

Report To: Policy and Resources Committee

Date: 5 February 2019

**Report By: Head of Organisational Development,
Policy and Communications**

Report No: HR/03/19/GB

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Subject: EARMARKED RESERVES: INVERCLYDE EVENTS

1.0 PURPOSE

- 1.1 This paper reports back on the opportunity to host a major pipe band championships and highlights a range of additional event opportunities considered by the Corporate Management Team as alternatives in light of the current budget position and ongoing review of reserves.

2.0 SUMMARY

- 2.1 The Council agreed to support a bid for bringing a major pipe band championship to Inverclyde for three years.
- 2.2 Following a closed bid the governing body, the Royal Scottish Pipe Band Association (RSPBA), has decided not to award the event to another west coast location.
- 2.3 Officers have been examining a range of opportunities to deliver the ambition to host large scale events in line with the Alliance repopulation objectives to promote Inverclyde as a place to visit and to recognise the heritage of the area.
- 2.4 A package of event opportunities is set out in this report setting out the use of earmarked reserves and additional funding through the repopulation place promotion campaign and the Glasgow City Region which would result in £195K of the existing earmarked reserve being put back into the Council's reserves as part of the review of earmarked reserves and budget setting process.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that Members examine the package of alternative event proposals:
- The recommendations contained in 6.4 to support the delivery of a James Watt celebration in 2019 up to a funding level from earmarked reserves for events and repopulation of £35K.
 - The recommendation set out at 7.5 and 7.6 to support negotiations in partnership with Event Scotland to host a sailing event in 2020 as part of the year of coast and water up to £135K from event earmarked reserves.
 - Support the creation of a new fledgling Inverclyde comedy festival in 2019 and in 2020 set out in 9.4 up to a total of £30K from repopulation earmarked reserves.
 - Support the development of a launch event at the new Greenock Ocean Terminal (GOT) facility at 10.3 up to £30K using funding through the Glasgow City Region.
 - £195K be removed from the existing earmarked reserve for events.

STEVEN MCNAB

HEAD OF ORGANISATIONAL DEVELOPMENT, POLICY AND COMMUNICATIONS

4.0 BACKGROUND

- 4.1 Hosting events as part of the Council's repopulation agenda and the wider promotion of Inverclyde to an external audience has proven successful in recent years.
- 4.2 Successful events hosted in Inverclyde by the Council and its partners include the P1 Scottish Grand Prix of the Sea powerboat and jet ski championships and the re-staging and continued promotion of the Gourrock Highland Games as the first games of the Scottish piping and gaming season.
- 4.3 The area also successfully hosts, at Kip Marina, Scotland's premier boat show event and the second largest of its kind in the UK which attracts visitors to the area.
- 4.4 The Council and the RSPBA have discussed over recent years the area staging a major pipe band championship and the Council agreed earlier this year to bid to host a major pipe band championships.
- 4.5 There are five major championships (the 2018 location is listed in brackets):
- British Championships (Paisley)
 - United Kingdom Championships (Belfast)
 - European Championships (Forres)
 - Scottish Championships (Dumbarton)
 - World Championships (Glasgow).
- 4.6 A successful bid from Inverclyde for the European Pipe Band Championships would have put four majors in the west of Scotland and the RSPBA board have said they were keen to avoid that.
- 4.7 Consequently Inverclyde has been unsuccessful in this round and it is not expected that another round would come up until 2021 and officers have now examined alternative event opportunities.

5.0 ALTERNATIVE EVENT OPPORTUNITIES

- 5.1 Officers have linked with local and national event partners to identify a range of opportunities for 2019/20 with a particular focus on recognising the heritage of the area and the opportunity presented by the Year of Coast and Water 2020.
- 5.2 The event proposals include the opportunity to recognise two anniversaries of famous names from Inverclyde's past, to capitalise on the opportunity in 2020 when Visit Scotland has designated the year Scotland's year of coast and water and the opportunity to profile raise the area in a Scottish and international context.
- 5.3 The event opportunities examined:
- James Watt celebration and bicentennial 2019
 - On the water event in 2020 (eg Clipper round the world race/extreme sailing/flying phantoms event)
 - Scottish International air show
 - Inverclyde comedy festival
 - Launch event at Greenock Ocean Terminal

6.0 JAMES WATT CELEBRATION AND BICENTENNIAL 2019

- 6.1 2019 is the bicentennial of the death of James Watt (1736 - 1819) and this presents an opportunity to celebrate the life and contribution to the world of Inverclyde's most famous son.
- 6.2 Co-ordinating through the Council and linking with a range of local and national partners, the Council could deliver a James Watt celebration in 2019 which would build around the re-opening of the museum and Watt library and incorporate a range of events (see appendix 1).

