

AGENDA ITEM 16 iii

Note of Inquorate Meeting of the Events and Festivals Working Group held in the 2nd Floor Committee Room, Town House, Inverness on Monday 3 December 2018 at 10.00 am.

Present:

Highland Council:

Mr G Ross

Mr I Brown

Other Representatives:

Ms A Wilson, Manager, Sales and Marketing Manager, Glenmoriston Town House (Inverness Hotels Association)

Ms J Cuddy, Manager, Eastgate Shopping Centre

Officials in Attendance:

Mr G Reynolds, Inverness Events Manager

Ms J Murray Victorian Market Manager

Ms F MacBain, Committee Administrator

Mr G Ross in the Chair

Business

1. New Members

Thanks were expressed to outgoing members Mrs T Robertson and Mrs E McAllister for their work over the years. New members, Mrs I MacKenzie and Mr Duncan MacPherson, were welcomed though not present.

2. Apologies for Absence

Apologies for absence were intimated on behalf of Martin White, Events Business Solutions – UHI and David Haas, Inverness and Area City Manager

3. Declarations of Interest

There were no declarations of interest.

4. Exclusion of the Public

Members **RESOLVED** that, under Section 50(A) 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 Paragraph 6 and 9 of Part 1 of Schedule 7A of the Act.

5. Actions from Previous Minutes

There had been circulated Briefing Note from meeting held on 10 September 2018, the terms of which were **NOTED**.

Arising from the Minutes, in relation to Item 4, the Events Manager pointed out that in relation to Event Management Plans and High Life Highland, contracts now contained clauses requiring references to be provided.

The Working Group **NOTED** the update.

6. 2018 Programme

A review of the events staged since the last meeting was provided by the Events Manager

a) 4 SCOTS Parade

Successful event, a brief summary was provided.

b) Proud Ness

Event went ahead successfully. Informal discussion took place on plans for the following year.

c) Halloween Show on Ness Islands

A brief summary was provided of the 2018 event and informal discussion took place on plans for 2019. Thanks were expressed to all the young people who took part in the show in 2018.

d) Civic Bonfire and Fireworks Display

Fog had been an issue and technical issues had been resolved. A summary was provided of challenges faced during the event.

e) Christmas Lights Switch on

A film clip was shown of the event, which had the largest crowd to date. Consideration was given to making the event earlier and having a significant 'end event' to the parade. Concern was expressed about the safety of the torches, how to take them from people at the end of the event, and the visibility of the water bins. It was important the parade was kept moving, and more space would be preferable. Police resources and road closures were key issues and proposals for 2019 would be drawn up in due course.

7. Financial Monitoring

There had been circulated Report No E&F 01/18 by the Inverness City Manager dated 26 November 2018, setting out the revenue monitoring position for the period to 1 November 2018 and showing the actual expenditure to date.

Expenditure to 1 November 2018 was £110,188 and discussion took place on issues around income generation.

The Working Group **NOTED** the update.

8. Marketing and Merchandising Sub-Group

An update was provided by the Victorian Market Manager.

Discussion took place on imaginative means of generating income or sourcing donations, noting that cash donations created an administrative burden. The marketing and promotion group would draw up proposals, and consideration would be given to seeking the views of the City of Inverness and Area Committee members.

The Events Manager presented the range of Promotional Warehouse merchandise for the Hogmanay event and discussion took place on sales tactics. It was hoped the sale of merchandise would be launched as soon as possible.

The Working Group **NOTED** the update.

9. Riverlights Update

An update was provided by the Events Manager and issues discussed as follows:

- A briefing report would be presented to the City of Inverness and Area Committee in February 2019.
- Possible funding streams were explained, including the 2020 VisitScotland 'Scotland's Coasts and Waters' celebrations.
- Due to the number of events already towards the end of the year, February was suggested.
- Consideration was being given to whether to hire or purchase projectors, with an outline provided of the costs involved. The Chair voiced support for purchasing rather than hiring, pointing out the other income-generating uses to which projectors could be put.

10. Date of Next Meeting

The Working Group **NOTED** that the dates for the meetings to be held in 2019 would be announced in due course.

11. AOCB

- A summary was provided of the Zombieness pilot event and consideration would be given to holding it in future during summer.
- The band 'Elephant Sessions' which had opened the Hogmanay show two years previously had won 'Live Act of the Year' at the 2018 Scottish Traditional Music Awards. A trio, Assynt, which hoped to play at next year's event, had won 'Up and Coming Artist of the Year'.

The meeting closed at 11.30 am.