

Agenda Item	6
Report No	CIA/29/17

HIGHLAND COUNCIL

Committee: City of Inverness Area Committee

Date: 14 September 2017

Report Title: City Events and Festivals – Review of 2017-18;
Proposals for 2018-19 and Opportunities in 2022.

Report By: Inverness City Area Manager

1. Purpose/Executive Summary

- 1.1 This report;
- i. updates Members on the 2017/18 Events and Festivals Programme;
 - ii. seeks approval of the proposed 2018/19 Events and Festivals Programme at a cost of £340,000; and
 - iii. provides details of work being undertaken to explore opportunities for Signature Events in 2022.
- 1.2 The Inverness Events and Festivals Programme has provided a foundation for the expansion and development of the events staged in Inverness and Area since its inception in 2009. This report provides a review of the 2017-18 Events and Festivals programme; proposals for the 2018-19 programme; and provides details of a number of significant recent developments in partnership working as work commences on exploring the exciting opportunities which have been identified as being available in 2022.
- 1.3 To support this work, and to address the impact of Inflation, an increased budget allocation is sought as detailed within **Appendix 1**.

Recommendations

- 2.1 Members are asked to:
- i. Approve the proposed 2018/19 programme and the allocation of a budget in the sum of £340,000 from the Inverness Common Good Fund Budget for 2018/19 (**Appendix 1**)
 - ii. Approve the proposed 2018-19 Action Plan (**Appendix 2**)

3 2017-18 Events and Festivals Programme Update

- 3.1 Members are asked to note that the 2017-18 programme is on course to meet the aims and objectives contained in the Action Plan previously agreed by the City of Inverness Area Committee.
- 3.2 The 2017-18 programme is currently forecasted to be delivered within its budget of £320,000* following the successful delivery of the Inverness Highland Games; and the savings achieved by sharing some of the infrastructure need to deliver the Bryan

Adams and Olly Murs concerts in Bught Park. (* This was reduced from the £335,000 agreed at the City Committee held on 10 September 2015 following the decision subsequently taken not to proceed with the proposed 10K Road Race).

- 3.3 Behind the scenes, the delivery of the concerts staged in July was greatly assisted by the much appreciated support given by the Local Residents, Ward Members and the Ballifeary Community Council Members. Ensuring the success of the temporary traffic management plans used around Bught Park (and elsewhere in Inverness and surrounding area) when major events are being staged will continue to be given priority. However, members are asked to note that additional expenditure is incurred whenever additional measures are put in place to deal with traffic management and security issues.
- 3.4 Following recent incidents in Manchester and London; new guidelines were issued by the National Counter Terrorism Security Office; which were incorporated into the Council's event plans across the UK during the period under review. Members are asked to note that security issues will continue to be given the highest priority by the Council and its partners on the Multi Agency Event Planning Safety Advisory Group.
- 3.5 The Events and Festivals Working Group has supported the design, promotion, organisation and delivery of a number of additional events with various partners during the period under review. These have included the ARCHIE Highland Zip Slide over the River Ness; UB40 in concert; Race for Life; Race for Colour; TruckNess; Scotland's Salmon Festival; Highland Military Tattoo; Ness Book Festival; Loch Ness Knit Fest and the visit by the Lerwick Jarl Squad to name but a few. This support has been delivered more efficiently and effectively thanks to the establishment of the Events Advisory Group discussed below.
- 3.6 Each of the events contained in the Council's Events and Festivals programme is automatically reviewed during the debrief process. It is said that 99% of the improvements made in the Events Industry, maybe more, are made during the debrief process; and the one thing that all of the Council's events have in common is that they are being constantly changed. This leads to two significant announcements to start the preview of the proposed programme for 2018-19.

4. 2018-19 Events and Festivals Programme

- 4.1 On 8th September 2016 the Scottish Government announced that as part of their programme of themed years, 2018 would be the Year of Young People, celebrating the very best of Scotland and its young people.
- 4.2 In partnership with the Eden Court Theatre Creative Team that helps with the delivery of the Halloween Show on Ness Island; the Council has submitted an application to Event Scotland for funding to stage an event designed and led by young people in Bught Park on Sunday 22nd July 2018 as part of the national celebrations. In support of this event; it is intended to provide access to the marquees which will be used to stage the 2018 Inverness Highland Games the previous day; and to make a change to the arrangements for the Inverness Gala.
- 4.3 It is therefore proposed to:
 - i) Stage the Inverness Shinty Club's Gala Day Shinty Sixes Tournament in Bught Stadium on Sunday 22 July 2018 as part of the Year of Young People's event.