- 6.3 Officers would also seek to link with a range of national partners who are already planning activity commemorating the life and work of James Watt, including exploring the potential to launch a new James Watt Tartan at Tartan Day linking with Visit Scotland and Scottish Development International to promote Scottish manufacturing.
- 6.4 It is proposed that the James Watt celebration is supported from the earmarked reserves (events and repopulation) up to a total of £35K linking with existing funding streams from the 'great place scheme' and the re-opening and re-launch of the museum and Watt library in 2019 with the events contribution focussing on branding of the celebrations and Watt Institution re-opening and social media promotion (£10K), creation, promotion, merchandising and launch of a James Watt tartan (£20K), and the creation of an end of year promotional legacy piece of film (£5K).
- 6.5 The Council through the design work of corporate communications would retain all copyright and ownership for the Watt Tartan and all branding and merchandising from the Watt celebrations to support existing income targets from advertising and sponsorship. Early development of the branding for both the Watt celebrations and Watt Institution is contained at appendix 2.

7.0 YEAR OF COAST AND WATER 2020 EVENTS – CLIPPER AND EXTREME SAILING

- 7.1 The Council's corporate communications service has been working closely with Event Scotland to identify sailing event opportunities with a particular focus on the year of coast and water in 2020.
- 7.2 Initial discussions have taken place around the possibility of Inverclyde hosting a high profile sailing event including the potential for a Clipper 'stopover' as part of the round the world race and incorporating a new event in partnership with the extreme sailing series.
- 7.3 At this stage both events could provide opportunities to profile raise the area and officers are currently in negotiations alongside Event Scotland to secure firm offers.
- 7.4 Working in partnership with Event Scotland also has the opportunity to open up the international funding stream which brings additional marketing support to events and could put Inverclyde into prime position to host a showpiece event during the year of coast and water in 2020.
- 7.5 It is proposed that a fund from the existing events earmarked reserves is set aside to support continued negotiations to deliver an event in partnership with Event Scotland which could be one of the examples set out at 7.2 and the authority to examine other alternatives.
- 7.6 A fund of £100K to co-host a one year event, subject to match funding being secured through a third party organisation such as Event Scotland, with an additional fund available to support event delivery and 'in kind' logistical support to the event delivery of up to £35K be set aside as part of ongoing negotiations.

8.0 SCOTTISH INTERNATIONAL AIRSHOW

- 8.1 Ayrshire has successfully hosted the annual Scottish International Airshow in recent years attracting audiences of up to 100,000 over three days.
- 8.2 Funding from South Ayrshire Council is being made available to the event in 2018 and 2020 leaving a gap in the calendar for 2019 and, potentially, in 2021.
- 8.3 Officers have discussed the opportunity with event organisers and colleagues at South Ayrshire Council and have a proposal to deliver a one day event in 2019.
- 8.4 Visitor expectations range broadly from 25,000 to 60,000 on the day and the proposal would see a free to attend event with aeronautic displays held over the River Clyde with viewing and visitor areas at Battery Park.

- 8.5 In addition to direct financial assistance, officers from corporate communications would be required to provide event support to the organisers including organising and supporting the safety advisory group and carrying out an economic impact study after the event.
- 8.6 The financial cost to hosting the Scottish International Airshow would be £100,000 per annum in direct funding with additional costs estimated to be between £15-20,000 to support the event with 'in-kind support' through licensing, location, clean-up and event management support.
- 8.7 Given the proximity to the year of coast and water in 2020, it is not proposed to proceed with the international airshow in 2019 though the Council could re-examine the opportunity in 2021.

9.0 INVERCLYDE COMEDY FESTIVAL

- 9.1 In partnership with the Beacon Arts Centre and the Chartroom there exists an opportunity to support a new comedy festival with potential to grow in future years.
- 9.2 Inverclyde has, in 2019, an opportunity to recognise the life and work of Chic Murray who was born in Bank Street, Greenock, served as an apprentice in Kincaid's in Greenock, and has often been described as the 'comedian's comedian' and as Billy Connolly's favourite comedian.
- 9.3 With a range of local venues across the area, there exists an opportunity to support a small fledgling comedy festival as an opportunity to recognise the contribution to Scottish life by Chic Murray and to encourage the creation of a new regular event in the Inverclyde calendar.
- 9.4 The proposal in this paper also sets out funding for two years from events earmarked reserves to support this becoming an annual event in the Inverclyde calendar of £15K in 2019 and £15K in 2020 to underwrite acts and support venues in marketing the event to a wide audience.

