

The Highland Council

City of Inverness Area Committee – 4 March 2014

Agenda Item	9c
Report No	CIA/09/14

City Events and Festivals – Review of 2013 Events and Proposals for 2014

Report by Acting Head of Community and Democratic Engagement

Summary

- i. This report updates Members on the 2013 Events and Festivals Programme; and previews the 2014 Events and Festivals Programme, and
- ii. the additional events that will be staged as part of Homecoming Scotland 2014 celebrations.

1. Review of 2013 Programme

- 1.1 The 2013 programme met the aims and objectives contained in the action plan previously agreed by the City of Inverness Area Committee; and during the period under review existing partnerships were enhanced; and new partnerships developed on a local, national and international basis.
- 1.2 The 2013 programme was delivered within budget with attendances at our core events estimated to be conservatively in the region of 60,000 – 70,000.

The programme climaxed with the Red Hot Highland Fling and Members are asked to note the excellent feedback generated by the independent research commissioned by EventScotland contained in **Appendix 1**.

2. 2014 IEAF Programme

- 2.1 It is proposed that the 2014 Events and Festivals programme will consist of the core events outlined in **Appendix 2**, together with The Highland Homecoming programme (discussed below).

Members are also asked to note that the 2014 Red Hot Highland Fling will feature Craig Hill, The Julie Fowlis Band, Manran and The Red Hot Chilli Pipers; and discussions are underway in order to secure increased television coverage of this event.

3 2014 Highland Homecoming Programme

- 3.1 Members were previously advised of ambitions to enable Inverness to secure a major role in the national Homecoming Scotland programme with all the associated social, cultural and economic benefits that this would generate for Inverness. This was a highly competitive process which required the Working Group to lead on the development of an exciting programme; and then work

with a variety of stakeholders to a) successfully co-ordinate the submission of a number of bids for additional funding and b) inspire others to recognise and act upon the opportunities that had been created.

As a result of the work undertaken to develop The Highland Homecoming (Tilleadh dhan Ghàidhealtachd) programme; significant in-kind and financial support was secured from EventScotland.

Details of the events which have been confirmed in the Highland Homecoming Programme are contained in **Appendix 3**.

4 Event Scotland - Additional Support

4.1 After initially providing grants for events to be staged in Inverness during the Highland Homecoming programme; including a grant of £20,000 towards the Inverness Highland Meeting (described below); EventScotland reviewed the work that had been undertaken and then decided to significantly increase their support for, and the scale of, the Highland Homecoming initiative.

1. They requested that the programme was extended to include all the events staged in the Highlands between 1st September to 31 October 2014
2. They announced Highland Homecoming was to be one of the featured initiatives taking place in Scotland
3. They launched a special Pan-Highland “Highland Homecoming” fund, which offered grants of between £3,000 and £10,000, to encourage the organisation of additional events in the Highlands.

Consideration of the pan-Highland applications is currently in progress and Members will be advised of the additional pan – Highland events which have been supported or generated as a result of the work undertaken in due course.

5 Inverness Highland Meeting (Cruinneachadh Gàidhealach Inbhir Nis)

5.1 For the remainder of this report, consideration will be given to the programme of events being delivered in partnership with a number of organisations during the period of 11th-14th September 2014.

5.2 The Inverness Highland Meeting (Cruinneachadh Gàidhealach Inbhir Nis) features eight main events:

- The Highland Clans Meeting
- The Highland Clans Exhibition
- The Parade of the Highland Clans
- The Masters World Championships
- The Kirking of the Council
- The Camanachd Cup Final
- Celebrations to mark the 150 Anniversary of Northern Meeting Park
- The climax of the 2014 BLAS Festival

- 5.3 The Council is, in partnership with the Scottish Government, the Association of Highland Clans and Societies, VisitScotland and Event Scotland, members of the Highland Clans Partnership Group; which was established in 2013 to support the excellent work undertaken by volunteers delivering Clan Society activity in Scotland.

The proposed annual autumn meeting of the Highland Clans, the Inverness Highland Meeting (Cruinneachadh Gàidhealach Inbhir Nis) will enhance this work by providing an annual opportunity for the Highland Clans to exchange information with themselves and others.

Event wise, adding to the events staged in April and July (when the Clan members gather to commemorate Culloden and exhibit at the Inverness Highland Games); it is planned to stage two free public events; the inaugural “Parade of the Highland Clans” on the evening of Friday 12 September, and “Highland Clans Exhibition” in Inverness Town House on Saturday 13 September.

It is hoped that all three Clan events will combine with the Kirking of the Council activities to create an annual weekend of activities which are unique to Inverness, and as a result, are attractive to visitors and locals alike.