- ii) Move the Inverness Gala to Northern Meeting Park and create an eve of Highland Games event called Inverness Gala Night on Friday 20 July 2018.

4.4 The proposed Core Events and Festivals programme and budget for 2018/19 is shown on **Appendix 1**.

5. 2018-19 Budget

5.1 The proposed Budget for 2018/19 will be £340,000 and includes the costs of the Inverness Events Manager and an allowance for inflation. The Events and Festival Programme has been successful in attracting thousands of visitors to the City, to the economic benefit of many of the Hotels, Guest Houses and businesses in Inverness and the surrounding area. The Events staged in the traditional shoulder months' of May and September have helped extend the Summer Tourist Season; and the Red Hot Highland Fling continues to make a significant impact at Hogmanay.

5.2 Efforts have been made to test the market for a commercial sponsor and the Inverness City Area Manager and the Inverness Events Manager have been working closely with the Council's Commercial Manager to make the best use of the opportunities that are currently available. It is expected that in-kind sponsorship and discounts similar to those secured in the current financial year (circa. £80-90,000) will be achieved in 2018-19.

5.3 The continuing challenge is that sponsors are looking for an enhanced event rather than replacing funding already in place. In addition, the fact that the Event is free to enter, which of significant benefit to the economy of the City and enables a broad cross-section of our Community to attend, does not allow for the Event Model to accommodate a Sponsor easily.

5.4 Members are asked to note that, in partnership with High Life Highland; the Working Group is currently exploring the opportunities to generate additional income via merchandise; and Members will be advised of the progress made at a later date.

6. Events and Festivals Working Group Action Plan

6.1 The 2018/19 Action Plan is shown on **Appendix 2**, which has been adjusted to show revised partnership working arrangements following the formation of the Inverness Events Advisory Group (see **Appendix 3**). This was established after a number of public and private sector partners agreed to work together to support the attraction (and delivery) of events in and around Inverness. The Group is currently discussing opportunities for events in 2022 which the Council has identified as having considerable potential as outlined in **Appendix 4**. Examples of the feedback received from stakeholders are shown on **Appendix 5**.

7. 2018/19 Programme Approval

7.1 Last year's decision by Members to give approval in September to enable the Council and other stakeholders to promote our events programme earlier was warmly welcomed; and has proven to be extremely effective. Once again Members are asked to note that no expenditure will be incurred before the start of the financial year.

8. Governance

- 8.1 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. The revised revenue reporting format has been agreed with Financial Services which will see quarterly reports distributed as attachments to the City of Inverness Area Committee Common Good Fund expenditure reports.

9. Implications

9.1 Resource –

Legal – The delivery of projects under the governance arrangements identified in this report will be required to meet The Highland Council's Policies.

Community (Equality, Poverty and Rural) – The Council will ensure that the events supported by the Inverness Events and Festivals Working Group Programme meet all the relevant standards in terms of providing an environment which can be enjoyed by persons of any ability

Climate Change/Carbon Clever – 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.

There are no known climate changes or rural implications as a result of this report.

Risk – There are no known risks other than the potential health and safety and reputational risks associated with managing large events, attracting many thousands of people. These risks are managed through the provisioning of professional management frameworks within the City Manager's Office, including the operation of the Multi-Agency Safety Advisory Group.

Gaelic – All Policy requirements are adhered to

Designation: Inverness City Area Manager

Date: 29 August 2017

Author: Inverness Events Manager
Inverness City Area Manager

Background Papers:

Appendix 1 2018-19 Events and Festivals Programme & Budget

Appendix 2 Events and Festivals Working Group Action Plan

Appendix 3 Inverness Events Advisory Group

Appendix 4 Research and Development (2022)

Appendix 5 Stakeholder Feedback

Appendix 1

Events and Festivals Core Programme & Budget (2018-19)

By Cost Code	Actual 2016-2017	Budget 2018-19
Budget	320000	
Events Office	43570	45000
Christmas Lights	7239	9000
Civic Bonfire	23553	25500
Halloween	40111	44000
Hogmanay	112853	118500
Highland Games/Gala	51330	52000
Summer Marketing	13589	15000
Winter Marketing	13380	15000
Winter Wonderland	14408	16000
Total	319,982	340,000
By Category		
Income	(38398)	
Events Office	43570	
Council Staff	4770	
Entertainers	80544	
Equipment	141615	
Licences	3018	
Marketing	35930*	
Security and First Aid	45036	
Total	319,982	

Notes:

* Includes additional marketing activity in addition to Summer and Winter Campaigns.

