

THE HIGHLAND COUNCIL

**City of Inverness Area Committee
5 March 2015**

Agenda Item	20(a)
Report No	CIA/18/15

City Events and Festivals – Review of 2014 Events and Proposals for 2015

Report by Inverness City Manager

Summary

- i. This report updates Members on the 2014-15 Events and Festivals Programme; and previews the 2015-16 Events and Festivals Programme.

1. Review of 2014 Programme

- 1.1 The 2014 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 programme was delivered within budget with attendances at our core events estimated to be conservatively in the region of 65,000 – 75,000. Due to circumstances beyond our control two events did not take place as planned. The Halloween Show on Ness Islands was postponed for a month as a result of flooding and the Wee Hot Highland Fling was cancelled as a mark of respect following a fatal accident outside the Town House on Hogmanay morning.

The final event of the year was the Red Hot Highland Fling and Members are asked to note the excellent feedback contained in the independent research commissioned by EventScotland contained in Appendix 1.

2. 2014 Highland Homecoming Programme

- 2.1 Members previously approved plans to to enable Inverness to secure a major role in the national Homecoming Scotland programme and this was successfully achieved with significant social, cultural and economic benefits generated.
- 2.2 Amongst the highlights of the Highland Homecoming Programme was the

successful launch of the Highland Military Tattoo; the staging of the biggest Royal National MOD and Masters World Championships in history; two torchlight processions through the city centre; a significantly expanded Kirking of the Council and the successful creation of a Guinness World Record for simultaneous caber tossing.

- 2.3 As previously reported, after initially providing grants for events to be staged in Inverness during the Highland Homecoming programme; including a grant of £20,000 towards activities around the Masters World Championship weekend; EventScotland decided to significantly increase their support for, and the scale of, the Highland Homecoming initiative on a pan-Highland basis. The programme was extended to include across in the Highlands between 1st September to 31 October 2014; and members are asked to note that total grants in excess of £100,000 were issued.

3 Economic Impact

- 3.1 EventScotland are currently working with various partners in order to provide an overall estimate of total the economic impact of the Year of Homecoming and the Highland Homecoming programmes.
- 3.2 Scott Armstrong, Regional Director of VisitScotland has estimated that the weekend featuring the Parade of the Highland Clans and the Masters World Championships could have generated in the region of £1.5m to £2m of additional revenue; and the team examining the impact of The Royal National MOD have announced that it generated additional expenditure of £3.5 million.

4 2015 Programme

- 4.1 The Events and Festivals Working Group's proposed core Events Programme for 2015 is as follows:
- 18 July Inverness Highland Games
 - 19 July Highland Strongman Show
 - 13 Sep Kirking of the Council
 - 30-31 Oct Halloween Show
 - 5 Nov Civic Bonfire and Fireworks
 - 11 Nov Remembrance Day
 - 22 Nov Christmas Lights Switch On
 - 11-13 Dec Winter Wonderland
 - 31 Dec Wee Hot Highland Fling
 - 31 Dec Red Hot Highland Fling
- 4.2 Members are asked to note that additional events will be organised by Inverness BID and Eastgate Shopping Centre (Easter Treasure Hunt, Classic Car Show, and Street Theatre Festival); and that the Working Group will be

offering support to the staging of the World Orienteering Championships (31 July – 7 August) and the Highland Military Tattoo (5-7 September)

- 4.3 It is expected that additional events organised by external groups will be announced in the months ahead; and members are asked to note that Council Officers are facilitating the development of events being considered for staging in 2016 and 2017.

5. Budget

- 4.4 It is proposed that the budget for the core events programme remain at its current level of £320,000 for 2014- 2015.

6. Governance

- 6.1 The governance of the Inverness Events and Festivals programme remains strong, with all the events in the programme being well received, delivered safely; and staged within the allocated budget.

7. Equalities and Climate Change and Rural Implications

- 7.1 The delivery of projects under the governance arrangements identified in this report will be required to meet The Highland Council's Policies.
- 7.2 The Council will also ensure that the events supported by the IEFWG Programme meet all the relevant standards in terms of providing an environment which can be enjoyed by persons of any ability
- 7.3 Wherever possible, the Council takes the opportunity to recycle waste from its events and promote the use of public transport to get to and from events.
- 7.4 There are no known climate change or rural implications as a result of this report.