- 5.4 Members are asked to note that no major changes are planned to the arrangements for this year’s Kirking of Council; apart from permission having been granted to a request from Scottish Masters International for their Masters World Championship competitors, led by the St Andrew’s Society of Central Illinois Pipes and Drums Band, to take part in the parade.

6 Masters World Championships (MWC2014)

- 6.1 The third visit of the Masters World Championships Highland Games to Inverness has generated unprecedented interest with the event attracting a world record 190 competitors (and their supporters) from 13 countries to the Highlands.

Following discussions with various stakeholders; it was decided that MWC2014 had to commence 24 hours earlier than previously planned and be redesigned in order to be delivered successfully.

The event will be staged in Bught Park on Friday and Saturday 12th – 13th September; and the final day will be staged in Northern Meeting Park on Sunday 14th September. Members are asked to note the much appreciated supported received from the Camanachd Association in enabling the expanded MWC2014 to be accommodated on Camanachd Cup Final weekend.

After careful consideration of the costs that would be incurred by building and securing the areas needed to stage MWC2014 on two sites; it is proposed that

- a) Admission to MWC2014 will be free as part of the programme to promote the Inverness Highland Meeting and mark the 150th anniversary of

the opening of Northern Meeting Park but;

b) Admission to the Camanachd Cup Final will require the purchase of a ticket as usual.

The budget required to deliver the Inverness Highland Meeting programme is £50,000.

7 Economic Impact

7.1 It is conservatively estimated that the Inverness Highland Meeting weekend will generate a minimum of 2500 bed nights from the MWC2014 competitors and their families alone, and will provide Inverness with a substantial boost to its shoulder month economy.

As previously reported independent research undertaken in 2006 concluded that MWC2006 (which attracted 85 competitors and their families to Inverness 22-23 July 2006) was worth £1.1m to the Inverness / Highland economy and estimated that the number of net FTE jobs created was 25.

Scott Armstrong, Regional Director of VisitScotland was asked to provide an independent summary of the Inverness Highland Meeting and a forecast of the economic impact of the Inverness Highland Meeting for this report. He wrote:

“The Inverness Highland Meeting featuring the Parade of the Highland Clans and the Masters World Championships is a fantastic element of the Highland Homecoming programme; and are events that will be both spectacular to watch and will capture the imagination of prospective visitors.

The staging of the Inverness Highland Meeting will bring significant direct benefit to Inverness from the participants, together with their families and friends; as well as attracting additional visitors coming to the city.

We would estimate that this could generate in the range of £1.5m to £2m of additional revenue.”

8. Governance

8.1 The governance of the IEFA programme remains strong, with all the events in the programme being well received, delivered safely; and staged within budget to date.

9. Climate Change and Equalities Implications

9.1 Wherever possible, the Council takes the opportunity to recycle waste from events and promote the use of public transport to get to and from events. The Council also ensures that the events supported by the EFWG Programme meet the all relevant standards in terms of providing an environment which can be enjoyed by persons of any ability.

Recommendation

The Committee is invited to:-

- i. note the activities staged in the second half of 2013;
- ii. endorse the activities of the Events and Festivals Working Group and confirm that the activity meets with the aims and objectives of the Inverness Events and Festivals Action Plan;
- iii. agree the Events and Festivals proposed programme and budget of £340,000 for 2014/15; and
- iv. agree that the Highland Homecoming events for 2014 be funded by an additional budget of £50,000 (the Highland Homecoming budget) to be administered under the governance of the Inverness Events and Festivals Working Group. Funds to be drawn from the Inverness Common Good Fund.

Designation: David Haas Acting Head of Community and Democratic Engagement

Authors: Gerry Reynolds, Events Officer
David Haas, Acting Head of Community and Democratic Engagement

Date: 20 February 2014

Background Papers:

Appendix 1 Report reviewing Red Hot Highland Fling

Appendix 2 Summary and Budget for core 2014 Events

Appendix 3 Summary of Highland Homecoming events

The Red Hot Highland Fling 2013

Report for:

The Highland Council

FEBRUARY 2014

Prepared by:

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Background and Rationale

The Red Hot Highland Fling is a free Hogmanay event held in Inverness and is managed by the Highland Council. The Hogmanay celebration is a family friendly event & brings to a close the Inverness Festivals Programme for 2013.

The 2013 event held on 31st December 2013 was once again hosted by Craig Hill and featured Red Hot Chilli Pipers, Skerryvore and Dorec-a-belle, as well as a specially commissioned fireworks display to mark the start of Homecoming celebrations at 8:14pm.

The Red Hot Highland Fling is in its 6th year.

The footfall for the Wee Hot Highland Fling, which took place in the City Centre, was estimated at 5000, with the footfall for the Red Hot Highland Fling at an estimated 12,000.

This research was designed to gather information pertaining to patron demographics, regional information (visitor vs. resident), and successful methods of public engagement & patron experiences with the event.