10.0 GREENOCK OCEAN TERMINAL OPENING AND LAUNCH EVENT

- 10.1 The creation of a new visitor centre on the banks of the Clyde at Greenock Ocean Terminal presents a significant and not to be missed opportunity to profile raise Inverclyde and its visitor and tourist offer.
- 10.2 It is proposed that funding from earmarked reserves be set aside to create a profile raising launch event at the opening of the Greenock Ocean Terminal building, timed to take place when a large cruise ship is in port, to showcase Inverclyde's wider visitor offer and to promote Inverclyde to a Scottish, UK and international audience.
- 10.3 A budget of £30K from the existing funding from Glasgow City Region would support the planning and delivery of a day and evening of activity at Greenock Ocean Terminal to celebrate the opening of the facility in 2020, linking with the year of coast and water activities and to involve neighbouring locations and to support marketing of the facility to bloggers, journalists and other visitors.

11.0 IMPLICATIONS

11.1 Financial Implications - One off Costs

The option set out in this report would reduce the existing earmarked reserve by £195K

| Cost Centre | Budget Heading | Budget Year | Proposed Spend this Report | Virement From | Other Comments |
|--------------------------|---------------------|-------------|----------------------------|--------------------------------------|--|
| Corporate Communications | Reserves | 18/20 | £150K | Council Reserves | Sailing event (£135K) and James Watt celebration (part) (£15K) |
| | Repopulation | 18/20 | £50K | Council reserves | Comedy festival (£30K) James Watt celebration (part) (£20K) |
| | City region funding | 20/21 | £30K | Glasgow City Region (ocean terminal) | |

Financial Implications - Annually Recurring Costs/ (Savings)

| Cost Centre | Budget Heading | With Effect from | Annual Net Impact | Virement From (if applicable) | Other Comments |
|-------------|----------------|------------------|-------------------|-------------------------------|----------------|
| | | | | | |

11.2 Legal: None

11.3 Human resources: None

11.4 Equalities: None

11.5 Repopulation: Supporting and promoting events in Inverclyde is a key element of the repopulation campaign aimed at promoting Inverclyde as a place to live, work and visit.

11.6 Human resources: None

12.0 CONSULTATIONS

12.1 Discussions have taken place with the chair of the local area tourism group and with representatives of partner organisations to scope out opportunities for events including the Beacon Arts Centre, Kip Marina, James Watt Dock, Visit Scotland, Event Scotland, University of Glasgow and culture/museum staff at the Council in preparation of this report.

13.0 BACKGROUND PAPERS

13.1 HR/27/17/GB – HOSTING LARGE SCALE EVENTS – Policy and Resources Committee, 19 September 2017 (exempt report)

APPENDIX 1:

JAMES WATT CELEBRATIONS 2019 DRAFT PROGRAMME

Current Planned Activities;

| | |
|---------------------|--|
| January 2019 | Celebrating Watt's birthday with projection of images on to Cowan's Corner, launch of the Watt branding and 2019 programme. Launch of schools tartan competition – schools encouraged to design a James Watt tartan. |
| February/March | 'When art tells a tale' – a creative arts, steampunk project through schools. The aim is to create a showcase of work that can be shown later in the year. |
| April/June | Term time activities for a schools 'Watt Institution' collaboration. Young people will use construction toys such as lego to build Watt's workshop with animation work incorporated. Watt tartan created and launched. |
| August | Official opening of the Watt Institution, incorporating the McLean Museum and Watt Library with exhibition to celebrate the life and work of James Watt |
| September | Doors open day will be a focal point in Watt Celebrations to commemorate places connected with Watt and the heritage of Inverclyde. This would include Watt themed walks and tours with characters in period costume. |
| November | Fireworks – The theme for the Council's annual fireworks celebration on Saturday 2 November 2019 will be inspired by James Watt and the industrial revolution. |
| Throughout the year | 100 Watts (Inverclyde) Each month an event or local activity will be part promoted using a new James Watt character. The Watt figure will be 'hidden' in 100 locations to be found as part of the celebration. 100 Watts (world) – A social media campaign will run throughout the year using the hashtag #WheresWatt to encourage people across the world to share images and video of Watt memorials and commemorations. This will be compiled as part of the celebrations in the new Watt Institution and shared widely on social media. World walking/Watt walk is under way as a pilot in Kilmacolm Primary with the aim of rolling out across all schools in 2019 encouraging young children to be more active and to learn about Watt and the places he lived and worked. |

Funding for much of the projects above is already agreed through the Council's existing budgeting and funds in place through the 'Great Places Scheme'. Additional funding for the tartan development, branding and #WheresWatt promotion would be required from the existing earmarked reserves.