** The budget for 2017/18 is £320,000. The current spend is reported in the Inverness Common Good Fund Monitoring Report.

Inverness Events and Festivals Working Group Action Plan 2018-19

1. Introduction

1.1 Goal

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

1.2 Aims and Objectives

To develop Spring, Summer, Autumn and Winter Festivals which will connect and bring social, cultural and economic 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 Inverness

To work in partnership with independent promoters and tour operators ensuring that, notwithstanding the fact that they are in a competitive market, the best use is made of the opportunities that are available.

To ensure that the Inverness Events and Festivals Working Group (IEFWG) works closely with the Inverness Events Advisory Group and the Inverness City Arts (ICArts) Group in order to ensure that the best possible use is made of the opportunities that are available to heighten the profile of Inverness as a destination locally, nationally and internationally.

2. Common Good Fund Sponsored Events

Enhance the core events of the Winter and Summer Festivals by continuing to allow them to grow organically, and by focusing on the cultural heritage of the City and the Highlands; and focus on the introduction of a Spring Festival

Develop links with Businesses within the City through Inverness BID, Inverness

Chamber of Commerce, Inverness Hotel Association and the Federation of Small Businesses.

Grow the relationship with the University of Highland and Islands.

Work with the Commercial Manager and Highlife Highlands in identifying sponsorship and income stream opportunities which will grow in line with the stature of individual events.

3. Commercial Events

In conjunction with High Life Highland and others, develop opportunities to utilise Council controlled premises such as the Town House, Northern Meeting Park and Bught Park as a base for bringing events to the City;

Continue to enhance relationships with promoters and tour operators to ensure that opportunities are not lost to link their events or visits with the Council's own events and festivals programme;

Work with promoters and tour operators to identify ways in which their events can be enhanced by linking them with either other commercial events or promotional activity (linked to the Marketing Strategy) in Inverness

Identify local events or significant dates which have potential to develop into national and international events.

4. Close Partnership Working

In addition to the work undertaken with the Inverness Events Advisory Group; enhance links with other Local Authorities, National Bodies and appropriate groups to create cohesion and coordination within the Events programme and the Marketing Programme.

Continue to support and develop the multi-agency Safety Advisory Group approach to event design and implementation utilised with others

Ensure that the communication between stakeholders and partners is clear with a consistent message being applied, using Forums when necessary;

Continue to develop a culture of cross working between local stakeholders and the IEFWG to ensure synergy between objectives; and

Enhance the existing events calendar and work with the Inverness Lochness Tourism Bid team following the Council's Corporate Strategy on website design and promotion of major events in the Highlands

5. Evaluations

Use Event Scotland's Event Impacts model (<http://www.eventimpacts.com/>) to establish a consistent base line figure for the value of the events staged by the Council in Inverness; and identify those events and opportunities where the economic impact could be significantly increased. Work with external events organisers in determining the economic impact of their events; and develop

strategies and take actions to increase their impact, wherever possible, to the Council's events and festivals programme.

6. Sponsorship

Working in partnership with the Highland Council's Commercial Manager, the focus when seeking to attract investment to events facilitated by the Council through the Inverness Common Good Fund, should be on "adding value" by securing direct or in-kind support.

Ensure that a consistent message is developed through media engagement about the significant benefits that events and event tourism bring to the City; and in support of the aims and objectives and culture of companies within the Highlands and beyond; working with Highlands and Islands Enterprise, Inverness BID, Destination Loch Ness Inverness Tourism BID and others to identify and develop opportunities.

7. Culture Links

Enhance existing cultural links nationally and internationally and where appropriate and resources allow, develop new links. Continue to work with existing overseas contacts in USA, Canada, Iceland, Germany and New Zealand (via Highland Games links), as well as with new European, Asian and other partners in order to foster cultural exchanges, which enhance the profile of the City and the Highlands within the current resource allocations.

