

# Culture and Sport Committee

2.00pm, Wednesday, 14 December 2016

## Festival and Events Core Programme 2017/18

Item number	8.2
Report number	
Executive/routine	
Wards	All

### Executive Summary

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This report sets out a core programme of festivals and events for 2017/18; requests approval for a number of specific events; and notes the establishment of an Edinburgh Strategic Events Partnership following approval of the city's Events Strategy by this committee on 31 May 2016.

### Links

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Coalition Pledges	<a href="#">P24</a>
Council Priorities	<a href="#">CP6</a>
Single Outcome Agreement	<a href="#">SO1</a>

## Festival and Events Core Programme 2017/18

### 1. Recommendations

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- 1.1 It is recommended that committee;
  - 1.1.1 notes strategic oversight of the 2017/18 programme of planned events and approves the proposed funding contributions towards the following:
    - 1.1.1.1 A series of four Innovation Nation lectures throughout 2017 – proposed funding contribution of £2k;
    - 1.1.1.2 A City Vision discussion event in 2017 – proposed funding contribution of £4k
    - 1.1.1.3 The British Diving Championships in June 2017 – proposed funding contribution of £20,000;
    - 1.1.1.4 An annual Ironman triathlon event for three years commencing July 2017 – proposed funding contribution of £62,500 in 2017/18 (already approved), £50,000 in 2018/19, and £30,000 in 2019/20; and
    - 1.1.1.5 The IFSC Climbing World Cup in September 2017 – proposed funding contribution of £50,000 (previously approved for 2016);
- 1.2 Notes that events commissioned to celebrate the 70<sup>th</sup> anniversary of Edinburgh as the Festival city will be finalised in early 2017;
- 1.3 Notes the appointment of an Edinburgh Strategic Events Partnership;
- 1.4 Notes delivery of the first 'tier 3' collaborative project resulting from the Events Strategy celebrating 250 years of the adoption of James Craig's New Town Plan;
- 1.5 Refers this report for noting, as amended by any decision taken by this Committee, to the 24 January 2017 Corporate Policy and Strategy Committee.

### 2. Background

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- 2.1 The city's Events Strategy was approved by the Culture and Sport Committee on 31 May 2016. The Strategy focuses on a 3-tier approach to the delivery of events for Edinburgh and governance arrangements for citywide ownership of the strategy.

- 2.2 The three tiers are:
- 2.2.1 Tier 1 – major international events;
  - 2.2.2 Tier 2 – major national events; and
  - 2.2.3 Tier 3 – events bespoke for the city
- 2.3 As a result, an Edinburgh Strategic Events Partnership has now been established with the following membership
- Chief Executive, City of Edinburgh Council (Chair)
  - Executive Director of Place, City of Edinburgh Council
  - Director of Culture, City of Edinburgh Council
  - Festivals and Events Champion, City of Edinburgh Council
  - Head of EventScotland
  - Regional Director, VisitScotland
  - Chief Executive, Marketing Edinburgh
  - Project Manager, ETAG and Scottish Enterprise
  - Chief Executive, Edinburgh Chamber of Commerce
  - Director, Festivals Edinburgh
  - Director, Royal Edinburgh Military Tattoo
  - Culture Manager, City of Edinburgh Council
  - Senior Events Officer, City of Edinburgh Council
  - Sport Events and Special Projects Manager, City of Edinburgh Council
- 2.4 The Group's remit is attached at Appendix 1.
- 2.5 The Events Strategy is designed to provide a positive mix of new and well established cultural and sporting events which promote Edinburgh as a vibrant, contemporary international city. It is intended that the core programme of events and festivals for 2017 reflects this.
- 2.6 The first 'tier 3' collaborative project resulting from the Events Strategy will celebrate 250 years of the adoption of James Craig's the New Town Plan. Event partners include Event Scotland, Edinburgh Tourism Action Group (ETAG), Essential Edinburgh, Marketing Edinburgh and the Edinburgh World Heritage Trust (EWHT).
- 2.7 The 2017 events programme includes the council's partnership in a series of public lectures also themed around the Year of History, Heritage and Archaeology 2017; and a hosted discussion event to support the development of the 2050 Edinburgh City Vision. It features a programme of sports events which will provide opportunities for the public to participate and attend, and includes the Great Edinburgh Cross Country and Winter Run; the GB Synchronised Swimming Championships; the European Professional Club Rugby Championships; the British Diving Championships; and the Ironman 70.3 Scotland Triathlon, amongst others.
- 2.8 The Culture and Sport Committee on 30 November 2015 approved the allocation of £200,000 towards the city's major Festivals over the period 2015/16 to 2017/18 to

facilitate commissioning activity specifically designed to celebrate the 70<sup>th</sup> anniversary year of Edinburgh's Festivals in 2017. As was the case in 2012 and 2014, the Thundering Hooves partners are working together to maximise funds towards the anniversary with the programme due to be finalised in January 2017.

