

Corporate Policy and Strategy Committee

10.00am, Tuesday, 2 December 2014

Festivals and Events Core Programme 2015

Item number	7.4
Report number	
Executive	
Wards	All

Executive summary

This report is presented to secure the Committee's strategic oversight of the proposed core programme of Festivals and events for 2015. Any amendments suggested by this Committee will be reflected in the recommendations made to the Culture and Sport Committee on 16 December, which will be asked to approve funding contributions towards some of the events. The report also notes that full cost recovery for policing of major events and festival activity is now in place across Scotland.

Links

Coalition pledges	P24
Council outcomes	CO2 and CO20
Single Outcome Agreement	SO1

Festivals and Events Core Programme 2015

Recommendations

- 1.1 To note that on 21 October 2014, the Culture and Sport Committee approved £225,000 funding over three years (2015 to 2017) towards two stages of the Tour of Britain and one Tour series event.
- 1.2 To provide strategic oversight of the following planned events and the proposed funding contributions towards them:
 - 1.2.1 a second public art light installation in St Andrew Square Garden in spring 2015 – proposed funding contribution of £30,000;
 - 1.2.2 Choirfest in September or October 2015 – proposed funding contribution of £12,000;
 - 1.2.3 IFSC European Youth Climbing Championship on 12 – 14 June – proposed funding contribution of £10,000; and
 - 1.2.4 World War I centenary project and memorial to Scottish farming community to be developed in 2015 – proposed funding contribution of £10,000.
- 1.3 To note that the above proposals, as amended by any decision taken by this Committee, will be presented to the Culture and Sport Committee on 16 December 2014 for approval.
- 1.4 To note that a range of events to commemorate World War I, and the 250th anniversary of the birth of Thomas Muir of Huntershill, will be part of the 2015 programme with advice and support in-kind from the Council.
- 1.5 To note the introduction in 2014 of a charging regime by Police Scotland to recover the costs of policing major events and festival activity and to consider the strategic implications that this may have for the Council's core programme of festivals and events going forward.
- 1.6 To note that the Edinburgh Lectures partnership has agreed to disband and the annual series has come to an end.
- 1.7 To note the proposal to replace the Edinburgh Lectures series by a single Edinburgh Capital City Lecture each year.

Background

- 2.1 On 24 October 2013, as part of the Review of Political Management Arrangements, the Council agreed that the strategic overview of Council events should be added to the remit of the Corporate Policy and Strategy Committee to enhance the corporate oversight of high profile strategic city events.
- 2.2 The core programme of major events and festivals for 2014, supported by Culture and Sport, was approved by the Culture and Sport Committee and the Policy and Strategy Committee on 17 December 2013 and 21 January 2014 respectively. Several additional events were subsequently approved by the Culture and Sport Committee on 27 May 2014.
- 2.3 On 16 December 2014, the Culture and Sport Committee will be asked to approve the proposals, as amended in accordance with any decision taken by this Committee.

Main report

Tour of Britain and Tour Series

- 3.1 Following Edinburgh's successful hosting of the Tour Series in May 2014, discussions took place with the organisers (SweetSpot) and EventScotland. SweetSpot offered the Council a three-year package comprising two visits of the prestigious Tour of Britain to Edinburgh in 2015 and 2017, as well as a return of the Tour Series in 2016. EventScotland agreed an in-principle contribution of £215,000 towards the three events. The total cost of all three events is approximately £780,000.
- 3.2 As well as encouraging residents to cycle, the events are expected to promote Edinburgh as a visitor destination and generate positive economic impact for the city. Previous impact studies have shown that net total expenditure by visitors to cities hosting the Tour of Britain ranges from £1.4m to £5.8m per stage, while the equivalent value of media coverage per stage averaged £2.9m in 2013.
- 3.3 To meet the lead-in timescale for the first of these three events in particular, this negotiated package was reported to the Culture and Sport Committee in October, when the Committee approved an overall Council contribution of £225,000.

Proposed Public Art Installation

- 3.4 In February 2014, Field of Light, a contemporary light-based work by British artist Bruce Munro, was installed in St Andrew Square Garden, where it remained until 27 April. This was the Scottish debut for this visual art installation, and also the first time it has been placed in an urban landscape.

