
Report To: The Inverclyde Council

Date: 11 April 2013

**Report By: Corporate Director Education, Communities
and Organisational Development**

**Report No:
IC/05/13/AH/GB**

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**Subject: Inverclyde Megawatt Festival Ltd – Council Representation (Review
Position)**

1.0 PURPOSE

1.1 The purpose of this report is to recommend that the Council continues to review representation to the Inverclyde Megawatt Festival Ltd.

2.0 SUMMARY

2.1 The Megawatt Festival Ltd has been scaled back and now only runs a smaller scale event – Megastars – which receives an element of grant funding from the Council. The report recommends that the Council continues to provide no representation to the board.

3.0 RECOMMENDATION

3.1 It is recommended that the Council continues to provide no representation to the Inverclyde Megawatt Festival Ltd.

4.0 BACKGROUND

- 4.1 The Megawatt Festival has in the past been a large scale community festival stretching over several days. However in the past several years it has been scaled back and now incorporates one part of the original festival - the Megastars event.
- 4.2 The Megastars event is a talent show which encourages residents to take part in local area 'heats' with a final. Previous finals have been staged in the Arts Guild. This year, for the first time, the final will be held in the new Beacon centre.
- 4.3 At its height the Megawatt Festival board had two councillors involved but when financial difficulties set in and the festival scaled back, the councillors were no longer involved directly in the board. At that time other members of the organising group stepped away.
- 4.4 While the Megastars event is popular it has not received wide scale publicity in recent years and has suffered because of that, in particular because it is not of the scale of the previous Megawatt Festival. The indications are that it is unlikely to achieve that same scale again.
- 4.5 The Megawatt Festival Ltd no longer receives direct support from the Council. However, in October 2012, after a successful application to the Grants for Voluntary Organisations Sub-Committee, they received funding of £5,000 from the Council to support the Megastars event.
- 4.6 The finals being held in the new Beacon arts centre will inevitably provide a much-needed boost to the profile of the Megastars event. The Council's Corporate Communications Service delivers a range of events throughout the year including the Gourrock Highland Games and the Comet festival. As the team encourages greater 'cross promotion' across Inverclyde events and improves how events are promoted, particularly online, the Megastars event is likely to benefit from increased promotion and exposure.
- 4.7 Given the reduced scale of the Megawatt Festival and the support received for the smaller Megastars event, it would not be appropriate to have councillors on the board of an event organising group or board.

5.0 CONSULTATION

- 5.1 The Corporate Communications Manager has met with members of the board to discuss opportunities for greater promotion of events in Inverclyde.

6.0 IMPLICATIONS

- 6.1 Financial implications: There are no financial implications.
- 6.2 Human resources: There are no human resources implications.
- 6.3 Legal: There are no legal implications.
- 6.4 Equalities: There are no equalities implications.

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