The data was gathered on site via survey questionnaires. 200 questionnaires were completed by those visiting the event. These surveys were then populated into electronic format to enable data analysis.

The analysis laid out in this report will include respondent figures, percentages and where applicable mean scores. All open-ended responses are coded and included as an appendix. In instances where the respondent chooses not to answer a question, this is excluded from the research analysis.

Executive Summary

In total 200 respondents took part in the survey.

The largest amount of respondents were under 35

Gender was an almost even split with 57% female and 43% male.

54% of respondents lived in Inverness/22% came from elsewhere in Scotland/14% from England

For those who were visiting the area, 76% stated that the Hogmanay celebrations were the reason for their visit.

The average stay was 3 nights with a total of 196 nights in total.

Almost half (47%) of respondents staying overnight were staying in a hotel.

49.5% of respondents had never visited the Hogmanay celebrations before.

59% of respondents heard about the celebrations by word of mouth.

81.5% of respondents rated their experience at the event as very good or good, 6% rated as average and poor. The average rating score was 1.81 (calculations explained within report).

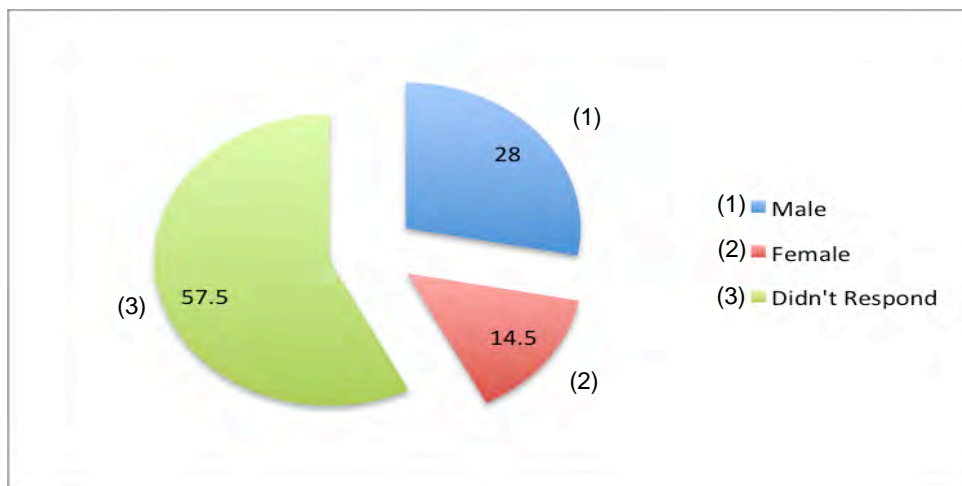
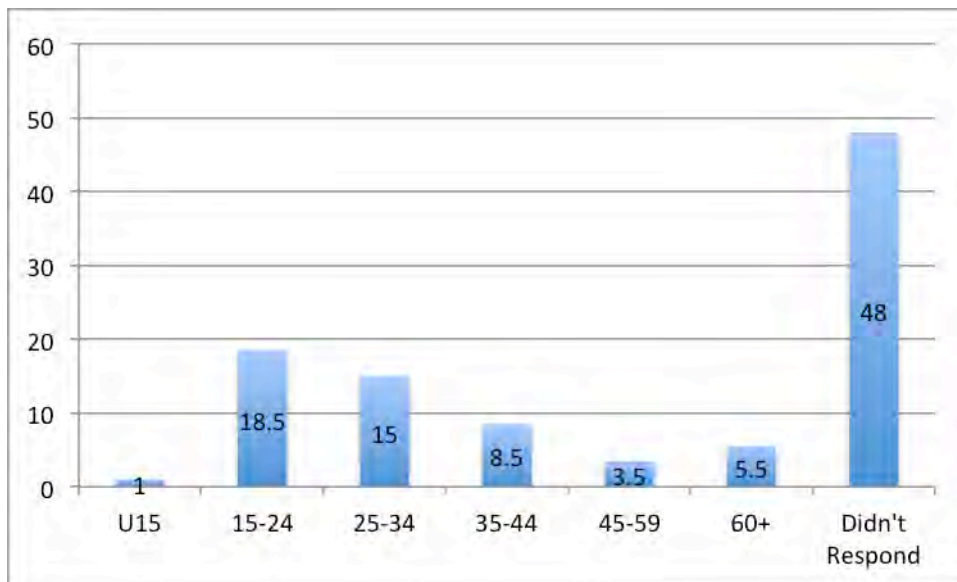
Appendix 1

Survey results

Demographics

28% of respondents were 15-24 and 26% were 25-34, with 2% being *under 15*. This amounts to over half of respondents (56%) being *under 35*.

