

**PERTH AND KINROSS COUNCIL**

**Environment and Infrastructure Committee**

**23 May 2018**

**RURAL EVENTS FUNDING AND  
EVENT FUNDING APPLICATION – CRIEFF PROMENADE PERFORMANCE  
EVENT**

**Report by Executive Director (Housing & Environment) (Report No. 18/173)**

The purpose of this report is to outline the proposed approach to the criteria and approval process in respect of the 2018/19 non-recurring budget to support rural events.

In addition, the report asks the Committee to consider a request for funding from Crieff Succeeds Ltd from this budget, for a new promenade performance event in Crieff.

**1. BACKGROUND**

- 1.1 As part of the 2018/19 budget setting process, the Council approved a budget motion to provide £100K in this financial year (non-recurring) for the purposes of supporting events in rural Perth and Kinross. The purpose of this report is to seek Committee approval towards the proposed approach to the management of this specific fund, which is in addition to the core recurring events budget. This will allow engagement with event organisers and disbursements from this budget to commence.
- 1.2 The narrative of the budget motion is:

“To allow groups in our rural communities to apply for start-up funding for recurring events that will attract visitors from outside the immediate area. (Non recurring)”.
- 1.3 This report sets out proposed criteria and the means whereby this grant funding is allocated. In addition, the report asks the Committee to consider a grant from this new fund to Crieff Succeeds Ltd (the Business Improvement District (BID) for the town) to support an event scheduled to take place in late 2018 at Drummond Castle.

**PROPOSAL – RURAL EVENTS FUNDING**

- 1.4 It should be noted that this budget allocation has been made to the 2018/19 Economic Development revenue budget and the principle motivation is to drive visitation to “rural” Perth and Kinross. As such, events in Perth and Scone will be ineligible for support. Furthermore, as tourism is the principle

driver, the fund will not be able to be used to support events where the principal focus is local community celebrations including, for example, gala day type events, bonfire nights etc. As a result, event organisers must be able to demonstrate that their event is of sufficient strength and appeal to attract an audience from outside Perth and Kinross. Event organisers will also have to demonstrate that the event will generate economic impact for that locality, rather than displacement from the resident Perth and Kinross market.

1.5 It is proposed that the following core criteria for the existing events grant support will also be applied to this new budget:

- Events which offer a direct economic return on investment through tourism, business opportunities or other means
- Events which encourage overnight stays
- Events of national importance (at least in the Scottish context)
- Events which focus on quieter times of the year
- Events which showcase the culture, sport and/or the natural environment of Perth and Kinross
- Events which can be developed/grown
- Events which offer commercial and showcasing opportunities for Perth and Kinross businesses
- Events which promote social inclusion

1.6 This budget will, however, be separated from the core events budget for budget management and reporting purposes.

1.7 As the aim of this new budget is to provide “start-up funding for recurring events”, it is proposed that existing established “rural” events will be ineligible for support from this budget and would require to be considered within the core events scheme. Therefore, it is proposed that, in addition, to satisfying the above criteria, support can only be provided to an event where:

- An event is in its inaugural year and appears viable
- There is a clear vision and plan for the event and its future development
- It is intended that the event is annually recurring and is not a “one off”. The funding support is therefore intended to “pump prime” the event
- An event may be in its second year but, following a successful inaugural year, has demonstrated sustainability and has sufficient development potential i.e. the funding will support a step up in attendance/participation and lever funding from other sources e.g. EventScotland National Events Programme which does not support events in their first year
- The event owner is an established constituted body and can demonstrate community support
- There are other sources of funding projected including ticket income, sponsorship, other grants etc.
- Events to be held in Perth and Scone would not be eligible for support

- 1.8 In terms of decision making, it is proposed that, in line with the existing events funding scheme, grant awards up to £10K are determined at officer level. Officers will assess applications and engage with event organisers to offer advice and guidance, as they do currently. The lead officer for this will be the Council's events officer. In line with the Council's Scheme of Administration, grant awards in excess of £10K will require to be reported to, and considered by, the Environment and Infrastructure Committee. This would follow a process of engagement and screening of the proposal by officers.
- 1.9 It is difficult to anticipate the likely demand on this budget. The first application has been received from the Crieff Succeeds BID for £30K towards its new event. However, given the planning lead in time for events and the capacity of local groups, it will be important that the decision making process and turnaround for funding requests is as quick and seamless as possible. It is anticipated that funding requests in excess of £10K will be the exception rather than the rule.
- 1.10 In the event that the £100K budget is not fully expended in 2018/19, due to a range of mitigating reasons, such as lack of demand or lack of suitable proposals, it is proposed that budget flexibility may be sought to accrue remaining balances into the 2019/20 financial year.