- 3.5 The Council commissioned this installation in line with the “Live after 5” campaign to both reanimate and re-launch the city centre as a vibrant, beautiful and accessible place. Hundreds of visitors and residents went to St Andrew Square specially to see Field of Light, and many people were seen waiting in the Garden at dusk to watch the spheres gradually light up.
- 3.6 The success of this immersive installation suggests that there is a clear public appetite for similar projects in future around the same time of year. Accordingly, the Culture and Sport Service is developing plans for a second public art installation. Partners for this second installation are likely to include the Edinburgh International Science Festival, which in recent years has installed large outdoor display panels in St Andrew Square Garden. Further details will be reported once available to the Culture and Sport Committee. The installation will be launched in February 2015.

Choirfest

- 3.7 This new Scottish charity has been formed by a group of experienced choristers in order to create an annual opportunity for choirs from the UK, other parts of Europe and the Americas to learn from each other, collaborate and perform in Edinburgh’s iconic venues. The eponymous Choirfest event would take place for the first time over a three-day weekend in September or October next year. The event aims to attract up to 2,400 people to take part as members of 20 school choirs and over 40 choirs. The school choirs would take part on the Friday, and the Saturday and Sunday would be reserved for the adult choirs. All choirs will pay a fee to take part in the event. The programme will include workshops, public performances, networking and ample time for sightseeing and shopping in the city. The total event budget is just under £137,000. It is proposed that a contribution of £12,000 be made towards this event.

IFSC European Youth Climbing Championship

- 3.8 The 2014 ISCE European Youth Climbing Championship was held at the Edinburgh International Climbing Arena (EICA) at Ratho with around 200 young climbers from 20 nations. Following the success of this year’s event, Edinburgh Leisure proposes to bid again to host the International Federation of Sport Climbing (IFSC) Championships at the EICA, Ratho in June 2015.
- 3.9 If Edinburgh Leisure’s bid is successful, it would organise this in collaboration with the IFSC, the British Mountaineering Council, the Mountaineering Council of Scotland, and Culture and Sport, as well as other national and local climbing groups.
- 3.10 The overall budget for this event is approximately £50,000. A contribution of £10,000 is sought from the Council. The balance would be met from entry fees and value-in-kind contributions from Edinburgh Leisure and other minor sponsors. This event involves teams from 20 European countries travelling to Edinburgh for a minimum four-night stay. Since the competitors are young people, they are often accompanied by their parents, and so the total economic

impact to the city is likely to be significant. The event provides an excellent opportunity to showcase the EICA – the largest indoor climbing wall in Europe – as a premier sporting venue capable of hosting major international sports events. It also provides an opportunity to inspire young people to try climbing as a fun sport.

Commemorations and other events

- 3.11 As members are aware, a four-year period of commemorative events to mark the centenary of the First World War began this year in the UK and other countries across the world. Services across the Council, and partners across the city, are working to commemorate this in a variety of ways. Some examples of such work by the Culture and Sport Service and the Libraries and Information Service have already been reported to the Culture and Sport Committee, and updates will be presented throughout the commemorative period up to and including 2018.
- 3.12 A project with schools culminating in a schools art exhibition called 'Edinburgh at War' finished in November. Current examples of work by Museums and Galleries include a WWI-themed series of lectures and collection handling sessions at Lauriston Castle; an exhibition at the City Art Centre which runs until January 2015, entitled 'Picturing Conflict: Art of the First World War'; and the display of Edinburgh's Roll of Honour, which records the name, rank and regiment of more than 4,000 men who died in active service during WWI. The Roll is being displayed in key civic and heritage sites in the city centre. Volume 1 is in the City Chambers and Volume 2 is in the Museum of Edinburgh. A page of each is turned fortnightly, and the Roll of Honour will be digitised to provide wider access to it in future.
- 3.13 The Culture and Sport Service has also liaised with the McCrae's Battalion Trust on two related events which took place last month to mark an important moment in Edinburgh's history. On Friday 27 November 1914 a grand public meeting was held in the Usher Hall to inaugurate Lieutenant Colonel Sir George McCrae's new Active Service battalion of the Royal Scots. By midnight 300 volunteers had stepped forward – among them thirteen players from Heart of Midlothian Football Club and fellow professionals from Raith Rovers, Falkirk, Hibernian, Dunfermline and East Fife. Sportsmen and supporters from countless other fields joined them and within five days the roll was full. More than a thousand officers and other ranks perished in the war.
- 3.14 In honour of McCrae's Battalion, the podium area surrounding the Usher Hall was renamed McCrae's Place, and on 28 November, the new street name and a commemorative flagstone were unveiled by the Lord Provost, in the presence of a Colour Party from the Royal Scots Association with a Regimental Colour and a Piper. This was followed by an evening of music, drama, song and images in the Usher Hall, organised by the McCrae's Battalion Trust, taking the audience

