

City of Inverness Area Committee

Minutes of Special Meeting of the **Events and Festivals Working Group** held in 1st Floor Committee Room, Town House, Inverness on Monday, 7 November 2016 at 1.05 pm.

Present:

Highland Council

Mr I Brown

Mr F Parr

Mr G Ross

Mr H Wood (via teleconferencing from 1.35 pm)

Officials in Attendance:

Mr D Haas, Inverness City Area Manager (until 1.40 pm)

Mr G Reynolds, Inverness Events Manager

Mr T MacLennan, Commercial Manager (item 5)

Miss J Green, Administrative Assistant, Corporate Development Service

Miss L Farquharson, Administrative Assistant, City Area Manager's Office

Business

4. Appointment of Chair

Nominations were sought at the meeting for the position of Chair of the Events and Festivals Working Group.

Mr G Ross, seconded by Mr I Brown, nominated Mr F Parr.

On there being no other nominations, it was **AGREED** to appoint Mr F Parr as Chair.

1. Apologies for Absence

Apologies for absence were intimated on behalf of Mr G Ambrose, CEO, Visit Inverness Loch Ness, Ms J Cuddy, Manager, Eastgate Shopping Centre, Mr C Marr, Chief Executive, Eden Court Theatre Mr M Smith, Manager, Inverness BID and Ms A Windsor, Cluster General Manager, Columba Hotel.

2. Exclusion of the Public

It was **AGREED** that, under Section 50A(4) of the Local Government (Scotland) Act 1973, the public should be excluded from the meeting during discussion of the following items on the grounds that they involved the likely disclosure of exempt information as defined in Paragraphs 6 and 9 of Part 1 of Schedule 7A of the Act.

3. Declarations of Interest

The Working Group **NOTED** the following declaration of interest:-

Item 5 – Mr F Parr (non-financial)

6. Minutes of Previous Meeting

There had been circulated Minutes of the previous Meeting held on 19 September 2016 which were **NOTED**.

8. Sponsorship Report Update

An update was provided at the meeting by the Events Manager and City Area Manager during which it was explained that a report would be produced which would be informed by the discussion from this meeting.

The position was **NOTED**.

11. Inverness British Legion

A verbal update was provided at the meeting by the City Area Manager during which he confirmed that the outcomes of the meeting between the Provost, General Sir Alistair Irwin and officials from the Legion was that the Flag Raising Ceremony would be enhanced and that the Legion would have a stall at the Highland Games but would not be involved in the parade as this had been allocated by the Games Committee to Highland Disability Sport. Furthermore, all press releases in future would be issued jointly with the approval of Sir Alistair Irwin.

Thereafter, the update was **NOTED**.

9. Events and Tourism Workshop Update

An update was provided at the meeting by the Events Manager and City Area Manager during which it was confirmed that a positive meeting had been held with James Gibbs, HIE, Colin Marr, Eden Court, Graeme Ambrose, Visit Inverness Loch Ness and Scott Armstrong, Visit Scotland to agree a focussed approach to organising events using the events schedule as a basis, the profile of which would be raised by partners. Colin Simpson, Principal Tourism and Film Officer, Highland Council would be preparing a proposal for a collective view to supporting conferences which could be used as a selling point for the area.

Thereafter, the update was **NOTED**.

5. Events Sponsorship / Support – Options for Change

Declaration of Interest – Mr F Parr declared a non-financial interest in this item as a Director of High Life Highland and as a Director of the MS Therapy Centre but, having applied the test outlined in Paragraphs 5.2

and 5.3 of the Councillors' Code of Conduct, concluded that his interest did not preclude him from taking part in the discussion.

The Commercial Manager undertook a presentation on the options for change in relation to event sponsorship and support with the purpose of finding a suitable sponsor to off-set costs currently being met by Inverness Common Good Fund for the Fireworks Display. He provided a summary of the advantages and disadvantages to consider for the various options. Furthermore, he confirmed that he had approached various businesses to generate interest in sponsorship and had received moderate feedback. In conclusion, he sought direction from Members on how to progress.

During discussion, Members noted that there were several considerations relating to:-

- public perception of the recovery of costs;
- the type of event;
- the options for making a contribution;
- the type of sponsorship - that is, for the whole or part of each event;
- how to engage with the Third Sector ;
- how to balance building each event and cost recovery; and
- sponsorship of the different aspects of event preparation and marketing.

Thereafter, the presentation was **NOTED** and it was **AGREED** that it be circulated to Members.

It was further **AGREED** to investigate the options discussed with a report being prepared for the City of Inverness Area Committee as soon as practicable in 2017.

7. Budget Update

An update was provided at the meeting by the Events Manager during which he presented the actual expenditure for the period ending 31 October 2016 and forecasted an underspend in the 2016/17 budget. It was also confirmed that a breakdown of the full expenditure for each event was available on request.

Thereafter, the position was **NOTED**.

10. Update on 2016 Events

An update was provided at the meeting by the Events Manager on the following events:-

- i. Inverness Highland Games – as discussed earlier with regard to the arrangements for the Inverness British Legion, the Games Committee had agreed to allocate the parade to Highland Disability Sport;
- ii. Kirking of the Council – event run well. Rev Nimmo was on sick leave and best wishes were conveyed to him;
- iii. Halloween – there was an estimated attendance of 11k on Saturday and

- 9k on Sunday. A lot of work had been carried out in relation to traffic management and so far the feedback from this was that it was a success. The theme Forest of Frights decided by Eden Court was very well received and they had been asked to decide the themes in future so that they could integrate it with Arts in Motion and the UHI;
- iv. Bonfire – there was an estimated attendance of 20k at Bught Park, by the riverside and at various vantage points in the City. Good feedback had been received in the P&J and on social media. There was one incident that was effectively dealt with by security;
 - v. Christmas Lights – MFR Cash for Kids was the chosen charity to sell torches, which would be a useful partnership. The Lighting Department had reported that some of the big pieces would need replaced and David Haas would liaise with John Beaton on the matter. Members expressed concern regarding the expense of this;
 - vi. Winter Wonderland
 - vii. Hogmanay – discussions were ongoing with other organisation regarding their involvement at the Hogmanay Show. Members sought and received information on when and how the bands were decided.

Thereafter, the update was **NOTED**.

12. Park(ing) Day

A verbal update was provided by the Events Manager during which it was explained that he would be meeting with the UHI on 8 November 2016 to integrate the event programme into the curriculum for the Events Management course and to work with the student association. Work was being undertaken with partners to understand the implications of organising a Parking Day next year.

The update was **NOTED**.

13. Feedback from Stakeholders

A verbal update was provided by the Events Manager during which it was explained that positive feedback had been received from the press and public and the position remained the same as had been reported to the City of Inverness Area Committee. It was recommended that the agenda item be changed to “Feedback” so that activity on social media could also be reported.

During discussion, thanks were expressed to the Events Manager for the extra measures taken in relation to traffic management for the Halloween Show which was greatly appreciated by Ballifeary Community Council who felt valued. The Events Manager would have another meeting with Ballifeary Community Council on 21 November.

Thereafter, the update was **NOTED** and it was **AGREED** that the agenda item be renamed “Feedback”.

14. Date of Next Meeting

It was **NOTED** that the next meeting would take place on Monday 13 February 2016 at 10.00 am in the 1st Floor Committee Room, Town House, Inverness.

It was also reported that arrangements were in place to meet Craig Hill on Hogmanay.

The meeting ended at 2.35 pm.