57% of respondents were *female* vs. 43% who were *male*.



Figures shown in % Respondents: 200 Missing: 24

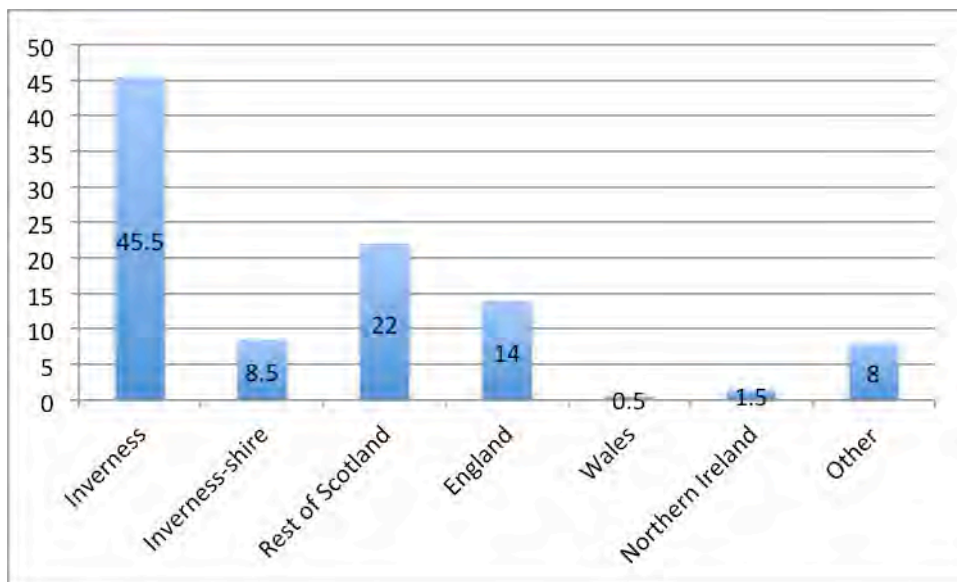
Appendix 1

Visitor information

A total of 54% of respondents lived in either *Inverness* or *Inverness-shire* vs. 46% who lived elsewhere.

76% of respondents came from within *Scotland* with 24% travelling from *elsewhere*.

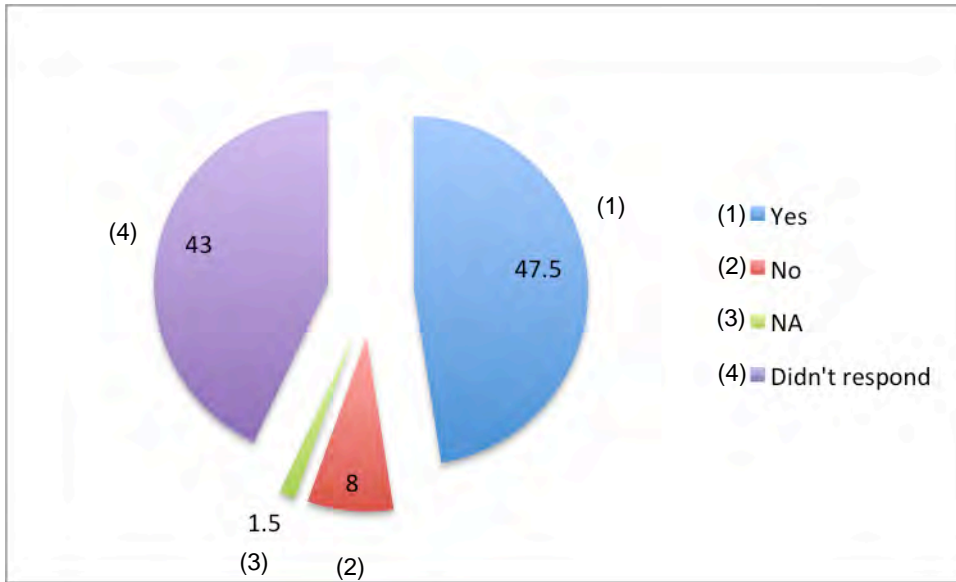
8% of respondents stated they lived outside the UK. A list of 'other' responses can be found within Appendix A. This is an increase from 2012.