### 3. Main report

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#### Events Strategy

- 3.1 The city's Events Strategy places an emphasis on city-wide delivery and ownership of the strategy to ensure that Edinburgh sustains a core purpose of welcoming and hosting world class sporting and cultural events; delivering the maximum possible benefits for residents and visitors while enhancing the city and Scotland's international profile.
- 3.2 The Strategy categorises events into three tiers: tier 1 – major international events; tier 2 – major national events; and tier 3 – events bespoke for the city. Details of each of the tiers and event examples can be found in the report to Culture and Sport Committee on [31 May 2016](#).
- 3.3 Edinburgh Strategic Events Partnership of representatives from the city's key stakeholders has been established at the invitation of the Chief Executive of the Council to ensure city-wide delivery of, and support for, events in Edinburgh. The group will meet two or three times a year to review proposed events, to assess potential commitment by member organisations to these events, and to allow the city to compete effectively to secure major events. The Group will comprise representation from key city partners such as Scottish Enterprise, ETAG, Marketing Edinburgh as well as from tourism, marketing and economic development agencies in the city. The remit of the Group is included in appendix 1.

#### Festivals and Events Core Programme 2017

- 3.4 A full programme of the 2017 Festivals and Events is set out in appendix 2.
- 3.5 The first 'tier 3' collaborative project resulting from the Events Strategy will celebrate 250 years of the adoption of James Craig's the New Town Plan. The Scottish Government has designated 2017 as the Year of History, Heritage and Archaeology. Event partners include Event Scotland, Edinburgh Tourism Action Group (ETAG), Essential Edinburgh, Marketing Edinburgh and the Edinburgh World Heritage Trust (EWHT). This event is the first of nine signature events celebrating the Year of History, Heritage and Archaeology as announced by the First Minister on Wednesday 7<sup>th</sup> December 2016.
- 3.6 The event will take place over the shoulder months of February and March 2017 animating, through projection techniques, the New Town's unique history and heritage in a contemporary and accessible way. The principal objective of the event is to increase visitor numbers and spend in the Capital. It will be designed as an 'on street' multi-site experience. A contribution of £30,000 was approved under delegated authority by the Executive Director of Place and the Festivals and Events

Champion. A commitment to contribute partnership funding was required to allow partners to establish the scope of the event, contract an event producer and meet funding application deadlines.

- 3.7 The same partner organisations are working with the Edinburgh International Conference Centre to deliver a series of five Innovation Nation lectures throughout 2017. These will also be themed around the Year of History, Heritage and Archaeology. It is recommended that the Council contribution to the project is £2,000.
- 3.8 A separate City of Edinburgh Council hosted lecture is planned to continue the dialogue in delivering the 2050 Edinburgh City Vision. The City Vision city-wide engagement campaign results will be collated in December to deliver a first 'think piece'. This will form the agenda for the lecture and discussion, which will aim to stimulate discourse and analysis of the findings of the #edinburgh2050 consultation. The details of the event structure are currently in development and will be designed to stimulate active engagement around the city vision. It is recommended that the Council contribution to the project is £4,000.
- 3.9 The British Diving Championships were scheduled to be held in Edinburgh in 2016, but agreement has now been reached with British Swimming to host this event at the RCP in June 2017 (due to calendar clashes). Most of the top British divers are expected to take part, including Tom Daley and Edinburgh's European Champion and Olympic athlete, Grace Reid. A partnership funding contribution of £20,000 is proposed from the Council events budget.
- 3.10 Negotiations regarding a new Ironman triathlon for the city are nearing completion, and it is proposed that the event will take place on Sunday 2 July 2017. The swim and cycle stages will be held mainly in East Lothian, with the finish, the running stage, taking place in Holyrood Park. This event will be branded as an Ironman 70.3 which refers to the total length in miles of the course. It will be marketed internationally using the World Triathlon Corporation's competitor database and promotional resources. A three-year deal has been agreed for this event, with a financial contribution sought of £62,500 in year one, £50,000 in year two, and £30,000 in year three. An initial entry of 2,000 competitors is expected for year one, increasing to 3,000 competitors by year three. Ironman events typically attract a large percentage of overseas entries, and competitors are expected to travel from as far away as the United States. The economic impact has been estimated at around £12m over the three years. Other partners in this event include EventScotland, East Lothian Council, Midlothian Council and Dirty Events, who will deliver the event on behalf of the World Triathlon Corporation.
- 3.11 It was previously hoped to host the IFSC Climbing World Cup at the Edinburgh International Climbing Arena (EICA) Ratho in 2016, but this event has now been rescheduled to take place in EICA in September 2017, which has allowed more time to bring partners Edinburgh Leisure and EventScotland on board. This will see top climbers from across the world compete in the lead and speed disciplines in what is now an Olympic sport. A funding contribution of £50,000 was approved for

this event in 2016 and it is recommended that this approval remains for the 2017 event. EventScotland is contributing £15,000 and Edinburgh Leisure is assisting by seeking private sector sponsorship and by providing value-in-kind support. The possibility of hosting the European Championships at a later date is still being discussed with the relevant Governing Bodies and funding partners.