8. Recommendation:
<ul style="list-style-type: none">i. note the activities staged in the second half of 2014;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 and;iii. agree the Events and Festivals proposed programme and budget of £ 320,000 for 2015/16. <p>i.</p>

Designation:

David Haas Inverness City Manager

Authors: Gerry Reynolds, Inverness Events Manager
David Haas, Inverness City Manager

Date: 16 Feb. 15

Background Papers:

Appendix 1 Report reviewing Red Hot Highland Fling

Appendix 2 Summary and Budget for core 2014 Events

The Red Hot Highland Fling 2014

Report for:
Inverness Events and Festivals Working Groups
The Highland Council

Report Created: January 2015

Prepared by:

In Good Company Events Ltd
www.ingoodcompanyevents.co.uk

Table of Contents

	Page
Background and rationale	3
Executive summary	4
Survey results	5
Appendix A – Where do you live: Other	14
Appendix B – Where did you hear about celebrations: Other	15

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 Winter Programme for 2014. This programme includes events such as, Halloween show, Bonfire & fireworks display & Christmas Lights switch on.

The 2014 event held on 31st December 2014 was once again hosted by Craig Hill and featured an exiting mixture of traditional and contemporary music as well as the event favourites Red Hot Chilli Pipers.

The Red Hot Highland Fling has now established itself as a must for tourists and locals in the Highlands.

Sadly due to circumstances outwith the organisers control the Wee Hot Highland Fling had to be cancelled. The footfall for the Red Hot Highland Fling was recorded at 10,000.

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. 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

32.8% of respondents attending where from outwith Scotland

More than half respondents were staying overnight in the area due to the event (51%)

30% of respondents were staying in hotel accommodation

82% of visitors rated the event as Very Good.

52% of respondents had never visited the Hogmanay celebrations before.

No one stated the event was poor

International audience included

Germany

France

USA

Norway

Ireland

Some of the comments included;

- Really enjoyed last year with the grandchildren
- Really impressed with atmosphere
- Well organised and friendly
- Wish Glasgow had something this good at Hogmanay
- Wonderful holiday and a superb concert

Survey results

Highland Council Survey Responses 2015 Analysis ~ 113 respondents

Q1. Where do you live? 113 or 100% responded

48 or 42.5% Inverness

11 or 9.7% Inverness-shire

17 or 15% Rest of Scotland

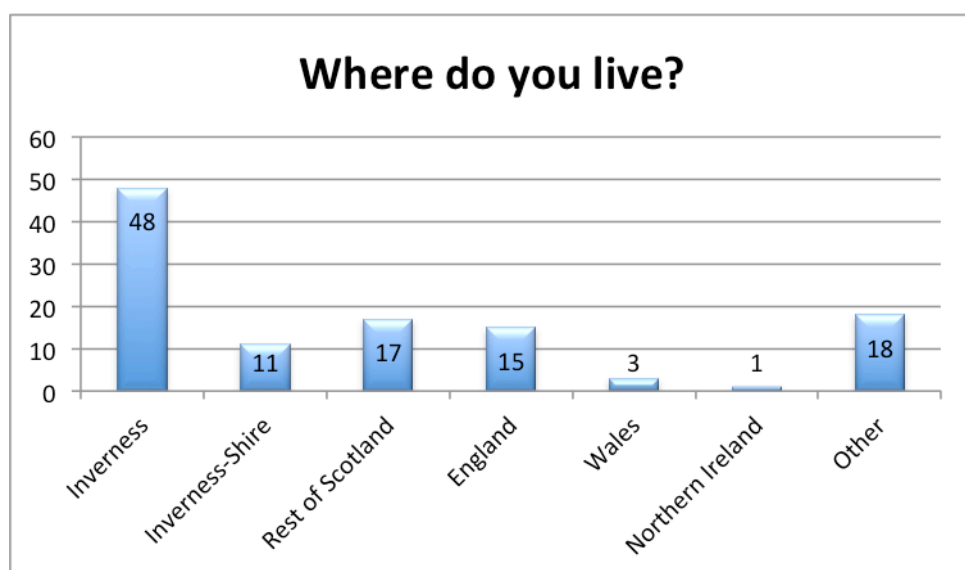
15 or 13.3% England

3 or 2.7% Wales

1 or 0.9% Northern Ireland

18 or 15.9% Other

Others include Australia, France, Germany, Holland, Ireland, Italy, Norway, Philippines & USA.