- through the history of the Battalion. All profits were divided between the military charities Help for Heroes and Poppy Scotland.
- 3.15 The Culture and Sport Service has also been in contact with the Royal Scots Association about its plans to commemorate the centenary of the Gretna Rail Disaster next year. On 22 May 1915, in a crash involving several trains at a signal box near Gretna Green, 246 people were injured and 226 were killed. The majority of those killed in this disaster were Territorial soldiers of the 7th Battalion of the Royal Scots, based at Dalmeny Street in Leith, who had been travelling on a troop train bound for Gallipoli. The dead were buried in Rosebank Cemetery on Pilrig Street.
- 3.16 The Royal Scots Association, in partnership with the Army HQ, plans to hold a parade from the 7th Battalion's former Drill House on Dalmeny Street (now occupied by Out of Blue) to Rosebank Cemetery, where a commemorative ceremony will be held, to mark the centenary next year of the Gretna train disaster. The Culture and Sport Service is offering in-kind support in the form of event advice through the Event Planning and Operations Group.
- 3.17 Discussions are also under way with the Royal Highland and Agricultural Society of Scotland to mark the contributions made by the Scottish farming sector to the war effort as well as acknowledging the fallen within that community. Working in partnership with those organisations, the Culture and Sport's social history team intends to build a strong community project and create a lasting memorial within the Royal Highland Showground. It is proposed to contribute a sum of £10,000 from the Events budget to this project, which would be developed in 2015.
- 3.18 Next year will be the 250th anniversary of the birth of Thomas Muir of Huntershill, a prominent 18th century advocate for universal suffrage. He is one of five political reformers who were sentenced in 1793 for transportation to Australia for sedition. Together they are memorialised by the Scottish Political Martyrs monument on Calton Hill. To mark this milestone various historical groups in Scotland are planning a series of events throughout the anniversary year. In Edinburgh, the Friends of Thomas Muir group plans to hold a commemoration service at the Martyrs' Monument followed by a parade to the Scottish Parliament. The Culture and Sport Service is offering in-kind support in the form of event advice through the Events team and the Event Planning and Operations Group.
- 3.19 The full programme for 2015, which of course includes the city's 12 major Festivals, is attached at appendix 1. This includes references to a handful of events whose promoters have not confirmed their plans for next year. The Culture and Sport Service is in contact with event promoters to provide logistical advice and ensure that where necessary, events are overseen by the Event Planning and Operations Group.

Charging introduced by Police Scotland

- 3.20 Police Scotland decided on 26 August 2013 to apply the principle of full cost recovery to the provision of police services from 1 April 2014. In early 2014, Police Scotland invited event organisers to an engagement event in May, and since then, in response to a number of queries and concerns from event organisers, Police Scotland has announced it is instigating regular meetings on this topic with the Scottish division of the National Outdoor Events Association and the Scottish Events and Festivals Association.
- 3.21 Police Scotland has stated that it will work with event organisers to ensure that the use of police officers and staff is at an appropriate level to maintain the safety and security of events. Each event will be considered separately to determine the necessary level of police resources and will take into account the number of participants, the event location and the anticipated impact of the event on the local area. Various event organisers in Edinburgh are in contact with Police Scotland about forthcoming major events and activities, including the consortium which delivers Edinburgh's Christmas and Edinburgh's Hogmanay. It remains unclear what impact Police Scotland's charging will have on events in the city.