**1.11 PROPOSAL – EVENT FUNDING APPLICATION FOR CRIEFF PROMENADE PERFORMANCE EVENT**

**Background**

- 1.12 Crieff Succeeds Ltd is the Business Improvement District (BID) for the town and was established in 2015 through a ballot process of local businesses (Report No. 15/23 refers). The BID delivers a range of services to businesses and promotional activities in line with its aim of restoring Crieff's reputation as a place to visit, shop and do business.
- 1.13 As one element of its 5 year business plan, the BID plans to deliver a ten day festival in November and December 2018. The working title for this event is "Horrible Histories" and will take the form of promenade type performances comprising drama, special effects, projections along with sound and light effects in the grounds of Drummond Castle.
- 1.14 Over the past two years, the BID has supported a number of local community based events in the town with the intention of helping to increase attendances. However, it is acknowledged that the investment to date in such relatively small scale events has had limited impact. The BID has decided to stage its own larger scale event that will attract a wider visitor audience. It would become the central feature of a local events strategy which would encompass the smaller community events. To this end, a feasibility study was undertaken in 2017 by the Crieff BID. This was to establish where and how an annual "big event" could be delivered with sufficient appeal to develop sustainably and attract an audience from outside the Perth and Kinross area. The event

would also showcase a major visitor attraction in our area and one which is a filming location for the television series “Outlander”.

### **Event Proposal**

- 1.15 The event proposed is a programme of outdoor performances staged in the grounds of Drummond Castle near Crieff over the period from 28 November to 9 December 2018. The production has the working title “Horrible Histories” and would comprise a series of theatrical performances with audio visual pieces projected onto the castle walls. The production would, therefore, comprise elements of drama and humour drawing on the area’s rich heritage including Jacobite connections. Given the time of year, it is intended that there will be a festive flavour to the production and also that the event will become an annual fixture in the Crieff events calendar. It is envisaged that each evening performance will last approximately 30 minutes with a total visitor dwell time on site of 45 minutes. The event will be fully ticketed including designated bus transport between Crieff town centre and Drummond Castle. This is for visitor and traffic management purposes and also ensure benefits accrue to town centre businesses, by creating the bus transfer point in the town centre.
- 1.16 In developing the event proposals and plans, the Crieff BID has engaged with the team behind the Enchanted Forest and a series of other outdoor events in Scotland including the Electric Glen in East Renfrewshire, Spirits of Scone, and Colours of Cluny at Forres. The Crieff BID is, therefore, confident that this team has the experience of producing and marketing a successful outdoor event at this time of year and at that type of outdoor location. Furthermore, the production team believes that there is sufficient market demand for events of this nature and that the Perth and Kinross area can sustain a further event in the autumn/winter period. It is proposed that there are between 4 and 6 performances each evening with a series of timed slots every 30 minutes and a capacity of 200 tickets per slot creating an evening capacity of approximately 1,400 per evening. The proposed performance length is based on other events which the production company has produced.
- 1.17 The event’s marketing campaign would build on the existing Crieff Succeeds marketing effort and will be designed to achieve an initial sales target of 7,500. The target markets include: local families within a 45 minute drive time catchment; day visitors from a wider 80 minutes catchment; overnight visitors from the central belt and west of Scotland, who may also use the event as an opportunity to take a short break in the area. By comparison, the Colours of Cluny event in Forres achieved 12,000 visitors in its first year against a target of 8,000 and from a significantly smaller catchment. The Crieff BID is confident that the 7,500 ticket sales target is achievable.
- 1.18 In terms of ticketing, it is anticipated that sales will be through a ticket agency with “walk up” tickets on performance days also available through a suitable location in the town. A pricing and revenue strategy will be fully developed, but at this juncture and for the purposes of budgeting, the following pricing model is anticipated:

Adults	£15 midweek; £16 weekend
Concessions	£7.50 midweek; £8 weekend
Family tickets	£40 midweek; £45 weekend

Group discounts will be available.

### Event Income and Expenditure Projection

1.19 The Crieff BID has provided the following event budget information

#### Income

Ticket sales	94,050
Merchandise	1,000
Catering	5,000
<b>Total</b>	<b>£100,050</b>

#### Expenditure

Transport (coaches)	12,000
Marketing services	10,500
Media & PR	10,000
Production costs	37,500
Performers	12,000
Site signage	500
Re-instatement costs	1,000
Ticketing fees	6,200
Security/stewarding	8,000
Site hire	12,000
Site prep including fencing	500
Crew	2,000
Insurances	1,500
Output tax	15,678
Contingency	1,000
<b>Total</b>	<b>£130,378</b>

1.20 The above budget is based on a ticket sales forecast of 7,500 tickets with an average yield of £12.54 per ticket. The Crieff BID has requested a grant of £30K from Perth and Kinross Council to go towards the event's production costs. It is confident that the event will be able to grow and to become self-sustaining through ticket revenue and other commercial income with scope for the event to increase the length of its run in subsequent years, expand its footprint in the Drummond Castle grounds, and consequently increase its sales potential. The Council's funding support would therefore be intended to "pump prime" the event in its inaugural year.

