

**PERTH AND KINROSS COUNCIL****Enterprise and Infrastructure Committee****8 March 2017****PERTH WINTER FESTIVAL****Report by Director (Environment)****PURPOSE OF REPORT**

This report outlines the approach taken to the development and implementation of the 2016/17 Perth Winter Festival and highlights the results of the evaluation of the Christmas Lights event and St Andrew's Day Festival. It also outlines the success of a new event, the Norie Miller Walk Light Nights.

**1. BACKGROUND**

- 1.1 At its meeting of 23 March 2016, the Enterprise and Infrastructure Committee considered a report on the development and performance of the Perth Winter Festival (Report No 16/129 refers). The Committee approved the approach taken to the Festival, as well as the methodology taken to the evaluation of events, together with details on the estimated economic impacts. The Committee also requested a report on the performance of the 2016/17 Festival to a future meeting of the Committee.
- 1.2 The purpose of this report is to outline the main outcomes from the 2016/17 Festival, specifically in relation to the Christmas Lights event and the St Andrew's Day Festival.
- 1.3 It also updates the Committee on the successful extension to the Winter Festival programme in relation to the Light Nights at Norie-Miller Walk.

**2. PROGRAMME DEVELOPMENT**

- 2.1 Building on the pattern of consultation undertaken through 2015, officers met with elected members from the Perth wards, as well as the Convener and Vice Convener of the Enterprise and Infrastructure Committee to consider and discuss issues relating to the development and delivery of the programme of events for winter, and agree the scale and scope of the major feature of the Festival – the Christmas Lights event. In view of the scale and scope of the Christmas Lights programme, it was agreed that Tay Street would continue to be the location of the main stage, with a series of other entertainment zones operating within the city centre throughout the day. A core feature of the day's programme would once again be Scotland's Outdoor Chocolate Festival located in the High Street.

2.2 Local businesses were consulted and informed of developments by the Council's City Centre Manager through the Perth City Traders' Association. With regards to the programme of entertainment, elected members were also consulted on the types of entertainments and activities that they wished to see within the Winter Festival, specifically in relation to the Christmas Lights event schedule.

2.3 The main features of the Winter Festival were:

- Christmas Lights event – Saturday 19 November 2016
- City of Culture Community Celebration – Sunday 20 November 2016
- Christmas Fair Day - Saturday 26 November 2016
- St Andrew's Day celebrations – Sunday 27 November 2016
- Churches Lantern and Nativity Parade – Saturday 03 December 2016
- Santa Run – Saturday 10 December 2016
- Norie Miller Walk Light Nights – Saturday 28 January 2017 to Tuesday 14 February 2017

2.4 While not part of the overall winter festival programme, a special City of Culture Community Celebration was held on Sunday 20 November 2016, to raise awareness of the Perth bid for UK City of Culture status and encourage participation by community groups in the process. This allowed the event infrastructure (stages etc) that was in place for the preceding day's programme to be utilised for the full weekend.

2.5 An addition to the programme this year has been the sound and light event held in January and February at the Norie Miller Walk on Perth's riverside – The Norie Miller Walk Light Nights. This comprised a series of lighting installations, special effects and supporting entertainment. The purpose of this event was to conclude the Winter Festival, encourage evening footfall in the city and also demonstrate the potential that feature lighting has to enhance the city scape, with a focus on economic impact.

2.6 The Council led programme for the Winter Festival was also complemented by a series of other events including Farmers' Markets and Craft Markets as well as the Perth Concert Hall programme.

2.7 The expenditure summary for the events which took place is as follows:

<b>Event</b>	<b>Gross Expenditure</b>	<b>Income</b>	<b>Net Expenditure</b>
Christmas Lights Switch On event	£216,461	£51,500	£164,961
Christmas Fair Day	£7,051	0	£7,051
St Andrew's Day celebrations	£15,207	0	£15,207
Churches Lantern and Nativity Event	£4,648	0	£4,648
Santa Run	£2,359	0	£2,359
Norie Miller Walk Light Nights	£88,008	0	£88,008
<b>Total</b>	<b>£333,734</b>	<b>£51,500</b>	<b>£282,234</b>

2.8 The key features of the Christmas Lights event included:

- Main stage acts such as Professor Green, Fleur East, Slade, the Half Eight and the Lorraine Crosby Band
- Horsecross children's stage featuring tribute acts, clown shows and Basil Brush
- King Edward Street stage featuring a varied programme of acts and East 17
- Themed entertainment zones throughout the city (including funfair)
- Scotland's Outdoor Chocolate Festival in the High Street
- Ice sculptures & live carvings
- The switch on of the Christmas Lights by the Provost which featured fireworks and lasers