Support the work of the existing, and newly established, multi-cultural groups based in Inverness and continue to assist with the development of their events.

8. Twinned Towns

Work with our 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 our festivals programme and where appropriate to link in with the commercial events.

9. Charities

Work with Charities who bring principle benefit to the residents of the Burgh of Inverness.

Invite applications from Charities to the Council for financial support via the Council's standard application form.

Focusing on:

The benefits that the organisation can bring to the people of Inverness

The future programme of investment that the organisation is planning to make in respect of its activities within the City

What "added value" can it bring to the event which it seeks to seek benefit from and

What physical resources can be made available by the charity toward the running of the event such as the supply of publicity / media support or fully licensed stewards.

10. Charging for Certain Events

It has been traditional to make a modest charge for entry to the Inverness Highland

Games (currently £8 and £2).

Noting the need to continue to develop the events portfolio, any policy in relation to charging for additional events requires the approval of the City of Inverness Area Committee.

11. Review

This Action Plan will be subject to operational review by the IEFWG quarterly and Annual review by the City of Inverness Area Committee.

Appendix 3

Protocol for Inverness Event enquiries

Background

Following preliminary discussions about the opportunities which will occur in 2022 (see **Appendix 4**); a number of public and private sector partners have agreed to work together to support events in and around Inverness. While some of these will be created or organised by one of the partners, there is also recognition that others will be arranged by external businesses or organisations. On the basis that such organisations are likely to approach one or more of the partners for advice or support for their proposed event this protocol has been produced to ensure a consistent approach to handling such queries, to simplify things for the organisation making the enquiry and to ensure all partners are aware of the event being proposed. As part of the process, partners will nominate a “core contact” who will be notified by others of any enquiries they receive and who will in turn undertake to notify the other partners. Initially Gerry Reynolds has been nominated as this “core contact”:-

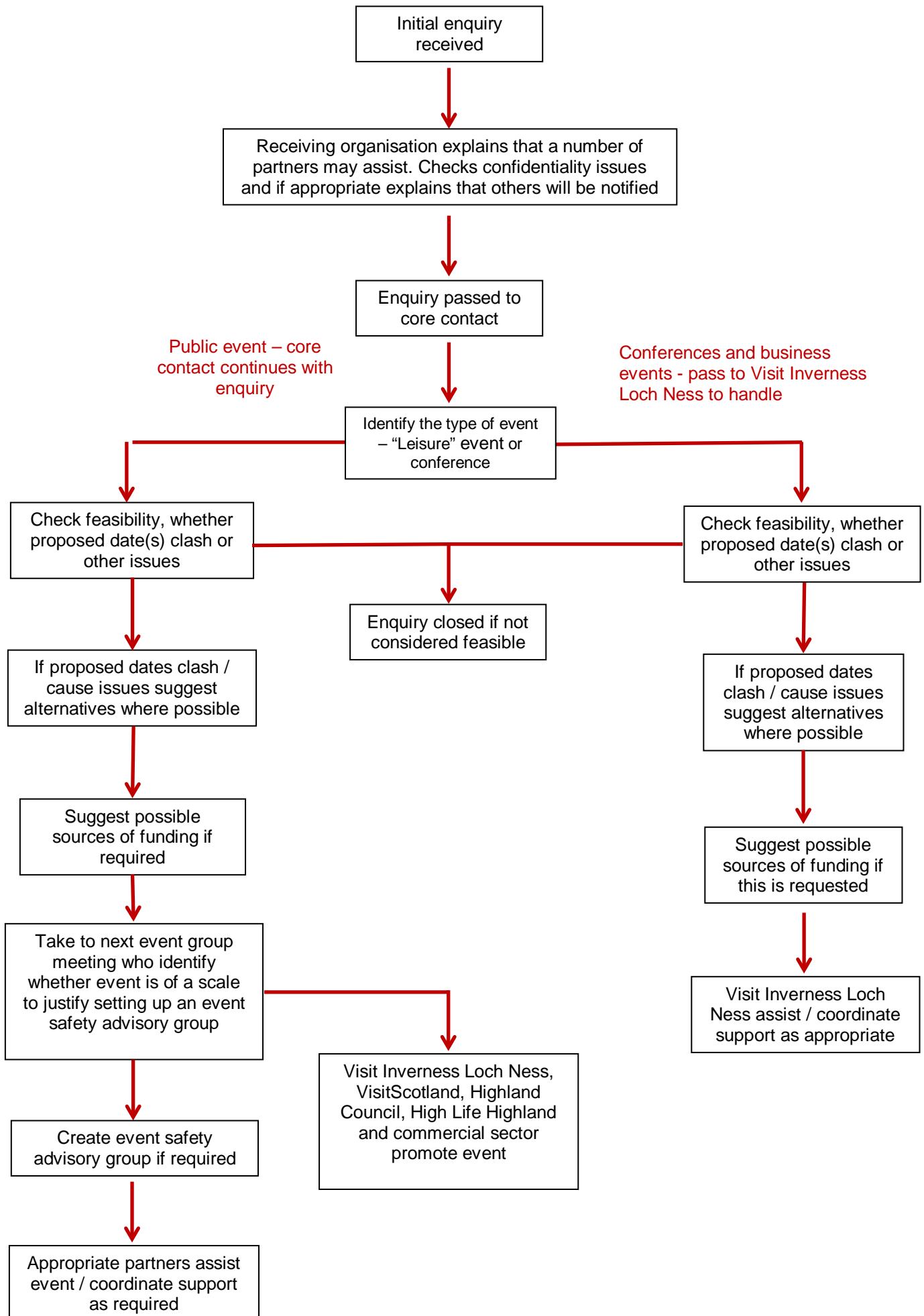
Gerry Reynolds
Inverness Events Manager
gerry.reynolds@highland.gov.uk
01463 785006