The Edinburgh Lectures – 1992 to 2014

- 3.22 The Edinburgh Lectures were launched in 1992 as part of a programme of events celebrating the UK's Presidency of the European Union which culminated in the European Summit held in Edinburgh in December that year. The Lectures have taken place annually since then, from autumn to winter, with the following objectives:
- 3.22.1 to address a range of major public issues in an international context;
 - 3.22.2 to present a high standard of appropriate speakers from home and abroad;
 - 3.22.3 to attract the widest possible public audience and encourage public debate; and
 - 3.22.4 to promote Edinburgh and Scotland nationally and internationally.
- 3.23 In earlier years of the series, the Edinburgh Lectures featured international speakers including Kofi Annan, Mikhail Gorbachev and F W De Klerk. More recently, however, with a few notable exceptions, those giving the Lectures have not had the same level of international profile.
- 3.24 The Lectures have been presented to date by a partnership of institutions and organisations across Edinburgh, led by the Council. In its latest incarnation, the

Lectures Partnership comprised the Council, the Scottish Government, the Open University, the University of Edinburgh, Napier University, Queen Margaret University, Heriot Watt University, the National Museums of Scotland, the Royal Society of Edinburgh and Creative Scotland.

- 3.25 Until recently, each partner organisation paid a fee to participate in the Lectures partnership, but some have found it increasingly difficult to justify this cost, in the light of widespread budget pressures, particularly as each partner organisation runs a lecture series of its own. In 2011 one member organisation withdrew from the partnership due to other priorities and in 2014 only six lectures were presented as three partners either withdrew or were unable to provide a speaker.
- 3.26 At a partnership meeting on 16 June 2014 all remaining partners agreed that the Edinburgh Lectures Partnership had run its course and should be dissolved because of pressure on budgets, difficulty in securing high profile speakers and shifting priorities within partner organisations. (Additionally, although the Edinburgh Lectures series has a loyal following, audience numbers have not grown for several years, and attempts to reach a new audience through social media have not been successful.) All partners agreed that they would be willing to collaborate occasionally in future should the opportunity arise.
- 3.27 The Culture and Sport Service proposes building on the experience gained over two decades of presenting the Edinburgh Lectures, by presenting a single annual Edinburgh Capital City Lecture, probably between March to June. The current proposal is that this will raise Edinburgh's profile and the speakers will be invited to explore the role of Edinburgh as a capital city.
- 3.28 The existing audience will be disappointed by this decision, but it is hoped that by focusing on a single Edinburgh Lecture it will be possible to attract a high profile speaker each year, and that this will go some way to compensate for the loss of the Lectures series.

Measures of success

- 4.1 The success of these events will be assessed by the most appropriate measures for each individual event, including audience participation, sustained increase in physical activity by residents, social media profile, economic impact, and equivalent advertising values of any media coverage.

Financial impact

- 5.1 The proposed contributions to events listed in paragraph 1.2 can be contained in the Events and Activcity budgets for 2015/16.

- 5.2 The financial impact of the introduction of charging by Police Scotland is as yet not fully quantified. A matrix has been produced by Police Scotland as a guide to the likely charges for event organisers. The Festival and Events Champion Working Group has undertaken to review the impact of Police Scotland charging over the course of the next year.

Risk, policy, compliance and governance impact

- 6.1 All the events described in this report meet the selection criteria of the Council's Events Strategy.
- 6.2 Public safety during the two parades mentioned above will be considered by the Council's Events Management Group, the Event Planning and Operation Group (EPOG) process and approved (if road closures are required) by the Citywide Traffic Management Group.
- 6.3 There are no compliance or governance impacts arising from this report.
- 6.4 The uncertainty around the total costs to the Council and its partners resulting from the Police Scotland charging regime presents a risk to the delivery of major aspects of the city's festival and event programme.

Equalities impact

- 7.1 The proposed events described in this report were selected using criteria which include quality of life for people across the city. The report's contents and recommendations are therefore of some relevance to equalities and human rights duties, but are not the subject of concern amongst equalities groups and the recommendations will result in a positive impact on quality of life.

