

THE HIGHLAND COUNCIL
City of Inverness Area Committee

10 September 2015

Agenda Item	18c
Report No	CIA/51/15

City Events and Festivals – Review of 2015-16 Events and Festivals Programme and Proposals 2016-17

Report by Inverness City Area Manager

Summary

- i. This report updates Members on the 2015/16 Events and Festivals Programme; and
- ii. seeks approval of the proposed 2016/17 Events and Festivals Programme and the allocation of £335,000 from the Inverness Common Good Fund Revenue Budget for 2016/17.

1. 2015-16 Events and Festivals Programme Update

- 1.1 Members are asked to note that the 2015-16 programme is on course to meet the aims and objectives contained in the action plan previously agreed by the City of Inverness Area Committee (copy attached at **Appendix 2**); and that during the period under review (January – August 2015) existing partnerships were enhanced; and new partnerships developed on a local, national and international basis.
- 1.2 The 2015-16 programme is currently forecasted to be delivered within its agreed budget of £320,000.
- 1.3 The Events and Festivals Working Group (EFWG) has supported the organisation and delivery of additional events with a number of partners during the period under review. These have included; the major celebrations to mark Inverness Caledonian Thistle FC winning the Scottish Cup; the staging of a Charette to consider the development of an effective event tourism portfolio in partnership with Highlands and Islands Enterprise; the staging of additional City centre entertainment in response to the fire in Academy Street; and the staging of three successful pilot events; Zombie-Ness, the Inverness Riverside Party and the Inverness Harriers 10K Road Race.
- 1.4 Following the completion of the celebrations to mark the 150th anniversary of the opening of Northern Meeting Park last year; arrangements were made for the Inverness Highland Games to return to Bught Park as part of a revived two day Inverness Gala.

The rationale as to why it was decided that a two day event was necessary was:

- a) to enable the Council maximise the use of the infrastructure needed to accommodate the Highland Games that was available at no additional cost if used for a second day;
- b) to establish an event with the potential to successfully host an expanded

Inverness Harriers 10K Road Race in future years;

c) to generate additional income by attracting additional spectators, traders, exhibitors and community groups;

d) to generate additional awareness and media coverage.

After noting that each of these outcomes was successfully delivered during the course of the weekend; with over 9000 plus spectators, competitors, community group members, exhibitors and traders in attendance at Bught Park; consideration will be given by the EFWG to modifications to the arrangements for 2016.

1.5 Following analysis of the weekend by the EFWG and the Inverness Highland Games Committee; it is currently proposed that the Inverness Highland Games and Gala will be staged on Saturday 16th July 2016; and the expanded Inverness Harriers 10K Road Race will be the featured event on Sunday 17th July 2016.

1.6 After consideration was given to the cost of securing and manning the site in order to charge spectators a reduced rate to attend the 10K Road Race; it was decided that it was uneconomic to do so. It is therefore proposed by the EFWG that the site at the Bught to be used for the 10K Road Race would be free to enter. This will allow for the EFWG to consider opportunities to involve Community Groups and Voluntary Organisations where they can show that they are able to deliver events within that space that will encourage community participation at minimal cost

2. 2016-17 Programme

2.1 The proposed Events and Festivals programme for 2016-17 is shown on **Appendix 1**.

2.2 Members are asked to note that it is proposed that the Inverness Harriers 10K Road Race and the Inverness Gala be added to the 2016-17 Events and Festivals Programme as core events.

3 2016-17 Budget

3.1 The allocated budget for the EFWG, which includes the costs of the Inverness Events Manager, has not been increased since 2013/14. Since then, inflationary costs totalling 1.7% (£5,400) have been absorbed. The Programme has been successful in attracting thousands of visitors to the City, especially at Hogmanay. Events have also been staged in the traditional shoulder months' of May and September which have helped extend the Summer Tourist Season. The Programme has become pivotal to many of the Hotels and Guest Houses in the City. If the City is to maintain the current level of quality of production then the recommendation is to allow a modest increase which takes account of inflation. The Inverness 10k Running Road Race was accepted by all, including the Inverness Harriers, as a success and noting that there is unanimous support to organise it for 2016, it is also recommended that the estimated cost of £10,000 is include within the EFWG Budget. Noting this, It is proposed that the Budget for 2016-17 will be £335,000.

4 2016-17 Programme Approval

4.1 In previous years approval for the Events and Festivals programme of event

has been given by the Committee at the start of the Council's financial year.

- 4.2 However, as highlighted at the Event Tourism Charette, there are a number of businesses and organisations based in Scotland and overseas, who require notification of the dates of the major events which are to be staged in our city earlier for marketing and promotion and planning purposes.
- 4.3 In order to accommodate their needs, it is proposed that the City of Inverness Area Committee will be asked to approve the Events and Festivals programme each Autumn and authorise the earlier commencement of promotional activity.
- 4.4 Members are asked to note that no expenditure will be incurred before the start of the financial year 2016/17.
- 4.5 The confirmation of the budget now will enhance the effectiveness and value of the investment made by the Common Good Fund. A report on the outcomes of the Events Tourism Charette is planned to be taken to the next City area Committee.

5. Governance

- 5.1 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.

6. Equalities and Climate Change and Rural Implications

- 6.1 The delivery of projects under the governance arrangements identified in this report will be required to meet The Highland Council's Policies.
- 6.2 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
- 6.3 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.
- 6.4 There are no known climate change or rural implications as a result of this report.

7. Recommendation:

Members are asked to:

- i. Note the review of the 2015-16 programme and that this is in line with the Action Plan: and
- ii. Approve the 2016/17 Events and Festivals Programme detailed in appendix 1 and the allocation of a budget in the sum of £335,000 from the Inverness Common Good Fund Revenue Budget for 2016/17.

