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<b>Report To:</b>	<b>Regeneration Committee</b>	<b>Date:</b>	<b>29<sup>th</sup> October 2009</b>
<b>Report By:</b>	<b>Corporate Director – Regeneration and Resources</b>	<b>Report No:</b>	<b>RC/09/10/06/SJ/WW</b>
<b>Contact Officer:</b>	<b>Head of Economic and Social Regeneration</b>	<b>Contact No:</b>	<b>01475 715555</b>
<b>Subject:</b>	<b>Events Update</b>		

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## 1.0 PURPOSE

- 1.1 The purpose of this report is to update Committee on several events that have taken place over the last few months, to highlight preparations being made for forthcoming events and to recommend ways in which to improve the efficiency of organising future events.

## 2.0 SUMMARY

- 2.1 A brief report on the following events is given in paragraph 4.1 below;
- Gourock Highland Games
  - European Pipe Band Championships
  - Comet Festival
  - Best Kept Garden Prizegiving
  - Visit of Queen Mary 2
- 2.2 A brief report on preparations for the following events is given in paragraph 4.2 below;
- Big Man Walking and Inverclyde Fireworks Display
  - St Andrew's Day Celebration and Greenock Christmas Lights Switch-On
  - Inverclyde Christmas Lights Switch On Ceremonies
  - Hogmanay Celebration
- 2.3 Some suggestions for improving the infrastructure for events, particularly around procurement arrangements and opportunities for spend to save, are given in paragraph 4.3 below.

## 3.0 RECOMMENDATIONS

- 3.1 That Committee notes the progress on events so far in 2009 and notes the preparations being made to promote events for the remainder of the financial year.
- 3.2 That a review of the Best Kept Garden Event is carried out and recommendations for the future of the event be submitted to a future meeting.
- 3.3 That Committee seeks approval from Policy & Resources Committee for a Christmas Switch-on Event to take place this year in Quarrier's Village and approve an allocation of £1,000 from the Common Good Fund for this purpose.

- 3.4 That an annual tender for services related to events be co-ordinated by the Head of Economic and Social Regeneration in conjunction with the Head of Performance Management and Procurement.

Stuart Jamieson  
Head of Economic and Social Regeneration

## 4.0 BACKGROUND

4.1 Details of events organised by the Council's Events Team in the last few months are summarised below;

### Gourock Highland Games – Gourock Park - 10<sup>th</sup> May 2009

For only the third time in 51 years the Gourock Highland Games had to be postponed due to weather conditions. This decision was taken by the Community Services Manager in the interests of crowd safety given the underfoot conditions in Gourock Park. Because the event was cancelled at very short notice, most of the expenditure for the event was already incurred and very little of the income was received. This resulted in the event budget being overspent by approximately £3,000.

### European Pipe Band Championships – Battery Park – 25<sup>th</sup> July 2009

It is estimated that approximately 12,000 attended this event which was generally regarded as being very successful event. The Royal Scottish Pipe Band Association has commended the Council on its staging of the event. The customer feedback survey that was completed (see Appendix A) highlighted that 95.2% of those surveyed felt that the event met or exceeded their expectations. Another interesting statistic was that over 40% of those there on the day were from outside Inverclyde and almost 10% stayed relatively locally in hotels, guesthouses and B&Bs. A decision was taken to offer car parking on site and this contributed to the financial success of the event. Overall, it is estimated that the event was approximately £1,500 under-budget

### Comet Festival – Coronation Park – 22<sup>nd</sup> August 2009

The Comet Festival returned to the Coronation Park and has been widely praised as being a successful event. It is estimated that around 5,000 people attended on the day. Due to the poor underfoot conditions, it was decided to stage most of the event on the infrastructure of paths in the Park. This was very well received, especially on the shorefront where there were a number of charity stalls, community activities and a popular barbeque area. Over 100 local people expressed an interest in being involved to some degree to help organise next year's Comet Festival and 6 volunteered to establish a Committee to take this forward. This Voluntary Committee will be supported over the next few months by the Council's Community Work Team. It is estimated that this event was approximately £1,000 under-budget.

