

REPORT TO: Policy and Performance Review Committee

MEETING DATE: 27 February 2019

BY: Depute Chief Executive (Partnerships and Community Services)

SUBJECT: Major Events – Update Report

1 PURPOSE

- 1.1 To update members on the arrangements for hosting and supporting major events following the report to PPRC on 21st February 2018 and in accordance with the decision at that committee to bring back an update report in 12 months.

2 RECOMMENDATIONS

- 2.1 To note the contents of this report.

3 BACKGROUND

- 3.1 To date Economic Development has provided financial and advisory support for cultural and sporting events that attract or have the potential to attract visitors and therefore generate a positive economic impact for East Lothian. Any support from East Lothian Council is caveated for the promotion and marketing of East Lothian and the return of economic benefit to the area with event organisers having to detail event outcomes. Examples of such events are the Aberdeen Standard Investments Scottish Open and Ladies Scottish Open, The Lammermuir Festival, Fringe by the Sea and the National Museum of Flight Airshow.
- 3.2 Appendix 1 lists visitor-attracting events financially supported during 2017/18 including details of visitor numbers and economic impact. In addition the Aberdeen Standard Investments Scottish Open and Ladies Scottish Open that took place at Gullane Golf Club during July 2018. The Men's event attracted 65,000 visitors and generated a local net economic impact of staging the event of £4.6m whilst the Ladies' event brought in 10,500 spectators and a local net economic impact of staging the event of £995,000. East Lothian Council provided sponsorship of £120,000 and £25,000 respectively.
- 3.3 In line with the Council approved budget, Economic Development will no longer be providing direct financial support to visitor events during 2019/20. In preparation of the removal of this funding support, organisers of all major events taking place in the county were invited to a workshop in October 2018 where they had the opportunity to meet with the key funders of EventScotland and Creative

Scotland and to consider other sponsorship and income-generating means. The *Visit East Lothian* digital and social media platforms will remain available to all such events to help promote them.

3.4 In line with Scottish Government and COSLA guidance to local authorities on event safety, East Lothian Council developed existing event safety and management systems to introduce the Safety Advisory Group (SAG) process in late 2016. Following an iterative process of development, the East Lothian Safety Advisory Group (ELSAG) policy was formally approved by Cabinet in March 2018.

3.5 In August 2018 the Council recruited an Event Safety & Resilience Officer who is identified as the single point of contact for event organisers. The Event Safety & Resilience Officer engages with event organisers on individual events and also delivers training and SAG awareness to community groups.

3.6 The focused and general event organiser training events that have been delivered to date and scheduled imminently are listed below:

27 August 2018	Firework event organisers
28 August 2018	Remembrance Day Parade organisers
22 January 2019	Community event organisers*
11 February 2019	Cycling event organisers
13 March 2019	Community event organisers*

*Coordinated by Community Learning and Development team.

3.7 Following on from the meeting of PPRC on 21st February 2018, the Service Manager – Protective Services has organised and chaired community engagement meetings with community councils that have raised amenity, traffic and business impacts in relation to specific events. Distinct and independent from the SAG process, matters of concern have been discussed openly with event organisers, community councils and partner agencies, delivering productive and positive outcomes.

3.8 Ahead of any event, organisers are prompted to engage and inform the local communities which are directly or indirectly impacted by their activities. The organiser will respond to any concerns and complaints received by the Council in relation to the management of the event for which the Council is not responsible. This is examined and emphasised during the SAG process.

3.9 Forming part of the ELSAG Policy, Local Ward Members can request a meeting with the event organiser and relevant Council Officers to discuss areas of concern.

3.10 East Lothian Council continues to recharge the majority of event organisers for costs incurred to facilitate the event such as implementation of Traffic Orders, Parking Restrictions and enforcement and licensing fees.

4 POLICY IMPLICATIONS

4.1 In line with the implementation of the refreshed East Lothian Economic Development Strategy 2018-22, the emerging updated Tourism Action Plan, the National Tourism Framework for Change and Scotland the Perfect Stage in addition to the approved ELSAG Policy.

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – as set out in 3.3, East Lothian Council's approved budget for 2019/20 removed direct financial support for events. Specific budgetary support for the Scottish Open and Ladies Scottish Open has however been separately provided for within the budget.
- 6.2 Personnel - none.
- 6.3 Other – none.

7 BACKGROUND PAPERS

- 7.1 Report to Policy & Performance Review Committee 21st February 2018
https://www.eastlothian.gov.uk/meetings/meeting/6079/policy_and_performance_review_committee
- 7.2 East Lothian Community Planning Economic Development Strategy –
https://www.eastlothian.gov.uk/meetings/meeting/16411/members_library_service
- 7.2 East Lothian Tourism Action Plan -
https://www.eastlothian.gov.uk/downloads/download/12666/tourism_economy
- 7.3 ASI Scottish Open and Ladies Scottish Open 2018 economic impact reports -
https://www.eastlothian.gov.uk/news/article/12877/major_golf_events_boost_east_lothian_economy_by_55_million

AUTHOR'S NAME	Susan Smith
DESIGNATION	Acting Service Manager, Economic Development
CONTACT INFO	Tel 01620 827174, e-mail ssmith@eastlothian.gov.uk
DATE	15 February 2018

APPENDIX 1**Events Supported - Financial Year 2017/18**

Event	Grant	Attendance	Economic Impact
Rogue Village - Canteen & Rogue Gallery	£15,000	16,320	£73,000
Dunbar Street Art Trail	£17,000	8058	£312,992
Airshow	£10,000	10,115	£131,555
Fringe By The Sea	£40,000	9,425	£1,931,470
Lammermuir Festival	£27,000	4,745	£368,226
Foxlake Winter Running Series	£15,000	2,935	£98,860
IronMan	£12,500	2,034	£158,443
Christmas Fairy Trail	£8,000	7,500	£81,707
Dragons of Drummohr	£5,000	3,190	£30,040
Battle of Pinkie Cleugh	£15,500	4,000	£80,000