Designation: David Haas Inverness City Manager

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Date: 26 August 2015

Background Papers:

Appendix 1 2016-17 Events and Festivals Programme

Appendix 2 2016-17 Events and Festivals Budget

Appendix 1 2016-17 Events and Festivals Programme

		2016-17
Code	Event	Budget
01	Staff	44,000
02	Highland Games & Gala	30,000
03	Civic Fireworks Display	30000
04	Christmas Lights	10000
05	Hogmanay	130000
06	Halloween	35000
07	Winter Wonderland	16000
08	10K Road Race	10,000
13	Marketing and Promotion	30,000
	Budget	335,000

Appendix 2

Inverness Events and Festivals Action Plan

Originally Approved on 14 February 2011

1. Introduction

1.1 Goal

- To stage Events and Festivals that will benefit and engage with the people of Inverness and the surrounding area.

Aims

- To develop Spring, Summer, Autumn and Winter Festivals and Events which will bring a) economic b) social and c) cultural benefits to the City of Inverness;
- To use and focus upon the use of local talent to the social, cultural and economic benefit of our community;
- To use and focus upon the opportunities offered by the imaginative use of the infrastructure and fabric of our community
- To develop the active involvement of a broad range of the City of Inverness and surrounding area's residents and organisations in our Events and Festivals
- To develop a learning culture around our Events and Festivals encouraging interconnectedness between community groups, by enabling co-operation, joint initiatives and the sharing of resources;
- To stimulate a positive sense of Festival ownership, Festival design and Festival involvement amongst the younger members of our community;
- To continue to develop Events and Festivals which will attract visitors to the City of Inverness
- To work in partnership with independent promoters ensuring that, notwithstanding the fact that they are in a competitive market, the best use is made of the opportunities that are available; and
- To ensure that the Inverness Events and Festivals Working Group works closely with the Inverness Partnerships Marketing Working Group (IPMWG), The ICArts Working Group and the Lochness and Inverness Tourism BID and the Inverness City Centre BID by ensuring that the best possible use is made of the opportunities that are available to heighten the profile of the City of Inverness and Area as a destination locally, nationally and internationally.

2. Inverness Events and Festivals Working Group

- Enhance the core events of the city's Festivals by continuing to allow them to grow organically, focusing on the heritage of the city and the Highlands;
- Enhance links with businesses within the city through Inverness BID, Inverness Chamber of Commerce and the Federation of Small Businesses
- Develop the relationship with other economic / artistic partners such as Eden Court, ICArts and the University of the Highlands and Islands; and

- Create sponsorship opportunities which will grow in line with the stature of individual events

3. External Partners and Promoters

- Develop opportunities to enable Council controlled premises such as Northern Meeting Park , Ness Islands and Whin Park to host events
- Continue to enhance relationships with promoters to maximise the opportunities offered by the synergies between the Inverness Events and Festivals programme and the events organised by others
- Work closely with promoters to identify ways in which their events can be enhanced by linking them with other events or promotional activity (linked to the Marketing Strategy); and
- Facilitate events which have the potential to develop into national and international events

4. Partnership Working

4.1 Principally through the Inverness Partnership – enhance the links with other Local Authorities, national bodies and appropriate community and local youth groups in order to maximise the cohesion and co-ordination between the Inverness Events and Festivals programme and the City’s Marketing programme.

4.2 Actions

- Continue to develop the multi-agency approach to event design utilised by the Inverness Events and Festivals Working Group
- Ensure that communication between stakeholders and partners is clear with a consistent focus on the aims and objectives contained within this action plan
- Continue to develop a culture of cross working between Inverness Partnership Marketing Work Group, ICArts and Events and Festivals Working Group to ensure synergy between objectives; and
- Enhance and promote the Inverness Events and Festivals calendar together with other Council Services and external partners

5. Evaluation

5.1 Action

- Establish baseline Key Performance Indicators to enable the value of existing and future events to be monitored and developed. Assist events organisers in determining the economic impact of their events

6. Sponsorship

6.1 Develop opportunities to add value to and enhance the Inverness Events and Festivals Programme

6.2 Actions

- Ensure that a consistent message is developed about the benefits that events bring to the City and Area; and

- Work closely with the Highland Business Community and their partners to develop sponsorship opportunities

7. Cultural Links

7.1 Enhance existing cultural links nationally and internationally and, where appropriate and resources allow, develop new links.

7.2 Action

Continue to work with the Basque Country – Euskall Herria – District of Goriza to foster a cultural partnership which enhances the profile of the City and the Highlands within the current resource allocations.

8. Twinned Towns

8.1 Work with the existing Twinned Towns of La Baule, Augsburg and St Valery

(through the Town Twinning Committee) to develop opportunities for our twinned towns to take part in the Events and Festivals programme and, where appropriate, to link with other events.

9. Charitable Involvement

9.1 To work with charities for the benefits of the residents of the Burgh of Inverness

9.2 Actions

Evaluate requests from charities who have submitted applications using the Council's standard application procedures to fundraise at events. Focusing on:

- The benefits that the organisation can bring to the people of Inverness; and
- The benefits that the organisation can bring to the event

10. Charging for Certain Events

10.1 It has been traditional to make a modest charge for entry to the Inverness Highland Games. Noting the need to develop the events portfolio, consider applying a modest entry charge for events as appropriate.

10.2 Actions

The Inverness Events and Festivals Working Group to agree a policy which could be used to enable a reasonable entry charged to be levied for events which could be used to:

- Enhance the event;
- Enhance the events programme; and
- Enhance the city's Events venue infrastructure

11. Summary

11.1 This Action Plan will be subject to review by the Inverness City Area Committee on an annual basis