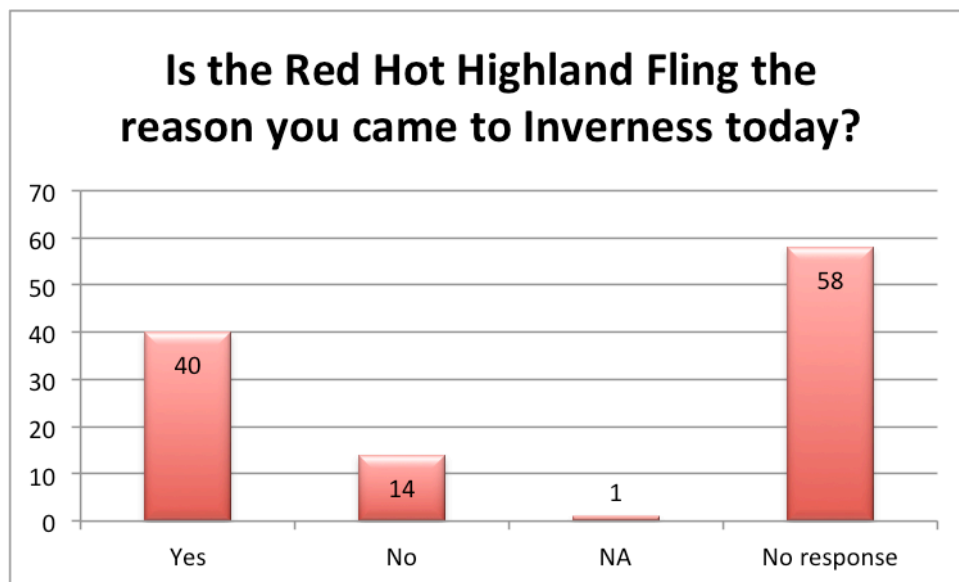
Q2. Are the Red Hot Highland Fling celebrations the main reason you came? 55 or 48.7% responded

40 or 35.4% Yes

14 or 12.4% No

1 or 0.9% NA

58 or 51.3% didn't respond

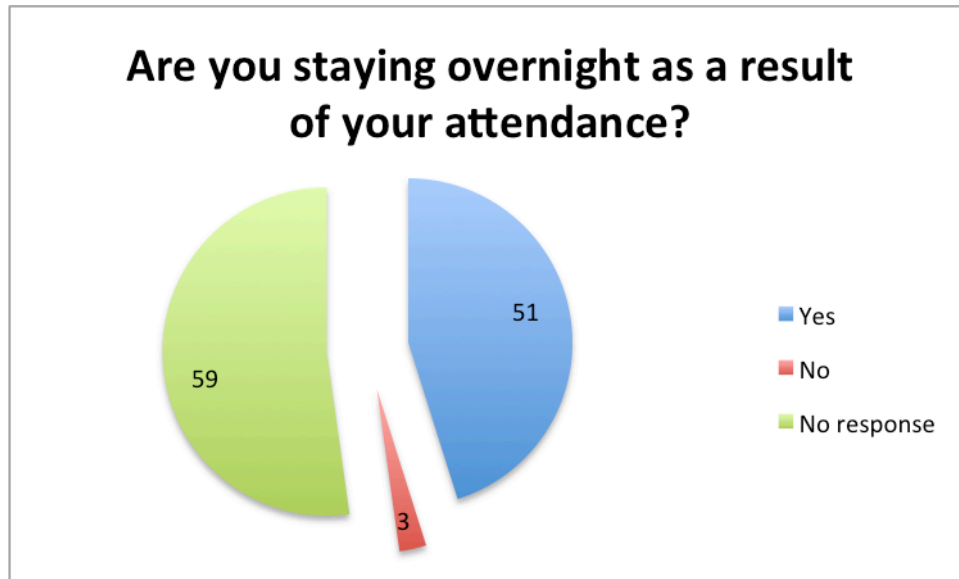


Q3. Are you staying overnight in the area as a result of your attendance? 54 or 47.8% responded

51 or 45.1% Yes

3 or 2.7% No

59 or 52.2% didn't respond



Of those who responded Yes, 47 or 92.2% advised how many nights they were staying.