Figures shown in %
Respondents: 200
Missing: 5

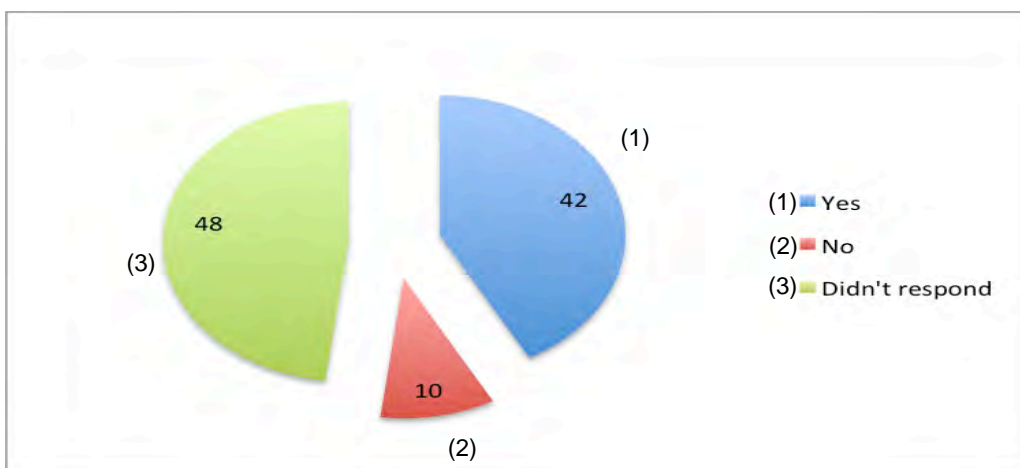
Appendix 1

Those respondents who were visitors to Inverness/ Inverness-shire (85) were asked if the Red Hot Highland Fling celebrations were the main reason they came to Inverness that day. 76% said *yes* vs. 24% who said *no*.



Respondents: 114
Missing: 86

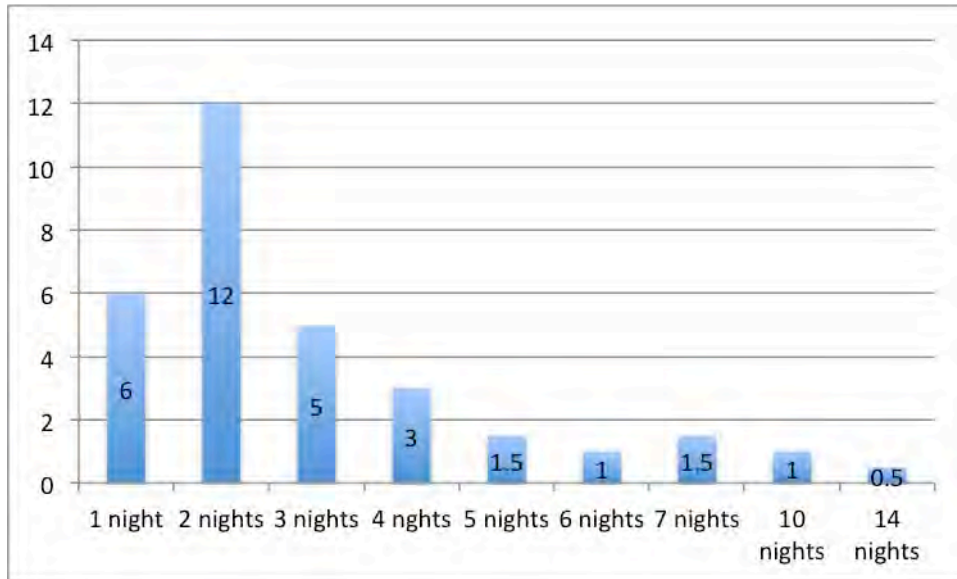
Those respondents who were visitors to Inverness/ Inverness-shire (104) were asked if they were staying overnight in the area as a result of their attendance. 86% said *yes* vs. 14% who said *no*.



Respondents: 104
Missing: 5

Appendix 1

Those respondents who were staying overnight in the area (104) were asked how many nights they were staying. This ranged from 1 to 14 nights with the average being 3.23 nights. 12% said 2 nights, 5% said 3 nights



