure best value.

5. Options Appraisal

- 5.1** If nothing is changed the current events can be expected to continue subject to budgets or other policy decisions. The creation of a new resource without a budget would be unlikely to be able to respond to any opportunities that were identified. There is every possibility that the expenditure involved would generate no events and no return to the Council or West Dunbartonshire. The creation of both a post or posts and a budget would have to be quantified and justified compared to other service needs. As explained above, there is no certainty that the use of this budget would generate either a return to the Council or significant local benefit. If specific events were mooted an options appraisal would be undertaken on each of the proposals during development to consider the audience that will be targeted and the financial viability.

6. People Implications

- 6.1** As stated there are no dedicated Council resources associated with event development. Appropriate staff would have to be recruited and managed as part of the Culture team. If this was done it would be logical for that staff member to also assume responsibility for the oversight of the current events programme, and seek to move those events to a similar self-funding position.

7. Financial and Procurement Implications

- 7.1** At present the existing events programme is delivered through an approved General Services revenue budget which covers the costs of events.
- 7.2** The aim in delivering any new events would be to ensure they are self-financing or income generating. Funding may be required to provide employee capacity for exploration and delivery of events. This will be identified following a meeting of the member officer working group and if appropriate reported to a future Council meeting. As it is quite possible that no events are successfully secured, or that those that are make a significant loss, the staff costs and/or any support budget should be considered to be entirely at risk.
- 7.3** Should there be a requirement for any expenditure that is currently not budgeted this could be funded from the current cultural budget, or if this was insufficient a report would be brought to the appropriate Council meeting.
- 7.4** There have been no procurement issues identified at this time, but the selection of any events provider or promoter for any specific event would have

to follow the procurement policy. Should new events be identified the procurement requirements will be considered.

8. Risk Analysis

8.1 There are no specific risks identified with merely exploring event opportunities other than the cost of new staff and of existing staff time which could otherwise be employed in the delivery of existing priorities. But actually delivering events carries a number of risks as described above. Any new events will be fully risk assessed as part of their development.

8.2 Full Risk Assessments are carried out for all existing events.

9. Equalities Impact Assessment (EIA)

9.1 A screening report has been carried out and there are no specific EIA issues to be considered.

10. Consultation

10.1 Consultation on any new events will be carried out through the Member/Officer working groups.

11. Strategic Assessment

11.1 The current programme and development of any new events aim to meet the strategic objectives of the authority.

Richard Cairns

Strategic Director – Regeneration, Environment & Growth

Date: 4 March 2019

Person to Contact:	Richard Cairns Strategic Director – Regeneration, Environment & Growth Email: richard.cairns@west-dunbarton.gov.uk Tel: 01389 737603
Appendices:	None
Background Papers:	None
Wards Affected:	All Wards