

**Report To: Policy and Resources Committee**

**Date: 22 March 2016**

**Report By: Head of Organisational Development,  
Human Resources and  
Communications**

**Report No: HR/06/16/GB**

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**Subject: Gourock Highland Games**

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## **1.0 PURPOSE**

- 1.1 The purpose of this report is to agree to move the Gourock Highland Games from Gourock Park to Battery Park

## **2.0 SUMMARY**

- 2.1 The Gourock Highland Games celebrate its 60<sup>th</sup> anniversary this year and while its home has traditionally been at Gourock Park, it is proposed that this be changed to Battery Park to encourage more attendance and build future development at the games.
- 2.2 The Gourock Highland Games at Gourock Park is currently a ticketed event and to continue that at Battery park represents a significant additional expenditure in barriers therefore it is proposed that the event become free.

## **3.0 RECOMMENDATIONS**

- 3.1 It is recommended that Battery Park become home to the Gourock Highland Games on Sunday 8 May 2016 and that a post event report be compiled to review and recommend future developments of the event.
- 3.2 It is recommended that the Gourock Highland Games becomes a free event for 2016.

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## 4.0 BACKGROUND

- 4.1 This year the Gourock Highland Games celebrates its 60<sup>th</sup> year.
- 4.2 The Games, which take place on the second Sunday in May, are the first games and pipe band event of the Scottish season
- 4.3 While the early date helps to raise the profile of the games and encourage more pipe bands to attend, it has makes the event particularly susceptible to weather disruption.
- 4.4 The location of Gourock Park, while the traditional home of the games, curtails future development of the Games and weather difficulties have, in recent years, caused issues with the park. The Games have also had very little link with local town centres particularly in Gourock.
- 4.5 Recent discussions with the Gourock Community Council and the new Gourock Regeneration Forum have concluded that the community would be keen to arrange 'fringe' events around the weekend to celebrate the Games and develop links with the town centre and would welcome a move by the Gourock Highland Games to Battery Park.
- 4.6 A move to Battery Park will not curtail any weather issues in May, but offers more 'hard standing' on the site to allow vehicle access and would allow future development of the games on a larger space. In addition, the site at Battery Park allows an increase in visibility over the weekend and provides a showpiece location for Inverclyde.
- 4.7 The cost of delivering the Gourock Highland Games at Battery Park for infrastructure is broadly similar and would require no increase in expenditure. One area of difference is that Gourock Highland Games is currently a ticketed event. To continue this at a new location in Battery Park would require the installation of barriers at the site to ensure crowd control and gate ticketing. The cost is estimated at approximately £7,000.
- 4.8 Income from gate receipts from previous Gourock Highland Games events fluctuate based on attendance. Figures for the most recent event held in 2014 would mean a loss of potential income of £3905.50 if the event were to made a free attendance event. It is proposed that this cost be absorbed within the Council's event management budget with marketing for events reduced, increased income from traders and savings in staffing with the need to have ticket booths on site at the Games removed to that value for 2016/17 and subject to review for future events in the post event report.

## 5.0 IMPLICATIONS

### 5.1 Financial Implications - One off Costs

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

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

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if applicable)	Other Comments
00469-000-80001	Event Management (corporate communciations)	2016/17	£3905.50	N/A	Loss of income for Gourock Highland Games

5.2 Human Resources: None

5.3 Legal: None

5.4 Repopulation: Encouraging more people from outside of Inverclyde into the area is a key priority for the repopulation group. A successful Gourock Highland Games can help to encourage more visitors to the area and marketing will aim to promote it as the first games of Scottish Highland Games season to position the event on the Scottish events calendar.