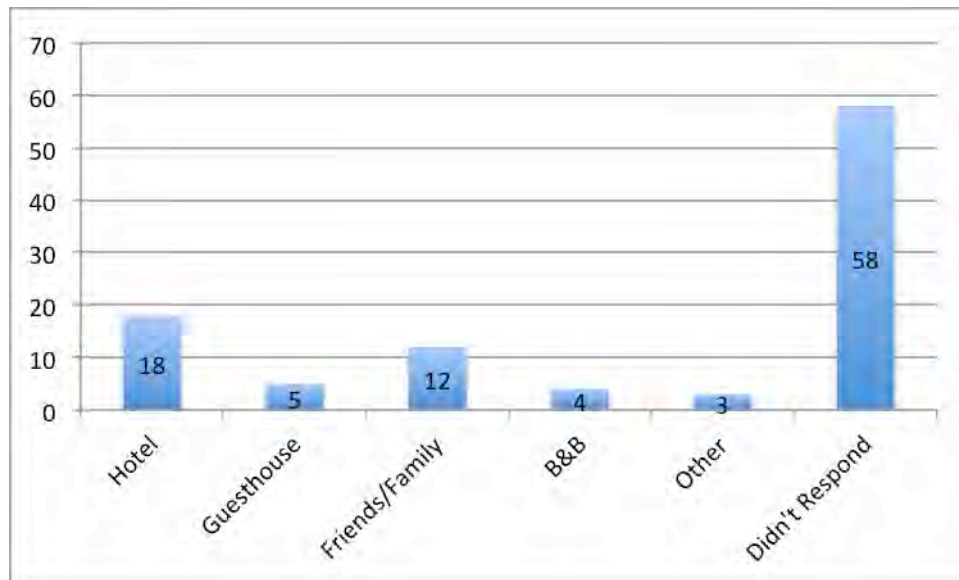
Results shown as %

Respondents: 104

Missing: 96

Appendix 1

Those respondents who were staying overnight in the area (84) were asked where they were staying for the duration of their time in the area. 18% stated *hotel* and 12% stated they were staying with *family/friends*. 3% stated .



Results shown as %

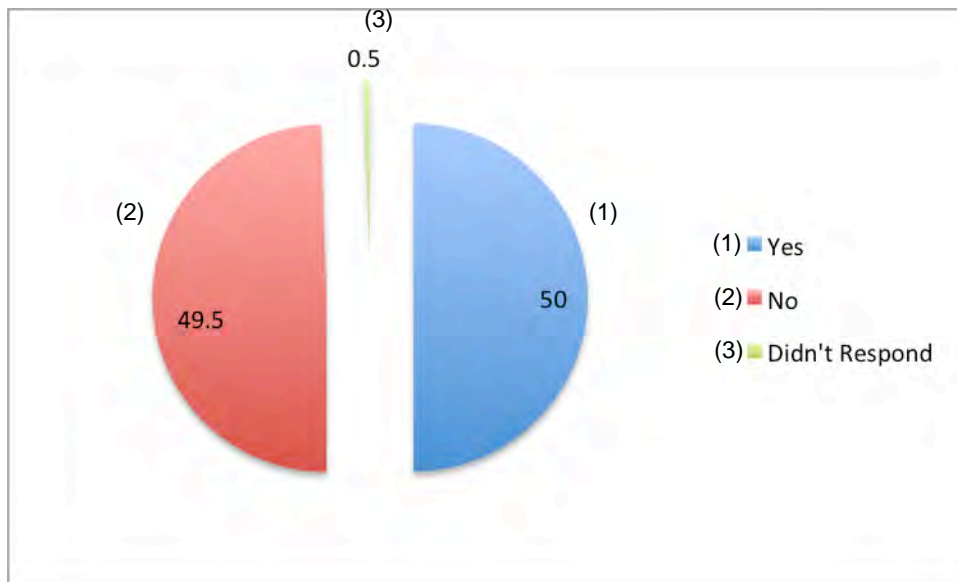
Respondents: 84

Missing: 116

Appendix 1

Event information

Respondents were asked if they had attended The Highland Council Hogmanay celebrations before. 50% said *yes* vs. 49.9% who said *no*. This is a significant amount of new visitors to the event.

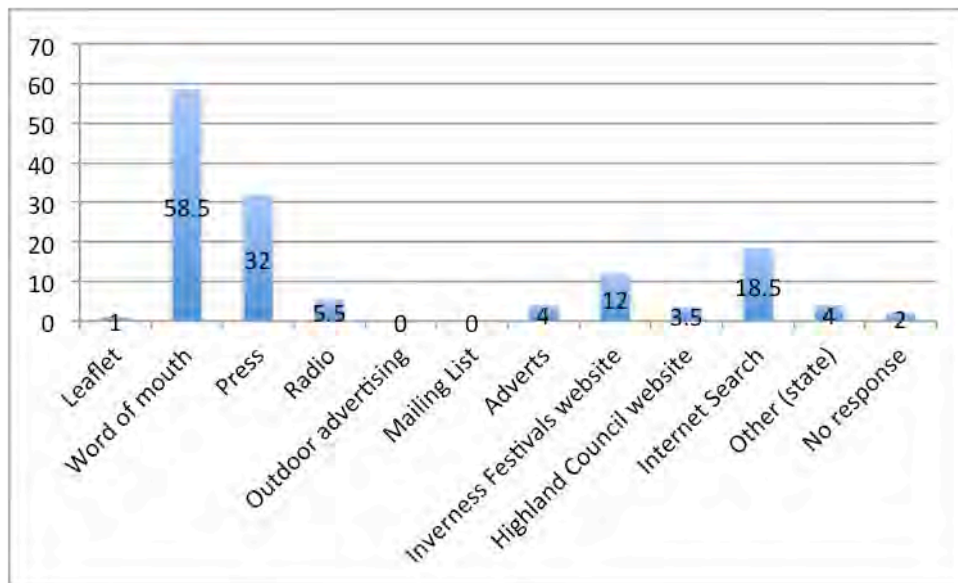


Respondents: 199

Missing: 1

Appendix 1

Respondents were asked to specify how they heard about The Highland Council Hogmanay celebrations. The most popular methods were *word of mouth* (59%), *press* (32%), *Internet Search* (18.5) an increase from 2012. Only 4% of respondents stated *other*. A list of 'other' responses can be found within Appendix B.