1.21 The event itself will require the Council to issue a Public Entertainment Licence and the Council, through its multi-agency Safety Advisory Group, would consider matters relating to the event's safety, security and operational

plans which would be produced by the event organiser. The Council would have no other liabilities and all responsibilities and risk (e.g. event cancellation, ticket income shortfall etc.) would require to be addressed by the Crieff BID.

- 1.22 The event will be assessed from an operational perspective as well as its scalability, capability in attracting footfall and dwell time to the town, and length of stay. Data from visitors will inform an impact assessment. As this is a new event, there is no historic information regarding economic impact. However, this will come from additional visitor expenditure as well as the organiser's direct expenditure in the local economy for supplies and services relating to the event. A post event evaluation report will be produced.
- 1.23 It is proposed that the full grant is awarded to the Crieff Succeeds BID for the purposes of producing the promenade performance event at Drummond Castle on the following basis:
- The funding is in financial year 2018/19, is non-recurring and ring fenced for the event
  - The grant is phased over three equal payments: an initial payment; an interim payment on the production of, and approval by the Council (and any partner agencies) of the appropriate operational plans; a final payment on production of the post event evaluation report
  - If the event does not go ahead then the full funding will not be awarded and any initial grant payment is repaid to the Council in full.

## **2. CONCLUSION AND RECOMMENDATION**

- 2.1 This report outlines the proposed approach to the rural events support budget which is a non-recurring element of the 2018/19 Enterprise revenue budget. The proposal is that a streamlined approach to decision making is adopted, in line with existing governance arrangements regarding support to external events organisers.
- 2.2 The budget motion may mean that significant support needs to be provided by officers to event organisers given the "start-up" intention of this financial support. This may necessitate the provision of advice and guidance through the process of holding an event in addition to any funding support.
- 2.3 In addition, the report outlines the development of a large public event at Drummond Castle near Crieff by the Crieff Succeeds Ltd Business Improvement District (BID) in order to attract new visits to the area in the off peak season and generate additional expenditure for the area. The event takes the form of a 10 day programme of drama performances and audio/visual experiences in the castle grounds in late November/early December 2018. The Crieff BID proposes using the services of a company that has experience of delivering a range of outdoor themed events including the Enchanted Forest. Crieff BID is seeking support from the Council of £30K from this rural events budget for the inaugural year of the event.

2.4 It is recommended that the Committee:

- a) Approves the proposed approach to the management and allocations from the budget for rural start-up events
- b) Approves the outlined criteria and conditions of funding for this budget
- c) Notes the background to the development of the “Horrible Histories” promenade performance event concept by the Crieff Succeeds Ltd Business Improvement District
- d) Considers a grant award of up to £30K from the 2018/19 revenue budget for rural start up events to Crieff Succeeds Ltd for the purposes of staging the event in its first year

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**Approved**

<b>Name</b>	<b>Designation</b>	<b>Date</b>
Barbara Renton	Executive Director (Housing & Environment)	24 April 2018

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>Yes</b>
Workforce	<b>None</b>
Asset Management (land, property, IST)	<b>None</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>Yes</b>
Strategic Environmental Assessment	<b>None</b>
Sustainability (community, economic, environmental)	<b>None</b>
Legal and Governance	<b>Yes</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 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 The Council will provide financial support of £30,000 in financial year 2018/19 to the Crieff Succeeds BID Ltd for the purposes of the “Horrible Histories” promenade performance event at Drummond Castle from the budget for rural events contained within the 2018/19 revenue budget (non-recurring).

### Workforce

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

## **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:
- (i) Assessed as **relevant** and the following positive outcomes expected following implementation:
- The needs of equality groups are addressed in the programming and venue arrangements undertaken by event organisers in line with legislation

### 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 and specifically the role of the Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan and promote tourism development activity.

### 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 Economic Development, the Head of Democratic Services, the Head of Legal and Democratic Services and Head of Finance have been consulted in the development of the report.

## **2. BACKGROUND PAPERS**

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

- Business Improvement District, Crieff - Report by Executive Director (Environment) to the Enterprise and Infrastructure Committee (ref: 15/23)