APPENDIX 2:

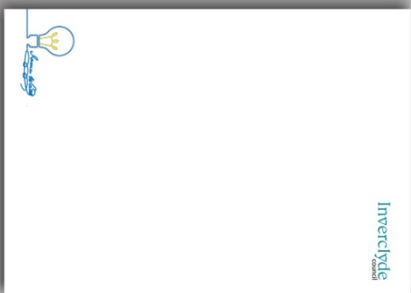
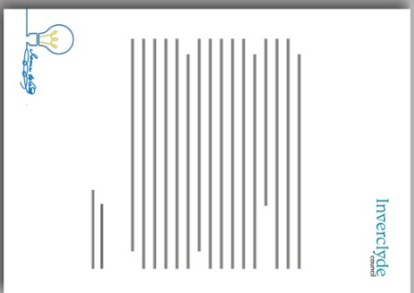
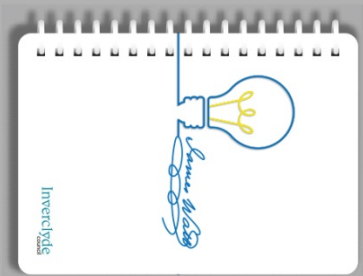
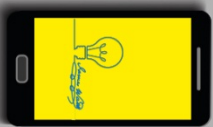
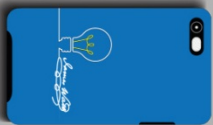
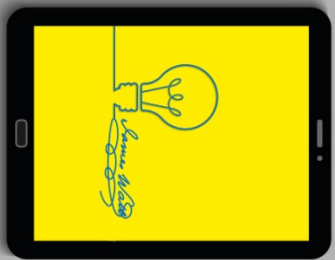
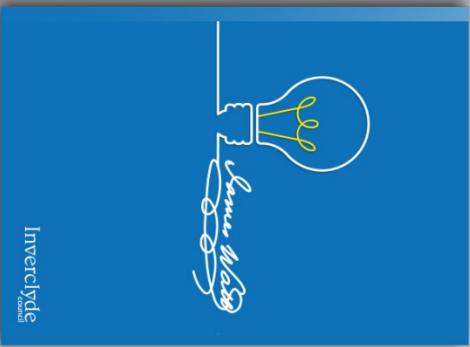
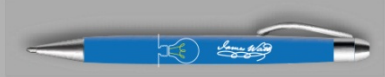
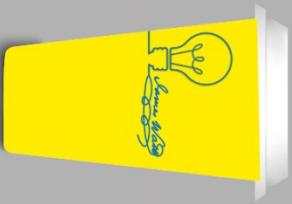
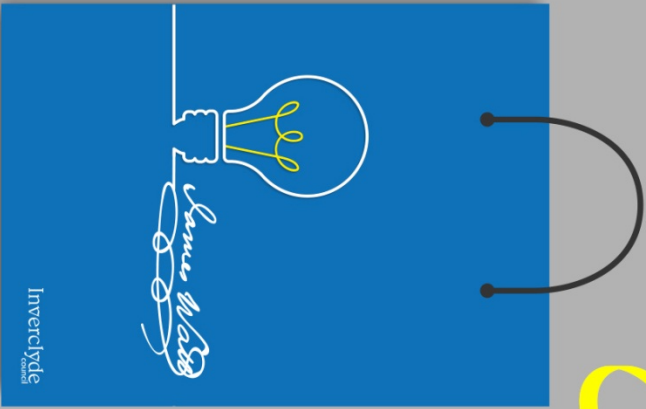
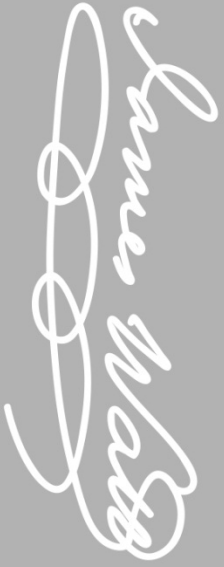
JAMES WATT CELEBRATIONS 2019 BRANDING AND MERCHANDISING (SAMPLE 1)



JAMES WATT CELEBRATIONS 2019 BRANDING AND MERCHANDISING (SAMPLE 2)

James Watt

branding 2019



JAMES WATT CELEBRATIONS 2019 BRANDING EXTENDED TO NEW WATT INSTITUTION (SAMPLE)



INSTITUTION



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