The average stay was 4 nights, a total of 173 nights. The shortest was 1 night and the longest was 8 nights.

1 stayed 1 night

9 stayed 2 nights

13 stayed 3 nights

13 stayed 4 nights

7 stayed 5 nights

1 stayed 6 nights

2 stayed 7 nights

1 stayed 8 nights

Q4. Where are you staying for the duration of your time in the area? 51 or 45.1% responded

24 or 30.1% Hotel

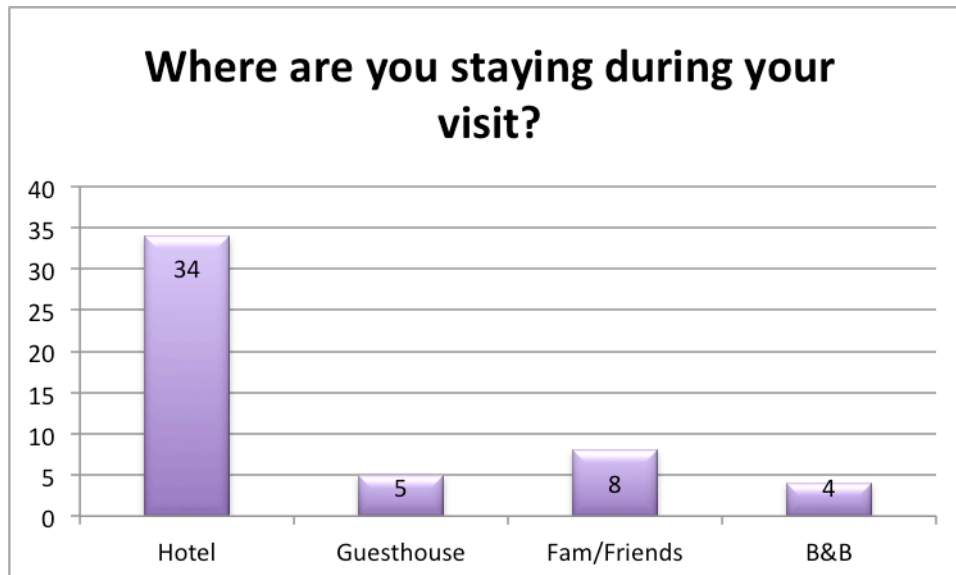
5 or 4.4% Guest House

8 or 7.1% Friends/family

4 or 3.5% B&B

0 or 0% Other

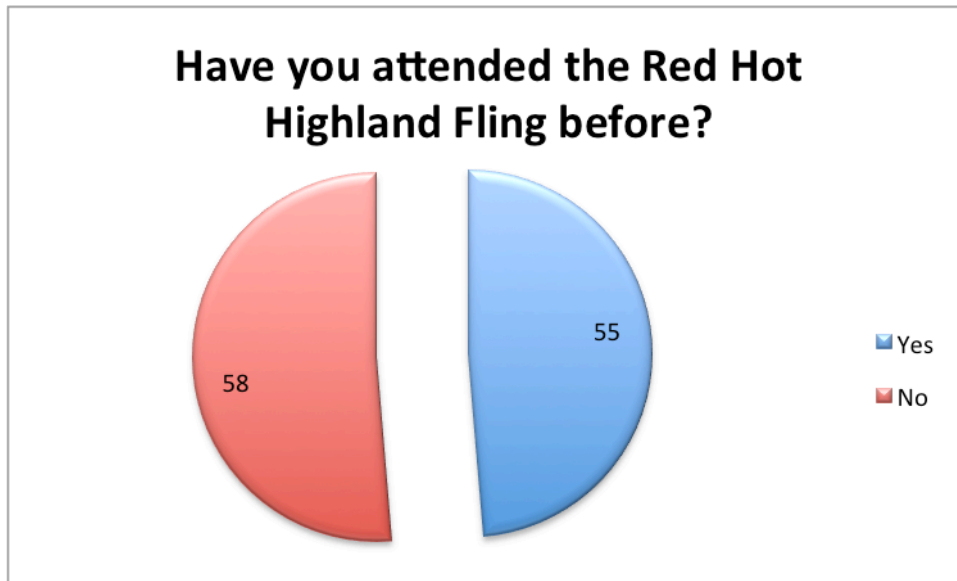
62 or 54.9% didn't respond



