

PERTH AND KINROSS COUNCIL

Environment and Infrastructure Committee

30 October 2019

EVENT FUNDING APPLICATION – CRIEFF FIRE & LIGHT FESTIVAL EVENT

Report by Executive Director (Housing and Environment) (Report No. 19/303)

This report outlines the request received from the Crieff Succeeds Ltd Business Improvement District, to support the development of a performance event which is to be staged in Crieff in early 2020. It recommends £24,900 funding support in line with the provision through the 2019/20 revenue budget, to support start up events in rural Perth and Kinross, based on criteria previously agreed by the Environment and Infrastructure Committee.

1. BACKGROUND

- 1.1 At its meeting of May 2018, the Environment and Infrastructure Committee approved the criteria for the funding of events to be supported through the Council's 2018/19 revenue budget provision for groups in rural communities to apply for start-up funding for recurring events (Report No. 18/173 refers). The Committee also approved funding support of £30,000 to Crieff Succeeds Ltd Business Improvement District (BID) for a new promenade performance event which, it was intended, would be staged at Drummond Castle in late 2018.
- 1.2 However, for a number of reasons, including the appointment of a new BID Manager in late 2018, the development of this event did not proceed and consequently it was postponed. On taking up the post, the new BID Manager advised the Crieff Succeeds Ltd Board that consideration should be given to using Crieff town centre as the venue for the event. This was on the basis that there would be greater impact and benefit were the event to take place in the town centre.
- 1.3 The budget provision for rural events support is non-recurring budget motion monies approved in financial year 2018/19. Aside from Crieff Succeeds Ltd's original application, 8 event funding applications were received which fitted the rural events funding criteria with support of approximately £35K being provided. The remaining balance of £65K has been accrued to reserves for future applications. As the Crieff event did not proceed as originally intended, there is scope to accommodate the funding request from this remaining accrued budget balance.

2. PROPOSAL

- 2.1 Crieff Succeeds Ltd proposes that the event, with the working title "Crieff Fire and Light Festival", would take place in week commencing 2 March 2020 over six nights (provisionally Tuesday 3 to Sunday 8 March) at various locations in Crieff town centre including Leadenflower, Old St Michael's, Crieff Town Hall

(indoors and outdoors), and James Square. The programme would comprise a series of theatrical performances, animation and audience interactions, fire performers, with audio visual pieces projected onto the various buildings. The event would entail the audiences being “walked” around the trail, with audio-visual pieces partly delivered by headsets and with theatrical performances in five designated performance sites. Each performance/visual experience would last approximately 45 minutes with a total potential dwell time of 3 hours in Crieff town centre. The performances will culminate in a medieval themed market in James Square. The production would comprise elements of drama and humour drawing on the area’s rich heritage including its Jacobite connections and the torching of Crieff in the early 18th century. Audience participation would be by way of ticketed, timed slots each evening and the event would be suitable for all ages. Some elements of the event will be free of charge given the highly visual nature of the programme. Both professional actors and community participants will be involved in performances.

- 2.2 While the original event has been postponed and a new location proposed, the content and theming of the “Fire & Light Festival” are consistent with the original event concept planned for Drummond Castle. Furthermore, as with the original event, Crieff Succeeds Ltd is still engaging with the team behind a series of outdoor events in Scotland which includes Enchanted Forest, Electric Glen in East Renfrewshire, Spirits of Scone, and Colours of Cluny in Forres. Crieff Succeeds Ltd is confident that it has the right team in place to produce such an event at the proposed time of year, and in the new location of Crieff town centre. It is intended that the event will become an annual fixture in the Crieff events calendar.