### Best Kept Garden Prizegiving – Port Glasgow Town Hall – 1<sup>st</sup> October 2009

Approximately 100 local enthusiasts attended the annual Best Kept Garden prizegiving event which showcased a wealth of beautiful gardens throughout Inverclyde. While the event was very well received and went very smoothly on the night, it is clear that the popularity of this event has been diminishing over the past few years. It is proposed that a review of the event be carried out and a report commenting on the future of the event is presented to a future Regeneration Committee. It is estimated that this event will be on budget.

### Visit of Queen Mary 2 – 19<sup>th</sup> October 2009

Preparations are well underway for the visit of Cunard's Queen Mary 2. The Events Team has been working in conjunction with Clydeport to make arrangements to allow the general public to have a close-up look at the ship during the day. A fireworks display will be held when the ship leaves at approximately 6.30pm. It is expected that this event will be organised on budget.

#### 4.2 Details of forthcoming Events are as follows;

##### Big Man Walking and Inverclyde Fireworks Display – 6<sup>th</sup> & 7<sup>th</sup> November 2009

Preparations are well underway for the visit of Big Man Walking to Inverclyde. The programme (at the time of writing – further details can be given to Committee at its meeting) is as follows;

- Friday 6<sup>th</sup> November – Port Glasgow - Congregate in Tesco's Car Park from 12noon onwards. A walk will take place at around 3.30pm with the route following Princes' Street, John Wood Street, King Street and return to Tesco's Car Park. The event will close at around 6pm.
- Saturday 7<sup>th</sup> November am – Gourock – Congregate outside Gourock Primary School on Davidson Drive at around 9.30am. A walk will take place along Davidson Drive at around 10.30pm, up King Street, down Broomberry Drive to return to Davison Drive. The event will close at around 12.30pm.
- Saturday 7<sup>th</sup> November – Battery Park, Greenock – Congregate on the Battery Park 3G Pitch at around 4.30pm. A walk will take place within the Battery Park at around 5.30pm. The Big Man will watch the Fireworks Display at 7pm and the walk back to the Football Pitch.

Arrangements are being made to maximise community and schools involvement in the event.

##### St Andrew's Day Celebration and Greenock Christmas Lights Switch On – Saturday 28<sup>th</sup> November 2009

Funding of £8,000 has been secured from Event Scotland to celebrate St Andrew's Day in Inverclyde, using existing budget as leverage. The event will have the following format;

- Starting in the Oak Mall from 12 noon and throughout the afternoon with performances on all things Scottish by local schools and community groups
- Starting at 12 noon in Clyde Square, Scottish/Continental food stalls will operate. Marquees will be set up in the square allowing the public to sit, eat drink and listen to a range of Scottish Entertainment.
- Starting at 3pm in Cathcart Square, Your Radio will operate a Roadshow in preparation for the Switching On of the Christmas Lights at 5pm.
- Starting at 5.30pm in Cathcart Square, an open air concert will take place with a selection of local and Scottish entertainment. The event will close at 8pm.

##### Inverclyde Christmas Switch-On Events

Preparations are underway to host Christmas Lights Switch On events in Port Glasgow, Gourock, Kilmacolm, Inverkip and Wemyss Bay. It is also proposed to have an additional event for the first time in Quarrier's Village. Details of the proposed dates and times of the events will be presented at the Committee meeting. In order to meet the additional cost of the Quarrier's Village event it is proposed to use £1,000 from the "other community events" budget within the Common Good Budget for this purpose.

##### Hogmanay 2009

Ideas are currently being developed.

## 5.0 PROPOSALS

5.1 The following proposals will help to improve the efficiency of the Events Team in future;

### Procurement

It is proposed that certain items should be procured for an annual basis rather than on an event by event basis as is the case currently. It is proposed that this is done for the following services:

- Security
- First Aid
- Barriers
- Marquees/Stalls etc
- Catering
- PA
- Bars

It is recommended that the Head of Economic and Social Regeneration, in conjunction with the Head of Performance Management and Procurement arrange for an annual tender for the services as detailed above associated with events.