Q5. Have you attended our Hogmanay celebrations before? 113 or 100% responded

55 or 48.7% Yes

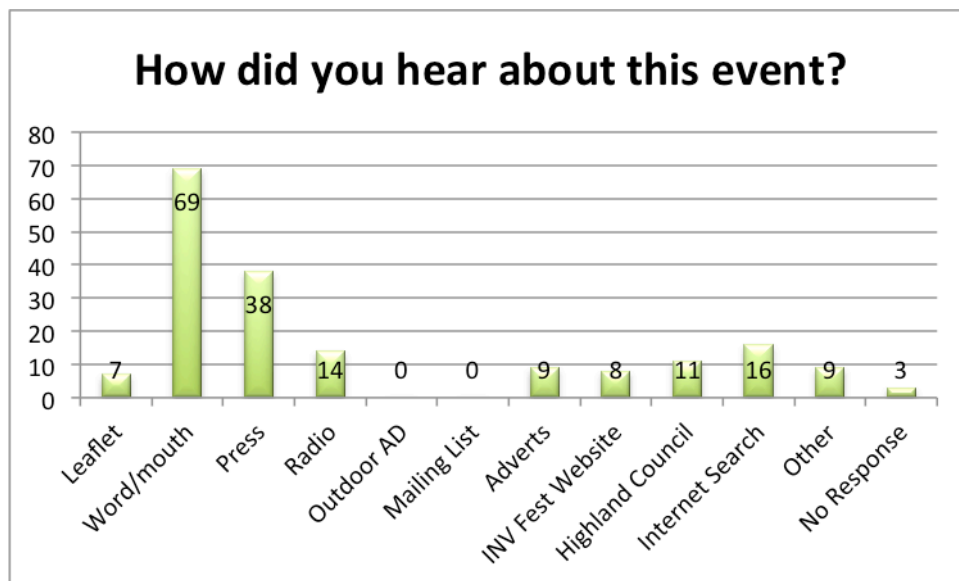
58 or 51.3% No



Q6. Where did you hear about our Hogmanay celebrations? 110 or 97.3% responded

3 or 2.7% didn't respond

As many respondents offered multiple responses to this question, no percentages have been calculated as they would be false.



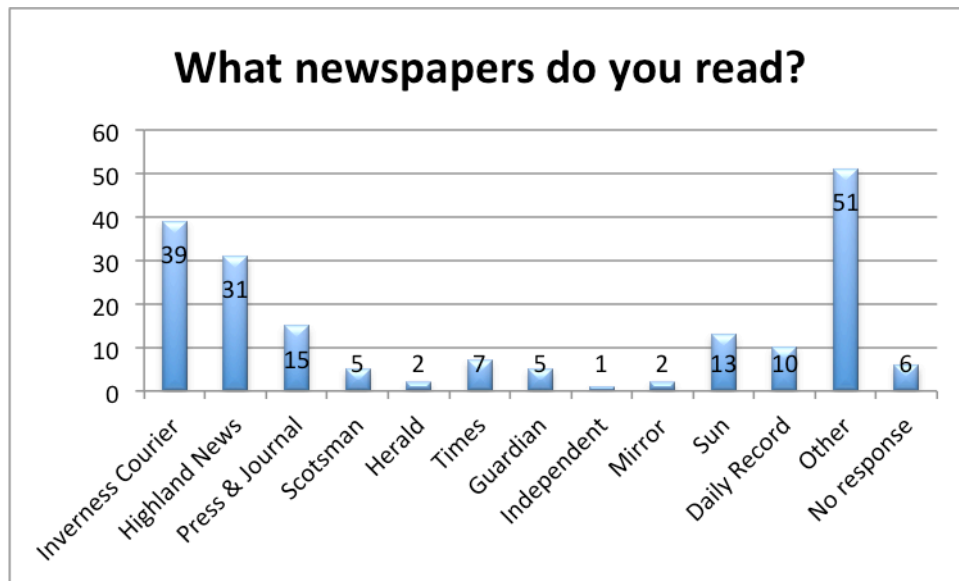
Of those who responded other, 2 said Family, 2 said ICA and 2 said Hotel information. 3 didn't specify where they heard from.

