

Perth Common Good Fund Committee**4 October 2017****Perth Christmas Lights Festival****Report by Director (Environment)****PURPOSE OF REPORT**

The report notes the activities for the Christmas Lights event on Saturday, 18 November 2017, which is part of the overall Perth Winter Festival programme and provides a breakdown of costs which will be funded from the approved Christmas Events budget.

1. BACKGROUND

- 1.1 The Perth Common Good Fund has traditionally supported the costs associated with the Perth Christmas Lights including erection, maintenance, storage, rent, feu duties and electricity charges. In addition, the Common Good Fund has supported the Christmas Lights switch on event which has grown significantly since 2012 in terms of scale, scope and attendance. In 2016, it was estimated that attendance peaked at approximately 40,000 members of the public in Perth City Centre for the Christmas Lights event with an estimated £1.6 million generated for the local economy.
- 1.2 At its meeting of 22 February 2017 (Report No. 17/78 refers), the Perth Common Good Fund Committee approved the budget for Financial Year 2017/18 which includes a provision of £40,000 allocated to the Christmas Lights event. This is scheduled for Saturday 18 November 2017 and the report outlines the proposed breakdown of expenditure associated with the event.
- 1.3 In line with the Council's Events and Festival's Strategy, the Perth Winter Festival was developed in 2013/14 as an overarching programme of events and celebrations lasting from Bonfire Night on 5 November until the Chinese New Year in February. The objective of the programme is to generate additional economic benefits for the city through increased visitation and expenditure by visitors and residents while also contributing to the vibrancy and cultural life of the city and raising the profile of Perth as a leading events destination. The winter programme includes the Christmas Lights event as a stand out feature which has established a reputation as a major event in the area's annual calendar, while reinforcing the message "Christmas starts in Perth".
- 1.4 The development of a strong year round events and festivals portfolio is an important feature of our efforts to reinforce the city's credentials as a cultural and events tourism destination. Accordingly, with continued investment, there

is scope to develop further the Winter Festival and specifically the Christmas Lights event as a weekend festival and to market it as such to as wide an audience as possible.

- 1.5 Events and marketing expenditure for the Winter Festival is met from the Environment Service's revenue budget with private sector sponsorship also forthcoming for specific elements. In 2016/17, overall expenditure for the Winter Festival, including marketing and events support, was £282k. The Winter Festival Events programme included Christmas Lights Switch On event, Christmas Fair Day, St Andrew's Day celebrations, Churches Lantern and Nativity Event, the Santa Run and the new addition to the Winter Festival, the Norie Miller Walk Light Nights.
- 1.6 A report on the development and performance of the Perth Winter Festival was approved by the Council's former Enterprise and Infrastructure Committee in March 2017 (Report No. 17/97 refers).
- 1.7 The former Enterprise and Infrastructure Committee was also informed of the results of an extensive evaluation study of the Winter Festival. This encompassed a series of visitor surveys which in turn provided the basis for impact assessments including estimates of the expenditure generated by the events – specifically the Christmas Lights event and St Andrew's Day celebrations. The total number of visitors to Perth on the day of the Christmas Lights event was estimated to be 75,000. This is derived from the estimated footfall count for the day of 112,000, and rounded down to 75,000 to take account of multiple counts and in recognition that not everyone in Perth that day would have been participating in the event or staying on to see the lights switched on. It is estimated that the attendance on Tay Street at the lights switch on was 40,000, up 10,000 from 2015.
- 1.8 In addition to the foregoing economic impact analysis, an assessment of the visitor experience, from a qualitative perspective, was derived from the visitor survey. Very high levels of satisfaction were recorded. For the Christmas Lights event:
 - 96% of visitors rated the city buzz/atmosphere as very good/good
 - 96% of visitors rated the main stage performers as very good/good
 - 94% of visitors rated the Christmas Lights event as very good/good
 - 98% of visitors stated that they would be very likely / likely to return
- 1.9 Businesses were also surveyed in a bid to establish whether the Christmas Lights event had any benefit to the business. Replies were received from 42 businesses. Of these responses:
 - 60% indicated that the event had had a positive benefit on the business
 - 17% suggested that the event had had no impact on their business
 - 23% felt that the event had had a negative impact on their business