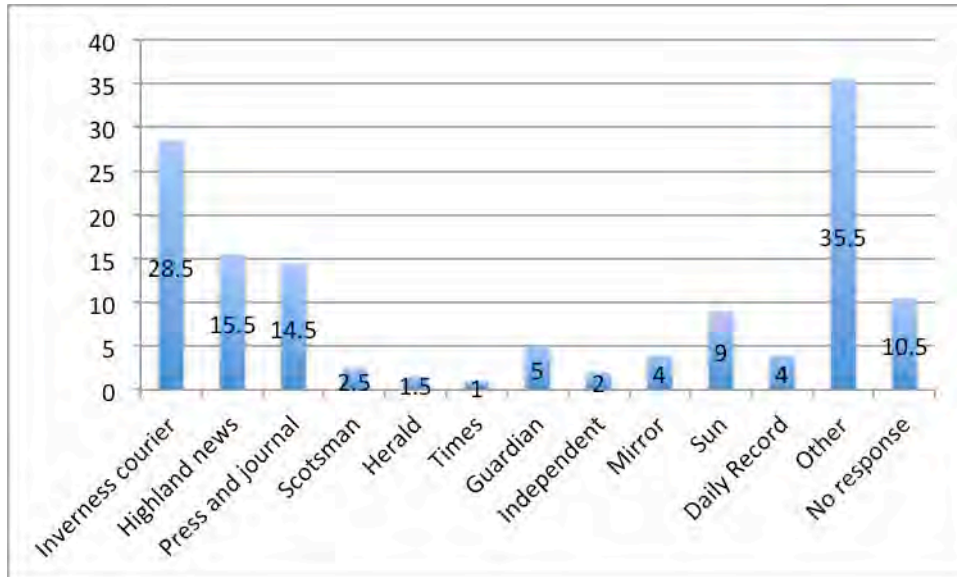
Results shown as %

Respondents: 278

Missing: FALSE MULTIPLYER DUE TO MULTIPLE RESPONSES PER RESPONDENT

Appendix 1

Respondents were asked to specify which newspapers they read. The most popular were *Inverness Courier* (28.5%), *Highland News* (15.5%), *Other* (35.5). Open end responses for 'Other' were not recorded; therefore these can't be shown in an Appendix.



Results shown as %

Respondents: 246

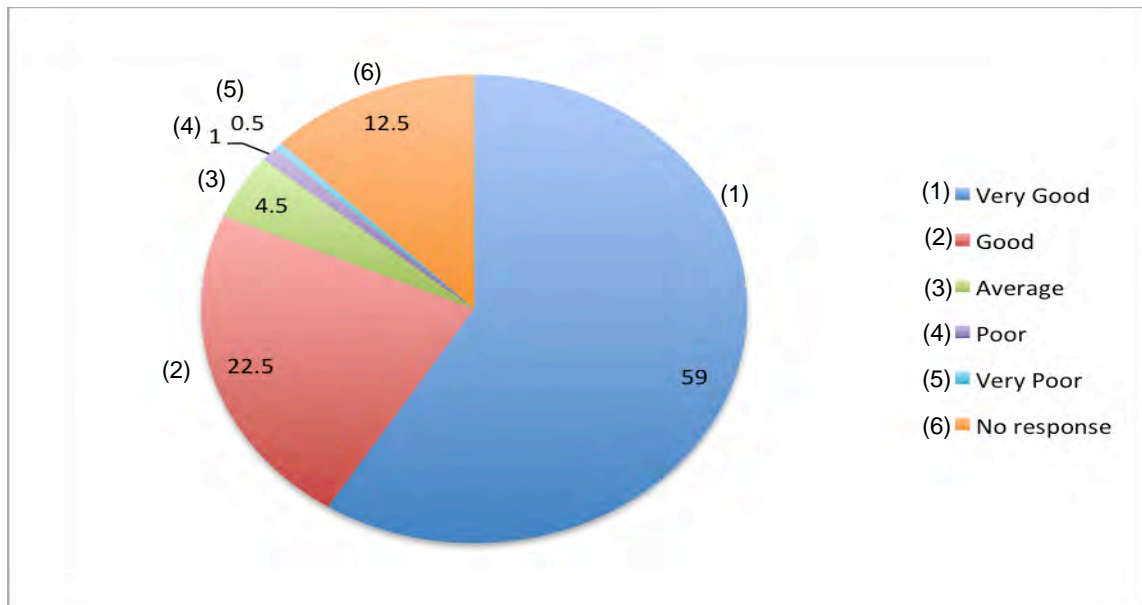
Missing: FALSE MULTIPLYER DUE TO MULTIPLE RESPONSES PER RESPONDENT

Appendix 1

Respondents were asked how they would rate their experience at The Highland Council Hogmanay celebrations. 59% rated their experience as *very good* a significant increase from 2012, 22.5% rated as *good* and 4.5% rated as *average* a significant decrease from 2012. Only 1% rated the event as *poor*.