Sustainability impact

- 8.1 The impacts of this report have been considered in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties and the outcomes are summarised as follows: the proposals in this report will be neutral in relation to carbon emissions and climate change, and will help achieve a sustainable Edinburgh through the promotion of the city nationally and internationally, positive economic impact, and contributions to the quality of life and well-being of residents.

Consultation and engagement

- 9.1 The Council has engaged with various partners and events promoters to discuss these proposals. All of these proposals have been discussed and agreed with the Festivals and Events Champion. The two parades described above have

been discussed with the Lord Provost's office.

Background reading / external references

[Tour of Britain and Tour Series](#) report to Culture and Sport Committee on 21 October 2014

[Additions to the Festivals and Events Programme for 2014 and 2015](#) report to the Culture and Sport Committee on 27 May 2014

[Festivals and Events Core Programme for 2014](#) report referred to Corporate Policy and Strategy Committee on 21 January 2014

[Festivals and Events Core Programme for 2014](#) report to Culture and Sport Committee on 17 December 2013

Alastair D Maclean

Director of Corporate Governance

Contact: Lynne Halfpenny, Head of Culture and Sport

E-mail: lynne.halfpenny@edinburgh.gov.uk | Tel: 0131 529 3657

Links

Coalition pledges	P24 - Maintain and embrace support for our world-famous festivals and events
Council outcomes	CO2 - Our children and young people are successful learners, confident individuals and responsible citizens making a positive contribution to their communities CO20 - Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens
Single Outcome Agreement	SO1 - Edinburgh's economy delivers increased investment, jobs and opportunities for all
Appendices	Appendix 1 - Festivals and Events – Core Programme 2015

Physical Activity theme promoted by the Council and partners: Year of Walking ends on 31 March; Year of Cycling begins 1 April	
January	
New Year's Day Triathlon	Sport – participation
Great Edinburgh Cross Country Run	Sport – spectator event featuring elite athletes
Great Winter Run	Sport – participation
February - April	
Public art installation in St Andrew Square	Cultural – new
The Edinburgh 2014 Award Ceremony	Cultural and civic
March	
Red Bull Hill Chasers (TBC)	Sport – participation
March - June	
The Edinburgh Capital City Lecture (TBC)	Cultural and civic
April	
Edinburgh International Science Festival	Major Festival
Great Edinburgh Run	Sport – participation
Puppet Animation Festival	Cultural – participation
April - May	
TradFest Edinburgh	Cultural
April - June	
Writing on the City (Edinburgh City of Literature Trust)	Cultural - new
May	
Imaginate Festival	Major Festival
Gretna Rail Disaster Commemoration	Civic – part of WWI commemorations
Festival of Museums	Cultural
Edinburgh Marathon Festival	Sport – participation

June	
IFSC European Youth Climbing Championships (TBC)	Sport – spectator
Moonwalk	Charity – participation
Festival of Cycling (TBC)	Sport – participation
Edinburgh International Film Festival	Major Festival
Armed Forces Day	Civic
July	
Edinburgh Jazz and Blues Festival	Major Festival
July - August	
Edinburgh Art Festival	Major Festival
August	
Edinburgh Festival Fringe	Major Festival
Royal Edinburgh Military Tattoo	Major Festival
Edinburgh International Festival	Major Festival
Edinburgh International Book Festival	Major Festival
August - September	
Edinburgh Mela	Major Festival
September	
Festival of Sport	Sport - participation
Tour of Britain	Sport – spectator event featuring elite athletes
Choirfest [month TBC]	Cultural – participation event for choirs - new
Pedal for Scotland	Sport – participation
Edinburgh Riding of the Marches	Civic – participation
October - November	
Scottish International Storytelling Festival	Major Festival

November	
Previously...Scotland's History Festival	Cultural
The Scots Fiddle Festival	Cultural – participation
St Andrew's Day celebration	Civic and cultural
November – January 2016	
Edinburgh's Christmas and Edinburgh's Hogmanay	Civic and cultural Major Festival