2. PROPOSAL

Christmas Lights Festival

- 2.1 For 2017, a full programme of events and entertainments is being planned to create a festival weekend in the city which will appeal to a broad range of age groups. As with the past few years, it is intended that there will be opportunities for local community groups to participate in street and stage performances including a community stage in King Edward Street for choirs, dance and musical groups. An outline programme for Saturday, 18 November is as follows:-

- 1100 - 1800
Funfair Pleasure Rides
Street Food
Ice Sculpting
Street Art
Themed Streets
Street Entertainers
Community Stage programme (from 1200) on King Edward Street
Main Stage programme (from 1400) on Tay Street
Children's Stage at Horsecross

- 2.2 Artists for the Main Stage and Community Stage programmes are being sought and the programme schedule is therefore still to be confirmed. The addition of the Community Stage and Children's Stage in recent years has provided a platform for local talent, in particular youth groups from across Perth and Kinross, to perform. It will be important to maintain support for this element of the weekend festival in order to encourage participation in cultural activities from across the community which is in line with the Council's wider cultural priorities.

- 1730
Santa's Parade: from Thimble Row, High Street, Scott Street, South Street to Tay Street. This may be subject to change due to the ongoing works at St Paul's Church.
- 1815
Christmas Lights Switch On, special effects lighting and pyrotechnics display on Tay Street
- 1830 onwards
Funfair Pleasure Rides
All stage entertainment continues until 2100

- 2.3 In line with last year, it is proposed that the Perth Common Good Fund contribution supports the following elements of the programme on Saturday, 18 November:

Main stage (lighting, sound, pyrotechnic effects, and related infrastructure)	20,000
Community Stage at King Edward Street	2,000
Santa's Parade and street entertainments	10,000
Children's stage / family area at Horsecross Plaza	3,000
Health, safety and welfare (medical cover, stewarding, toilets, waste services and cleansing)	5,000

- 2.4 For 2017/18, the impact of the programme of events will be assessed by business surveys along with analysis of visits to the city.
- 2.5 The Committee is asked to note the current budget provision for 2017/18 in respect of the Christmas Lights Switch On programme for Saturday, 18 November and the expenditure outlined in the report.

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Approved

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Barbara Renton	Director (Environment)	15 September 2017

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	None
Legal and Governance	None
Risk	None
Consultation	
Internal	Yes
External	None
Communication	
Communications Plan	None

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan which outlines the key things we think are important for Perth and Kinross.

- i) Giving every child the best start in life
- ii) Developing educated, responsible and informed citizens
- iii) Promoting a prosperous, inclusive and sustainable economy
- iv) Supporting people to lead independent, healthy and active lives
- v) Creating a safe and sustainable place for future generations

- 1.2 It is considered that the strategy and related actions will contribute to the following objective: Promoting a prosperous, inclusive and sustainable economy.

Corporate Plan

- 1.3 The Council's Corporate Plan 2013-2018 outlines the same five Objectives as those detailed above in the Community Plan. These objectives provide a clear

strategic direction, inform decisions at a corporate and service level and shape resource allocation. It is considered that the actions contained in the report contribute to objective (iii) outlined in paragraph 1.1 above.

2. Resource Implications

Financial

- 2.1 As part of the 2017/18 budget process, the Committee approved a budget allocation of £40,000 towards the Christmas Lights Switch On event. A breakdown of anticipated expenditure is provided in the report.

Workforce

- 2.2 There are no staff resource issues for Perth and Kinross Council.

Asset Management (land, property, IT)

- 2.3 There are no asset management issues.

3. Assessments

Equality Impact Assessment

- 3.1 An Equality Impact Assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.
- 3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- Assessed as **relevant** and the following positive outcomes expected following implementation:
 - The needs of equality groups to be addressed in the operational delivery of events in the city centre such as the provision for viewing by disabled visitors, the provision of additional toilet facilities for disabled visitors etc.

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. However, no further action is required as the proposals do not qualify as a PPS as defined by the act and are therefore exempt.

Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.

Legal and Governance

- 3.5 The consideration of the report is in line with the Council's Scheme of Administration.

Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process where the Council is the lead on individual projects.

4. Consultation

Internal

- 4.1 The Head of Planning and Development and Head of Finance have been consulted in the development of the report.

2. BACKGROUND PAPERS

- 2.1 N/A.

3. APPENDICES

- 3.1 None.