Q7. Which newspapers do you read? 107 or 94.7% responded

6 or 5.3% didn't respond.

As many respondents offered multiple responses to this question, no percentages have been calculated as they would be false.

Others include Daily Mail, French Press, Irish Press, Online and US Press.



Q8. How would you rate your experience at our Hogmanay celebrations? 94 or 83.2% responded

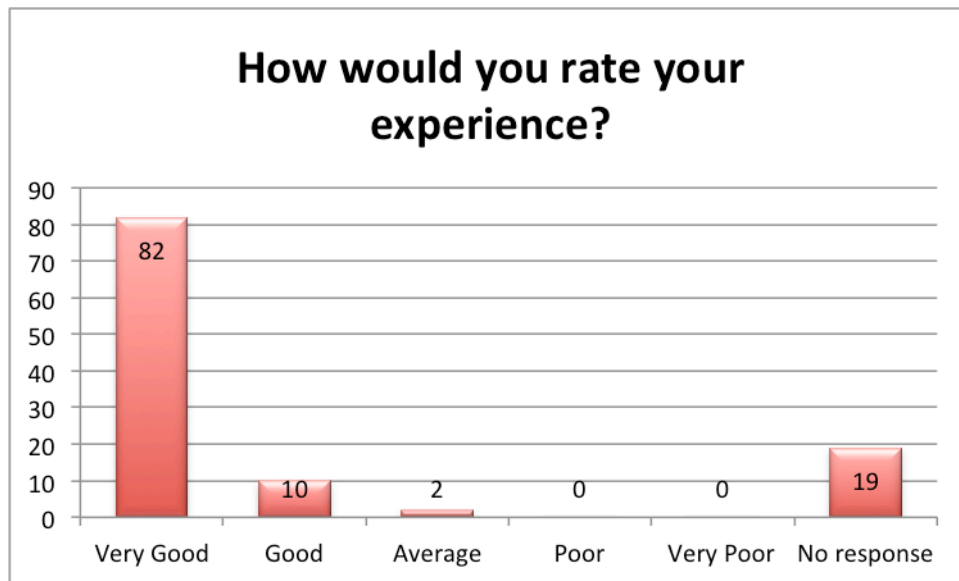
82 or 72.6% Very Good

10 or 8.8% Good

2 or 1.8% Average

0 Poor/Very Poor

19 or 16.8% didn't respond



Q9. If you have any further comments, please add them below. 29 or 25.7% responded

Those who responded “Very good” to question 8 said;

- 10/10
- Better than Edinburgh
- Brilliant concert
- Different acts, maybe aim more for the younger people
- Free event, and great catching up with friends
- Great event
- Great event, looking forward to tonight
- Heard that this is a very good event
- I will come again, excellent trip
- Love that it's free
- Really enjoyed last year with the grandchildren
- Really impressed with atmosphere
- Well organised and friendly
- Wish Glasgow had something this good at Hogmanay
- Wonderful holiday and a superb concert

Those who responded “Good” to question 8 said;

- Better in other places, too quiet
- Drinks could be cheaper
- Great night for all ages
- Street party is good, heard about it

Those who responded “Average” to question 8 said;

- Prefer Edinburgh festival

Those who didn't respond to question 8 said;

- Going to event tonight
- Looking forward to ceilidhing
- Looking forward to tonights events
- really looking forward to a good scottish ceildh
- Will head over to event tonight

57 or 50.4% listed their town/city

City	#
Aberdeen	1
Ardesier	1
Beaulay, Inverness-shire	2
Belfast	1
Blairgowrie	2
Bordeaux, France	2
Brisbane, Australia	1
Bristol	3
California, USA	1
Cardiff	1
Cork, Ireland	1
Cumbernauld	1
Devon	1
Dingwall	1
Edinburgh	1
Elgin	1

City	#
France	1
Glasgow	5
Gloucester	1
Hamburg, Germany	1
Hexham	1
Inverness	11
Kyle of Lochalsh	1
Leeds	1
Lille, France	1
Liverpool	1
Manchester	1
Milan, Italy	1
Orkney	2
Paris, France	2
Penrith	1
Perth	1