People / organisations to be notified

Notified of all event enquiries	
Gerry Reynolds	The Highland Council
James Gibbs	Highlands & Islands Enterprise
Anne Roels	VisitScotland (Inverness based member of content team)
Graeme Ambrose	Visit Inverness Loch Ness
Andy MacLeod	High Life Highland
Mark Stewart	EventScotland
information@eventscotland.org	EventScotland
Notified where appropriate to the enquiry	
Licensing Officer	The Highland Council
Colin Simpson, Tourism & Film	The Highland Council
Alan Rawlinson	Visit Inverness Loch Ness (if conference / business event)
Alison Young	VisitScotland (for VIC promotion)
Mike Smith	Inverness City Centre BID

Enquiry process

A flow chart detailing the process to be followed on receipt of an enquiry is given on the next page.



Looking ahead to 2022

Members may recall the successful creation and delivery of the Highland Homecoming programme in 2014; when significant grant funding was attracted to the Highlands when the Council alerted various national agencies and event organisers to the opportunity that it had identified to connect a number of new and existing events which were co-incidentally occurring in and around Inverness that year.

The next similar alignment of events will occur in 2022 when celebrations to mark the bicentenary of the opening of the Caledonian Canal are scheduled to take place. It is clear that this celebration has tremendous potential to be of global interest and; if it is organised in a similar fashion to 1822; could consist of a series of events stretching from Inverness to Fort Augustus and onward to Fort William.

At a local level, also scheduled for 2022 are the bicentenary of the first Highland Games (the True Highland Games sponsored by the Northern Meeting) staged in 1822; and the centenaries of the Inverness Music Festival and the founding of Highland Rugby Club

Following the announcement by the Scottish Government that 2022 would be the Year of Scotland's Stories; it is expected that an expanded Ness Book Festival may be staged; and representations have already been made for consideration to be given to Inverness hosting a prestigious event to celebrate the City's Links with Diana Gabaldon's series of "Outlander" books and the popular TV series of the same name.

Members are asked to note that Scottish Canals, Highlands and Islands Enterprise and the Council have agreed to bring together a number of stakeholders to consider how to take these opportunities forward; and further details will be provided in due course.

Appendix 5

Stakeholder Feedback

VisitScotland are delighted to be working in close partnership with Highland Council and others to help attract and deliver an ambitious programme of events and festivals to Highland. Events in the City have proven to be a hugely worthwhile investment, creating more jobs, attracting new visitors, extending our tourism season and providing a whole range of enriching opportunities for communities to get involved. By working even more closely together we can all shine a spotlight on this area's growing reputation as the perfect stage for events.

Chris Taylor
Visit Scotland

Our city's events programme generates many additional bed nights over the course of a year; and each of these extra bookings is greatly appreciated by all the local accommodation providers, especially during the quieter times of the year. The feedback that our members get from our guests following each event is always complementary and there can be no doubt that such positive experiences not only increases their enjoyment of their time with us; but enhances the way in which their visit to Inverness is remembered, and relayed to future visitors to Inverness.

