

PERTH AND KINROSS COUNCIL

Environment and Infrastructure Committee

22 January 2020

EVENTS STRATEGY

Report by Head of Planning and Development (Report No. 20/06)

The purpose of this report is to introduce the new Perth & Kinross Council Events Strategy and seeks the Committee's approval for its adoption.

1. BACKGROUND/MAIN ISSUES

- 1.1 In June 2013 the Council, through the Enterprise and Infrastructure Committee, considered and approved an Events Strategy for the period 2013 to 2020 ([report No. 13/275](#) refers). This set out the ambition to establish Perth and Kinross as a major events and cultural tourism destination with a prestigious annual programme that could drive year-round tourism.
- 1.2 The Strategy was set in the context of the restoration of official city status for Perth, the Ryder Cup and the Year of Homecoming in 2014 and set out several priorities which included attracting new events into the area as well as the Council creating its own new events and festivals in order to develop an attractive year-round calendar. In this regard, over the lifetime of the strategy the Perth Winter Festival has developed significantly, the City of Perth Salute has been established and the area has hosted a number of events of scale including the Solheim Cup, BBC's Biggest Weekend, and the European Eventing Championships, while also responding to the opportunities presented by the national themed years e.g. Year of Young People, Year of Coast and Waters. By the same token, the events landscape has clearly changed over that time with T in the Park no longer taking place and a number of other events and festivals changing or terminating.
- 1.3 It is appropriate at this time, therefore, to revise the Events Strategy and refresh it accordingly in order to take account of the changing environment while also setting out the focus and priorities for action for the next few years.

2. PROPOSAL

- 2.1 This iteration of the Events Strategy is an evolution from the earlier version which had a strong thematic focus on acquisition and growth. In view of the wider landscape for tourism and events, and in view of the challenges in respect of public finances and the Council's resources, this new strategy seeks to reflect a balance between growth on the one hand and sustainable management and effective delivery on the other. It acknowledges the issue of funding for events, especially the Council's own events programme, but does not seek to spell out a specific set of actions in this regard given the complex set of challenges in respect of revenue raising. By its nature the Events Strategy remains fairly high level and as such it comprises a set of principles and priorities for focus.

- 2.2 The experience of the past few years has shown that the Council has had to be nimble in order to respond to opportunities and yet be cognisant of the resource implications and staff time required to ensure the safe and effective delivery of outdoor events in Perth and Kinross, particularly from the perspective of the Housing and Environment service. While a cross service approach involving a range of colleagues is required for the delivery of certain largescale events, there are only 1.5 FTE posts within the Planning and Development division with a specific remit for events (Events Officer; Assistant Events Officer). Furthermore, since the previous Strategy was produced there has been a greater onus placed by government on local authorities to address the health, safety and welfare arrangements of outdoor events through the establishment of a multi-agency Safety Advisory Group process. While this had always been the case in Perth and Kinross Council it is now more explicitly referenced in the Strategy document.
- 2.3 As the Strategy is relatively high level, subsequent action plans will comprise greater operational detail in relation to the short and medium term and individual plans will be developed with regards to specific events. The Strategy provides an overall guide to the direction of travel and still outlines the ambition in terms of growth in the value of events. In this regard, the approach to monitoring the impact of events is also included as are the steps in respect of management of the Council's own events.

3. CONCLUSION AND RECOMMENDATION

- 3.1 This report introduces the draft Perth and Kinross Council Events Strategy which will cover the period 2020 – 2024. This Strategy is in essence a revision of the earlier 2013 – 2020 Strategy but highlights the issues of sustainability and management to a greater degree. Accordingly, the Strategy tries to articulate the ambition for the area in line with wider economic priorities while recognising the need for sustainable development.
- 3.2 It is recommended that the Committee:
- i. Notes the contents of this report and approves the Events Strategy.

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Approved

Name	Designation	Date
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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 2019 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 There are no financial resource implications as a result of this report.

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 will be addressed in events programming planning and operational arrangements.

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 Environment 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 Planning and Development and 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;

- Events and Festivals Strategy - Report by the Executive Director (Environment) to the Enterprise and Infrastructure Committee (ref: 13/275).

3. APPENDICES

Appendix 1 -Perth & Kinross Events Strategy