Income and Expenditure Projection

- 2.3 The Crieff BID has provided the following indicative budget information:

Income

Ticket sales	15,000
Sponsorship/advertising	5,000
Crieff Succeeds Ltd core funding	10,000
PKC Grant	24,900
Total	£54,900

Expenditure

Tour guide equipment	3,000
Lighting	10,000
Performers, actors, guides	6,000
Front of House	3,400
Production	8,000
Management	4,000
Insurance	1,500
Script writing	2,000
Stage management	3,000
Marketing	6,000

Security/stewarding	4,000
Ticketing	1,500
Contingency	2,500
Total	£54,900

- 2.4 Crieff Succeeds is projecting a break even position for the event based on a grant award of £24,900 from Perth and Kinross Council.
- 2.5 The main budget points of difference between this event and the original one in 2018 are as follows:
- The revised event is over 6 nights for the launch year as opposed to 8 nights previously
 - There are no transport or site hire costs
 - Production costs for equipment are reduced to reflect a reduction in the hire term
 - There are no reinstatement costs for the site as would have been the case with Drummond Castle Gardens
 - Ticket sales are based on 8 groups per night being promenaded around the routes in the town, and comprising approximately 30 people in each group (1,440 customers in total for the six nights of the event). Ticket sales income is based on a ticket price range of £8 to £12
- 2.6 The original budget projection for the event at Drummond Castle Gardens was approximately £135,000. At this juncture, the budget is provisional but the event is clearly dependent on the Council grant funding to proceed. However, Crieff Succeeds Ltd is now seeking a lower grant contribution from the Council compared with the original 2018 request (which was £30,000) and which reflects the event's overall budget position and shorter duration, albeit with a lower customer capacity and a lower average ticket price. The Council's grant would be towards the event's production costs.
- 2.7 Crieff Succeeds Ltd is aware that Council funding is intended to "pump prime" the event in its inaugural year as the grant is non-recurring, and that there would be an expectation of the event moving to a sustainable model for subsequent years. The BID's intention is for the event to grow in the future by running over two weekends, extending the length of the route to increase audience capacity, and creating indoor and outdoor spaces where larger audience groups can congregate.
- 2.8 As outlined in the previous report to the Environment and Infrastructure Committee, 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 the related operational plans 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 Crieff Succeeds Ltd.

- 2.9 A post event evaluation report would be produced by Crieff Succeeds Ltd which would include an assessment of its scalability, its ability to attract footfall, dwell time, and length of stay. An assessment of the economic impact will be made and data gathered through this will be used, together with ticket sales and visitor profile data, to gauge the success of the event and influence Crieff Succeeds Ltd's approach to future events.
- 2.10 It is proposed that the grant of up to £24,900 is awarded to the Crieff Succeeds Ltd BID in principle for the purposes of producing the "Fire & Light Festival" event in Crieff town centre, subject to the submission of more detailed budget projections and operational plans, visitation and impact projections, and with all necessary permissions and licences obtained.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 This report outlines the Crieff Succeeds Ltd (Business Improvement District) proposal to stage of a large public event in Crieff town centre in March 2020 (exact dates to be confirmed). This is a development of the original promenade performance concept for which the Environment and Infrastructure Committee approved funding support in May 2018 (Report No. 18/173 refers) but which did not take place in December 2018 as originally intended. Consequently, the Council's grant award of £30,000 was not made. The event concept and format have been revised with a new location of Crieff town centre proposed and Crieff Succeeds Ltd is requesting a reduced level of grant support of £24,900 towards this event. While the original grant award was £30,000 in May 2018 it was for a larger scale event.
- 3.2 It is recommended that the Committee:
- i) notes the background to the development of the Crieff Fire & Light Festival event by the Crieff Succeeds Ltd Business Improvement District.
 - ii) considers the grant award of up to £24,900 from the 2019/20 revenue budget for rural events in principle, subject to conditions.

Author

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Approved

Name	Designation	Date
Barbara Renton	Executive Director (Housing and Environment)	16 September 2019

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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	Yes
Risk	Yes
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 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 up to £24,900 in financial year 2019/20 to the Crieff Succeeds BID Ltd for the purposes of the “Fire Festival” promenade performance event in Crieff town centre.

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 Crieff Succeeds BID Ltd

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 Finance have been consulted in the development of the report.

2. BACKGROUND PAPERS

- 2.1 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.
- 2.2 Event Funding Application – Crieff Promenade Performance Event Report to Environment and Infrastructure Committee 23 May 2018 (Report 18/173).

3. APPENDICES

- 3.1 None.