2.9 The cost breakdown for the Christmas Lights event is as follows:

Staging and infrastructure	£59,944
Marketing	£29,684
Health & Safety/stewarding	£21,204
Entertainment (all stages and street entertainers etc)	£97,084
Miscellaneous (signs, power charges, etc)	£8,545
<b>Total</b>	<b>£216,461</b>

### 3. EVALUATION

3.1 As reported to the Enterprise and Infrastructure Committee in March 2016 (Report No 16/129 refers), an extensive programme of research and evaluation was undertaken in 2015. 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. In 2016, this exercise was repeated for the Christmas Lights event and the St Andrew's Day Festival. Following a tender exercise, Bellerby Economics, working with IBP Research, was appointed to undertake the studies.

3.2 The aim of the studies was to estimate the economic impact of the events, particularly the net additional expenditure generated in the Perth and Kinross economy. In addition, the evaluations provided the Council with an understanding of the importance of the event in a visitor's decision to visit and addressed a number of areas including:

- The geographical origin of event attendees
- The expenditure of attendees
- The length of stay by attendees
- Quality of the attendee's experience
- Motivation for attending the event

3.3 In line with 2015, the method adopted in conducting the studies included:

- A desk based review of:
  - Data from the event organisers relating to footfall, funding, expenditure
  - Key strategic documents, such as the Events Strategy, to put the evaluation of the event into context
  - Surveys of visitors to the city on the day of the event

3.4 387 visitors to the city on the day of the Christmas Lights event were surveyed. This was deemed a statistically robust sample size. The key findings from this survey include:

- Approximately 20% of visitors to the event were not Perth and Kinross residents
- The majority of survey respondents (70%) were aged under 45
- 56% of the survey sample were female and 44% male
- In terms of party size, those surveyed were part of a wider visiting party totalling 922 adults, accompanied by 468 children
- Some 75% of visitors had attended previous Christmas Lights events
- 62% of the visitors said they would definitely return to the event in subsequent years; 34% saying that they would probably return
- 68% would definitely recommend the event to others; 29% probably would

3.5 The estimated footfall count for the day was 112,000 (98,448 in 2015). Using the same methodology as last year, this is rounded down to 75,000 (66,000 in 2015) 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 to see the lights switched on.

3.6 It is estimated that the attendance on Tay Street at the lights switch on was 40,000 (30,000 in 2015). Bellerby Economics applied the same methodology used for the 2015 assessment, thereby ensuring consistency in reporting on impacts. Although a lower spend per head was reported in 2016 compared with 2015, the higher visitation level resulted in a net economic impact to the local economy of £1.62 million.

3.7 The Christmas Lights event economic impact assessment was calculated as follows:

#### **Christmas Lights Event**

Visitor Numbers	75,000
Gross spend	£4,172,734
Displaced spend	£2,943,788
Net direct spend	£1,228,946
Multipliers	1.32
Net additional spend	£1,622,209

- 3.8 While the Christmas Lights day was the stand out single event of the Winter Festival programme, the same approach to surveying and methodology for assessing the economic impact, taking account of the estimated 11,300 visitors, was applied to the St Andrew's Day Festival.

#### **St Andrew's Day Festival**

Visitor Numbers	11,300
Gross spend	£567,414
Displaced spend	£458,477
Net direct spend	£108,938
Multipliers	1.32
Net additional spend	£143,798

- 3.9 These two events alone therefore generated an estimated combined gross spend of £4,740,148. The net additional spend was over £1.7 million for the Perth and Kinross economy.

#### **VISITOR FEEDBACK**

- 3.10 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 to Perth

- 3.11 Replies were received from 42 businesses to the business survey regarding the Christmas Lights event. 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
- 24% felt that the event had had a negative impact on their business

- 3.12 Businesses gave some additional comments on how the event could be improved. These were as follows:

- Event switch to another day (Sunday)
- Better traffic management
- Free parking to encourage more visitors
- Spreading the events across a wider area of the city
- Spreading the events across a week
- Provide earlier notification of the event

## **NEW EVENT**

- 3.13 The Norie Miller Walk Light Nights was a new event for the 2016/17 Winter Festival and attracted 50,947 visits between 28 January and 14 February 2017. A social media survey of attendees gave very positive feedback and indicated that the event also encouraged additional activities such as eating out and shopping. Postcode analysis indicates that event attracted visitors from a wider region including Dundee, Edinburgh and Glasgow, as well as the Perth and Kinross area. A survey of Fife businesses is also being undertaken and will conclude in early March. Initial comments from members of the Perth Traders' Association indicated that restaurants and licensed premises felt they were busier during the period of the event.