## 6.0 IMPLICATIONS

6.1 Finance: (To be completed after further discussion with Finance)

### Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

### Financial Implications – Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments
n/a	n/a	n/a	n/a	n/a	

6.2 Human Resources: None

6.3 Legal: None

6.4 Equalities: None

## 7.0 CONSULTATION

7.1 None

## 8.0 LIST OF BACKGROUND PAPERS

8.1 None

## VISITOR PROFILE

**Q1 Gender**

Male.....49.0% Female.....51.0%

**Q2 Age group**

Under 21.....26.9% 41 to 50.....19.2%

21 to 30.....17.3% 51 to 60.....16.3%

31 to 40.....9.6% Over 60.....10.6%

**Q3 Approximately how many miles have you travelled to get here today?**

Less than 10 miles .....54.8%

10 to 20 miles.....10.6%

Over 20 miles.....34.6%

**Q4 How many people are in your group? (That is how many people did you come to the event with)**

99.0%

**Q5 Where is your home?**

Local (Inverclyde) ..56.7% Wales.....4.8%

North of Scotland....5.8% Northern Ireland.....1.9%

Central Scotland.....9.6% Eire.....1.9%

Southern Scotland..1.9% Other.....8.7%

England .....8.7%

**Q6 Have you come to the event today from your home or from another residence eg. hotel, B&B or holiday home?**

Place of residence.....77.9%

Staying with friends & family .....6.7%

Hotel, B&B, Guest House etc.....9.6%

Self catering etc caravan/motorhome .....3.8%

## ABOUT THE EVENT

**Q7 How did you learn about the European Pipe Band Championships?**

Homecoming website .....1.9% Billboard advertising .....6.7% Road signs to the event...1.9% Through Pipe Band.....25.0%

Greenock Telegraph.....38.5% Poster advertising .....10.6% Council website.....3.8% Through Highland Dance

The Herald.....1.0% Word of mouth .....14.4% "What's on in Scotland" ..0.0% Group.....2.9%

Other.....17.3%

**Q8 How would you rate the location in terms of being:**

	Excellent	Good	Could be better	Not very good	NR/NA
Easy to find	82.7%	8.7%	6.7%	1.0%	1.0%
Easy/convenient to get to	77.9%	12.5%	5.8%	2.9%	1.0%
Easy to park for those travelling by vehicle	48.1%	13.5%	7.7%	11.5%	18.3%
Suitable for the Event	84.6%	9.6%	1.9%	1.9%	1.9%

**Q9 Did you buy an event programme?**

Yes .....54.8% Intended to.....16.3%

No.....21.2% Not aware of programme .....6.7%

**Q10 What are the main attractions for you personally at an event like this? (RANK IN ORDER OF ATTRACTION)**

	1st	2nd	3rd	4th	5th	No Rank
Pipe Band Championship	87.5%	9.6%	0.0%	0.0%	0.0%	1.9%
Highland Dance Championship	42.3%	26.0%	7.7%	1.9%	1.0%	21.2%
Golden Lions Display	1.9%	12.5%	23.1%	1.0%	4.8%	55.8%
Stalls	4.8%	9.6%	12.5%	15.4%	1.9%	54.8%
Come and Try Sports	1.0%	3.8%	3.8%	8.7%	10.6%	72.1%
Refreshments	1.9%	4.8%	3.8%	5.8%	8.7%	74.0%
Other	1.0%	1.0%	1.0%	1.9%	1.0%	83.7%

**Q11 Has the Event met your expectations?**

Exceeded my expectations.....34.6% Has not met my expectations..... 4.8%  
Met my expectations 60.6%

**Q12 How do you think the event could be improved (if at all) in the future?**

52.9%

**Q13 Overall do you think the event represents good value for money?**

Yes .....96.2% No..... 3.8%

**Q14 Looking to the future, what other kinds of events or attractions would be of interest to you if they could be held in Inverclyde?**

44.2%

**Q15 Are there any other comments you would like to make?**

38.5%

**THANK YOU FOR YOUR TIME**