#### **4. Measures of success**

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- 4.1 The success of these events and festivals will be assessed by the most appropriate measures for each individual project, including number of spectators, number of participants, sustained physical activity by residents, social media profile, economic impact and equivalent advertising values of any media coverage and partnership funding.
- 4.2 The programme of activity contributes to the delivery of the following Culture Plan objectives:
  - 4.2.1 Support greater partnership working in the cultural and creative sectors and maximise resources available to help them thrive all year round; and
  - 4.2.2 Ensure that everyone has access to world class cultural provision.

#### **5. Financial impact**

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- 5.1 The proposed contributions to events listed in this report can be contained in the Events and Activity budgets for 2016/17 to 2017/18.

#### **6. Risk, policy, compliance and governance impact**

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- 6.1 All the events described in this report meet the selection criteria of the Council's Events Strategy and fit with the aims of the national events strategy. The sporting events are all consistent with the aims and objectives of the Council's Physical Activity and Sport Strategy and the Scottish Government's Active Scotland Outcomes Framework. There are no compliance or governance impacts arising from this report.

#### **7. Equalities impact**

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- 7.1 The proposed events described in this report were selected using criteria which include quality of life for people across the city.

#### **8. Sustainability impact**

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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 have no significant impact on carbon emissions; be neutral in relation to 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.

## 9. Consultation and engagement

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9.1 The Council has engaged with the relevant partners and event promoters to develop and deliver these proposals.

## 10. Background reading/external references

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10.1 [A New Events Strategy for Edinburgh](#) - report to Culture and Sport Committee on 31 May 2016.

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## 11. Links

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<b>Coalition Pledges</b>	P24 - Maintain and enhance support for our world famous festivals and events
<b>Council Priorities</b>	CP6 – a creative cultural capital
<b>Single Outcome Agreement</b>	S01 Edinburgh’s economy delivers increased investment, jobs and opportunities for all
<b>Appendices</b>	Appendix 1 - Update on Events Strategy Appendix 2 - Festivals and Events – Core Programme 2017.

## **Appendix 1**

### **Remit of the Edinburgh Strategic Events Partnership**

The Partnership will be responsible for:

- Implementation of the City's Events Strategy;
- Ensuring a cohesive city-wide response to the promotion and delivery of events in Edinburgh;
- Reviewing proposed events;
- Assessing potential commitment by member organisations to these events;
- Identifying resources to deliver proposed and committed events; and
- Identifying and contributing to bid opportunities to host events.

### **Governance**

Chaired by the Chief Executive of CEC, the partnership will not have any directly allocated budget but will be responsible for identifying resources from within the member organisations or, where resource is unavailable, co-ordinating requests for extraordinary funding. This is most likely for Tier 1 and 2 events.

The partnership will have authorisation to approve events which can be delivered from within existing resources, subject to necessary permissions being secured. Where events require further resource then the Partnership will make recommendation on whether or not to support the event at the following levels:

Tier 1 – Scottish and UK Government via EventScotland in partnership with CEC

Tier 2 – Scottish Government via EventScotland in partnership with CEC

Tier 3 – CEC via Finance & Resources and Culture & Sport Committees

In order to remain effective, the Partnership relies on committed and continued representation by Chief Executive and Director level officers from the member organisations.

Progress on the delivery of the Events Strategy will be reported annually to the Culture and Sport Committee as an element of the Core Events Programme.

The Events Management Group will be responsible for delivering the outputs of the Partnership.

## Appendix 2

### FESTIVALS AND EVENTS PROGRAMME 2017

The table below shows the spread of festivals and events across the year. New events are annotated, otherwise these are annual events. Asterisks denote the 11 major festivals.

7 January	Great Edinburgh Cross Country and Great Winter Run
4 Feb – 28 March	Light Art Installation St Andrew Sq
1 April – 16 April	Edinburgh International Science Festival*
Feb/March (tbc)	The Edinburgh Award 2015
10-12 March	Edinburgh International Swim Meet
22-23 April	GB Synchronised Swimming Championships
23 April	Great Edinburgh Run
27 April – 7 May	TRADFEST*
12-13 May	European Professional Club Rugby Championships
27 May – 4 June	Imagine Festival*
2-4 June	British Diving Championships
11 June	Moonwalk
2 July	Ironman 70.3 Scotland Triathlon
21 June – 2 July	Edinburgh International Film Festival*
25 June	Armed Forces Day
15 July – 24 July	Edinburgh Jazz and Blues Festival*
27 July – 27 Aug	Edinburgh Art Festival*
4 Aug – 26 Aug	The Royal Military Tattoo*
4 Aug – 28 Aug	Edinburgh International Festival*
4 Aug – 28 Aug	Edinburgh Festival Fringe*
12 Aug – 28 Aug	Edinburgh International Book Festival*
3 September	Tour of Britain Grand Depart
11 September	Edinburgh Riding of the Marches
September	IFSC Climbing World Cup
21 Oct – 31 Oct	Scottish International Storytelling Festival*
Nov – Jan 2017	Edinburgh's Christmas & Hogmanay