Falkirk	1
Fort William	1

Port valley, USA	1
Rotterdam, Holland	1

Age Group

99.1% responded

U15: 6 or 5.3%

15-24: 19 or 16.8%

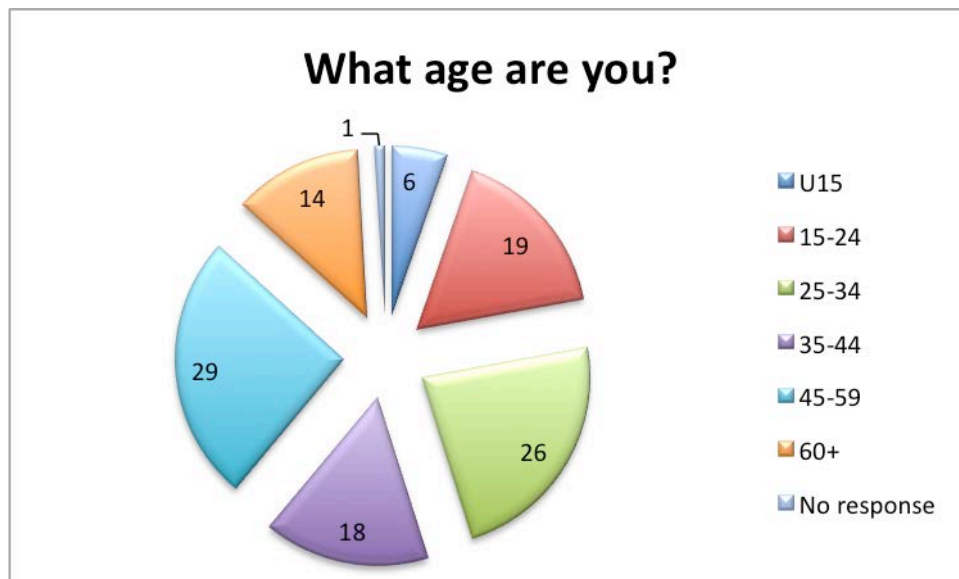
25-34: 26 or 23%

35-44: 18 or 15.9%

45-59: 29 or 25.7%

60+: 14 or 12.4%

No response: 1 or 0.9%

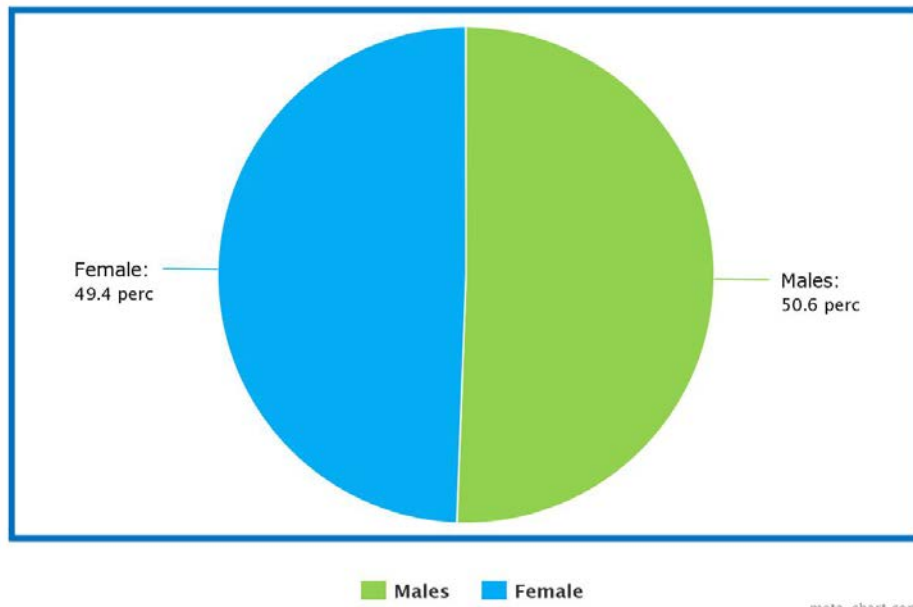


Gender

104 or 92% responded

57 or 50.6% Male

56 or 49.4% Female



Appendix 2 Budget for core 2015 Events

	2015 -16
Event	Budget
Staff	43000
Highland Games	20000
Civic Bonfire	25000
Christmas Lights	10000
Hogmanay	135000
Halloween	38000
Wonderland	21000
City Centre Entertainment	3000
Marketing	25000
Total Budget Allocated	320000