

EVENTS AND FESTIVALS WORKING GROUP

Minute of Meeting held in the 1st Floor Committee Room, Town House on Friday, 29 August 2014 at 3.00pm

Present

Highland Council

Mrs G Sinclair

Mr G Ross

Mr H Wood

Other representatives

Ms J Cuddy

Also in attendance

Mr G Reynolds, Events Officer

Mrs T Bangor-Jones, Administrative Assistant

1. Apologies

Apologies for absence were intimated on behalf of Mr F Parr, Mr M Smith, Ms I Davies, Mr C Marr and Mr D Haas.

2. Declarations of Interest

There were no declarations of interest.

3. Exclusion of the Public

It was **AGREED** that, under Section 50A(4) of the Local Government (Scotland) Act 1973, the public should be excluded from the meeting during discussion of the following items on the grounds that they involved the likely disclosure of exempt information as defined in Paragraphs 6 and 9 of Part 1 of Schedule 7A of the Act.

4. Minutes of Previous Meeting

There had been circulated Minutes of the Meeting of the Working Group held on 27 June 2014 which were **NOTED**.

5. Events Officer Report

The Events Officer provided an update on the overall 2014 events programme and gave a briefing on the events scheduled to take place within the Highland Homecoming programme. It was noted that a market had been organised as a late addition to the Masters World Championship programme at Bught Park following an approach from the local business community. The Events Officer said that it was difficult to predict the number of spectators who would be attending this event over the course of its three days.

The Working Group then discussed the success of the collaborative working that was taking place, and the strategic importance of creating, and maximising, similar opportunities in the future.

Item 19(ii)

Further debate then centred on the value of social media to disseminate information around forthcoming events, together with the possible future use of software like SurveyMonkey to gauge audience reaction to the Council's events programme. It was also suggested that, as Highland Homecoming was a signature festival within the Homecoming Scotland 2014 programme; that a briefing should be made to the next meeting of the City of Inverness and Area Committee.

Thereafter the Events Officer update was **NOTED**.

6. Update on 2014 Events and Festivals Budget

An update was provided at the meeting by the Events Officer on the 2014 Events and Festivals Budget which was **NOTED**.

7. Date of Next Meeting

It was **NOTED** that the next meeting would be held on Friday, 31 October 2014 at 3 pm in the Town House, Inverness.

The meeting ended at 4.15 pm