## **4. PROPOSAL**

- 4.1 The Winter Festival, and the Christmas Lights event in particular, highlights the ambition of Perth and Kinross Council and its capabilities in programming an extensive array of events and entertainments in the city. Furthermore, the Festival is supporting the credentials of Perth as a candidate for the UK City of Culture. The audience numbers for the Christmas Lights event have grown enormously over the past couple of years and it is important to note that the city centre is effectively now at capacity in terms of visitor numbers at the peak of the event. Due cognisance of this will be taken when considering the event's components including the profile of entertainers, schedule of performances and location of entertainment zones in the future.
- 4.2 It is proposed that there is ongoing engagement with elected members on the design and delivery of the Winter Festival programme for 2017/18, in line with budget availability. It will also continue with the business community through the appropriate channels including meetings, on-line and written communications.
- 4.3 The Winter Festival will be the subject of a report to a future meeting of the Enterprise and Infrastructure Committee.

## **5. CONCLUSION AND RECOMMENDATIONS**

- 5.1 This report gives information on 2016/17 Winter Festival programme and an outline of the economic impact of the key events, in particular the Christmas Light switch on.

5.2 It is recommended that the Committee:

- (i) Notes the performance of the Perth Winter Festival in 2016/17.
- (ii) Approves ongoing engagement with the Convenor and Vice Convenor of the Enterprise and Infrastructure Committee and elected members for the Perth wards on the development of the 2017/18 Winter Festival programme.
- (iii) Requests that the Director (Environment) brings a report on the performance of the 2017/18 Winter Festival to a future meeting of the Committee.

**Author**

<b>Name</b>	<b>Designation</b>	<b>Contact Details</b>
Alan Graham	Business Development Team Leader	01738 475000 <a href="mailto:TESCommitteeReports@pkc.gov.uk">TESCommitteeReports@pkc.gov.uk</a>

**Approved**

<b>Name</b>	<b>Designation</b>	<b>Date</b>
Barbara Renton	Director (Environment)	8 February 2017

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

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

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

- 1.1 The activities contribute to the Community Plan's strategic objectives of 'Promoting a prosperous, inclusive and sustainable economy', and a 'Safe Welcoming Environment' and the outcomes of 'a thriving, expanding economy' and 'employment opportunities for all'.

#### Corporate Plan

- 1.2 Perth and Kinross Council Corporate Plan 2013/2018 sets out five strategic objectives:
- (i) Giving every child the best start in life;
  - (ii) Developing educated, responsible and informed citizens;
  - (iv) Promoting a prosperous, inclusive and sustainable economy;
  - (iv) Supporting people to lead independent, healthy and active lives; and
  - (v) Creating a safe and sustainable place for future generations.
- 1.3 This report relates to Objective No (iii) 'Promoting a prosperous, inclusive and sustainable economy' and the outcome of 'Thriving, expanding economy' by encouraging and supporting tourism.



## 2. Resource Implications

### Financial

2.1 There are no financial resource implications as a result of this report.

### Workforce

2.2 There are no workforce implications as a result of this report.

### Asset Management

2.3 There are no asset management implications arising as a result of this report.

## 3. Assessments

### Equality Impact Assessment

3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.

3.2 This section should reflect that the proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- (i) Assessed as **not relevant** for the purposes of EqIA.

### 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. No further action is required as it does not qualify as a PPS as defined by the Act and is 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. The activities in this report will contribute towards sustainable economic development in Perth and Kinross.

## Legal and Governance

- 3.5 The consideration of the report is in line with the Council's Scheme of Administration and specifically the role of the Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan key infrastructure. Legal Services has been consulted on these proposals.

## Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process.

## **4. Consultation**

### Internal

- 4.1 The Heads of Legal and Governance, Democratic Services and Finance have been consulted in preparation of this report.

## **5. Communication**

- 5.1 Any communications required will be undertaken by the Council.

## **2. BACKGROUND PAPERS**

- 2.1 Perth Winter Festival – Report to the Enterprise and Infrastructure Committee, 23 March 2016 (16/129)

## **3. APPENDICES**

- 3.1 Appendix 1 – Economic Impact Assessment of the Perth Christmas Lights Switch On Event
- 3.2 Appendix 2 – Economic Impact Assessment of Perth's St Andrew's Day Festival