Angela Wilson
Inverness Hoteliers Association

Event Tourism is vital to the economies of Inverness and the Highlands and I am pleased to confirm the events staged in Inverness and the Highlands significantly support the work that is being undertaken by a wide range of stakeholders and ourselves to promote and attract visitors to our region.

Graeme Ambrose
Visit Inverness Loch Ness

In this current day and age where phones and internet are taking over it is very important to keep the personal touch to bring people back into our City Centres and Shopping Centres. It is the experience and the theatre that physical events bring that help to reenergise our City Centres. It is good therefore to see a diverse range of events planned for Inverness which will undoubtedly drive footfall due to their appeal to all ages.

Jackie Cuddy
Eastgate Shopping Centre

Behind the scenes the Highland Council and its partners deserve a lot of praise for the work that they do to provide a first class service to concert promoters. They have done a great job in establishing Inverness as an excellent and very welcoming venue for major concerts.

Les Kidger
LCC Live Events

Since moving to Inverness seven years ago, I have been struck by the number and high quality of events staged in the city. Every year the programme of largely free events gets bigger and more diverse and the local community is very lucky indeed – in fact I sometimes wonder if local people know how lucky they are! On a professional level, Gerry Reynolds and his team are a pleasure to work with and the organisational skills and professionalism they bring are to be commended.

David Bourn
Scottish Provincial Press Ltd

Inverness Harriers Challengers are very grateful for the support received from The Inverness Highland Games and the inclusion of the ASN Events which allows the Challengers to be integrated in a great event with great atmosphere every year. Thanks to the 1 plus 1 entry offer it also allows the athletes to be fully supported throughout the day.

Charlie Forbes
Highland Disability Sports Development Officer (Highlife Highland)

"It has been very useful to establish a working relationship with Inverness Festivals, as another opportunity to share our health improvement and harm reduction messages at public events in the Highlands. We look forward to an on-going working partnership that supports healthy environments and activities for children, young people and families, while protecting against the harmful effects of tobacco, alcohol and drugs."

Eve MacLeod
Health Improvement Specialist (Tobacco, Alcohol and Drugs)
Public Health Directorate

Exclusively Highlands are very proud to be part of the prestigious Inverness Highland Games. Our company and its members are hugely appreciative of the opportunity to showcase the skills and talents of crafts people from throughout the Highlands.

Isabel Stewart (Exclusively Highlands)

Inverness Shinty Club are relatively new members of the Highland Games Family and feel very proud and privileged that we are afforded the opportunity to be part of the event. The Highland Games "stage" that is created by the events team is a smooth running extravaganza, not only an eyeful for spectators but also a great opportunity to interact over a wide range of activities and informative pitches. In amongst all of that there is also the serious side of the Event, namely the competitions and competitors. What most people see is the Event itself but without all the planning, consultation and scheduling that goes on weeks in advance which is the actual foundations of the Event it wouldn't run as smoothly as it does.

Drew McNeil (Inverness Shinty Club)

Inverness Culloden Rotary Club's visit to the Inverness Highland Games and Gala weekend was a great success thanks to the support we got from the Highland Council. The opportunity provided by the City's events for local charities to raise funds is really appreciated by all.

Gavin Grant (Inverness Culloden Rotary Club)

The ARCHIE Foundation is truly grateful to the Inverness Highland Games for affording the charity the opportunity to arrange the River Ness Zip Line this year. In fundraising terms it brought over £7,000 of much needed funds to The ARCHIE Foundation which will directly benefit local sick children right here in the Highlands. The event also provided a platform to widen the reach of the charity on social media and also with the visitors to the Games.

Laura Mackintosh (ARCHIE Foundation)

"The Association of Highland Clans and Societies are extremely grateful for the invitation by Highland Council to have our members present in the Clan Village at the Inverness Highland Games. As always, the facilities afforded us were excellent, and we enjoyed hosting visitors from all over the world. Inverness is the only Highland Games in Scotland that has more than two or three local clans present, so the 16 clan societies and associations represented this year are very conscious of this unique opportunity to come together and provide information about clans and their place in the history of the highlands."

All the best,

Graeme Mackenzie (AHCS)