Mean scores were calculated (Very good = 1, Good = 3, Average = 3, Poor = 4).

Mean score values = 1.81.



Respondents: 175

Missing: 25

Respondents were asked for any further comments they had. This question was left as an open ended response for respondent to write their comments in. 33 respondents left valid comments. These are recorded in Appendix C.

Appendix 1

Appendix 1

Appendix A

Where do you live? Other

Other – Hong Kong
Other – Corsica
Other - Canada
Other - Belfast
Other - Helsinki
Other - Gdansk
Other – Rotterdam

Appendix 1

Appendix B

Where did you hear about our Hogmanay celebrations? Other

Been here before
Ceilidhs
Eastgate
Facebook
Facebook
Facebook
Facebook
Twitter
Previous event
Reputation
Reputation
Community Group
TV
Work
Work

Appendix 1

Appendix C

If you have any further comments, please add them below.

10 out of 10
100% love this
Bring back BYOB - bar too expensive
Could not afford to bring my family if it wasn't free thank you!
Could have done with more advertising
Excellent night
Excellent show. Really impressed
Good - free entry. Bad - bar prices.
Good - free entry. Bad prices
Far better than we thought it would be, very impressed.
Lovely Crowd
Less alcohol on the streets
Makes me proud to live here
More bigger acts
More please
More Scottish themes
Nice atmosphere. Great bands
Noise annoying
Nice City
Superb
Superb show great quality
Very Good Party
Worth the long trip
Missed the early fireworks
Thought there was supposed to be something for 2014
Fireworks for 2014 were too short

Appendix 2 Summary and Budget for core 2014 Events

2014/15 FORECAST		
Event	Budget	
Staff	43000	
Highland Games	15750	19 July
Civic Bonfire	28750	5 Nov
Christmas Lights	13500	23 Nov
Hogmanay	137500	31 Dec
Halloween	40250	30-31 Oct
Wonderland	23000	12-14 Dec
City Centre Events	5000	July – Aug
Marketing and Promotion	33250	
Total Budget Allocated	340000	

Appendix 3 Summary of Inverness Highland Homecoming events

(as at 27 March 14)

Name of Event	Start	End	Lead Organisers
Northern Meeting Piping	4 Sep	6 Sep	Northern Meeting
Blas Festival	4 Sep	15 Sep	BLAS
MWC 2014 Hall of Fame	11 Sep	11 Sep	Highland Council
Northern Meeting Park 150 th Anniversary Ceremony	11 Sep	11 Sep	Highland Council
Highland Homecoming Concert	11 Sep	11 Sep	BLAS
MWC2014 Opening Day	12 Sep	12 Sep	Highland Council
The Clans Highland Meeting	12 Sep	12 Sept	Assoc. of Highland Clans and Societies
Parade of the Highland Clans	12 Sep	12 Sep	Highland Council / AHCAS
Eve of Camanachd Concert	12 Sep	12 Sep	Camanachd Association / BLAS
MWC 2014 Day 2	13 Sep	13 Sep	Highland Council
Highland Clans Exhibition	13 Sep	13 Sep	Assoc. of Highland Clans and Societies
Camanachd Cup Final	13 Sep	13 Sep	Camanachd Association
Kirking of the Council	14 Sep	14 Sep	Highland Council
MWC2014 Finals Day	14 Sep	14 Sep	Highland Council
Inverness Craft Festival	20 Sep	21 Sep	Exclusively Highlands
Highland Traditional Strength Festival	21 Sep	21 Sep	Forge Gym / Highland Games Ctte
Loch Ness Marathon	27 Sep	27 Sep	
Tomatin Golf Tournament	1 Oct	3 Oct	Castle Stuart / Nairn / Royal Dornoch
National Mod	10 Oct	18 Oct	An Comunn Gàidhealach
Parade of the Gaels	10 Oct	10 Oct	An Comunn Gàidhealach
Mass Choirs	18 Oct	18 Oct	An Comunn Gàidhealach
Shinty Hurling International	18 Oct	18 Oct	Camanachd Association
Homecoming Halloween	30 Oct	31 Oct	Highland Council