

## City of Inverness Area Committee

Minutes of Meeting of the **Events and Festivals Working Group** held in the 1st Floor Committee Room, Town House, Inverness on Monday 3 June 2019 at 10.00 am.

### Present:

#### Highland Council:

Mr G Ross  
Mr I Brown  
Mrs I MacKenzie  
Mr D Macpherson  
Mr C Smith

#### Other Representatives:

Mr M Smith, Manager, Inverness BID  
Ms A Wilson, Inverness Hotels  
Mrs J Murray, Victorian Market Manager

#### Officials in Attendance:

Mr G Reynolds, Inverness Events Manager  
Ms F MacBain, Committee Administrator  
Ms R Read, Business Support

### Mr G Ross in the Chair

#### 1. Apologies for Absence

Apologies were submitted on behalf of Mr D Haas, City Area Manager, Ms J Cuddy, Manager, Eastgate Shopping Centre, and Mr M Whyte, Inverness College.

#### 2. Exclusion of the Public

Members resolved that, under Section 50(A) of the Local Government (Scotland) Act 1973, the public 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.

#### 3. Declarations of Interest

There were none.

#### 4. Minutes of Previous Meeting

The minutes of the previous Meeting held on 4 March 2019 had been circulated and were **NOTED**.

## 5. Financial Monitoring

There had been circulated Report No E&F 02/19 by the Inverness City Area Manager dated 27 May 2019. The report set out the revenue monitoring position for the period to 30 April 2019 and showed the actual expenditure to date.

There had been a final year end expenditure for 2018-19 of £338,495, against a budget of £340k. A brief summary was provided of various events and reference was made to the introduction of merchandise. An annual review of 2018-19 would be considered at the August City of Inverness and Area Committee, along with recommendations for 2019-20 and 2020-21.

During discussion the following issues were considered:

- Reference was made to the rising health and safety costs;
- In relation to the cost of the Bonfire & Fireworks event, support had been voiced for the event from the NHS and the Fire and Rescue Service for its role reducing injuries and accidents caused by people setting off fireworks at home; and
- Budgeting was done annually but it would be helpful to plan further ahead for major events.

Members **NOTED** the content of the report and **AGREED** to seek supportive quotes from the NHS and the Fire and Rescue Service on the benefits of the public Bonfire and Fireworks event.

## 6. Marketing and Merchandising Sub Group

The Victorian Market Manager gave an update on the merchandise and stock situation, with the new logo being circulated in due course. A simple range had been chosen to start with, and feedback would be sought from customers, with the possibility of expanding the range in future.

During discussion the following issues were considered:

- The merchandise was not dated so stock could be used year after year;
- The availability of merchandise would be part of pre-Highland Games publicity, including in the summer supplement and on flyers;
- There was the possibility of a pop-up shop in the market to display the merchandise, although sales would not be possible at the market and customers would be directed to the website;
- The Chair urged that the purchase of a mobile cash payment device for the market be completed as soon as possible;
- Publicity for the Highland Games and related events weekend could be undertaken during the European Pipe Band event at the end of June; and
- Discussion took place on the use of tartan and traditional Scottish imagery as a sales technique.

Members **NOTED** the update.

## 7. Thrifty 50 Update

The Events Manager explained that the Highland Games Committee had agreed to focus on generating additional income in support of the events programme and had adopted a constitution which enabled them to do so throughout the year. They had successfully applied for a three year licence to run a lottery to be called Thrifty50, with a report on each lottery to be provided to the Licencing Committee and the Working Group. 50% of the sales were to be given out as prizes, with the balance of funds after costs had been accounted for to be used to reduce the cost of staging the Highland Games. The logo for Thrifty50 was being designed by Scottish Provincial Press, and the launch of the lottery would be publicised in the summer supplement. A report on this would also be submitted to the City of Inverness and Area Committee.

During discussion the following issues were considered:

- The partnership working with the Games Committee was intended to help fund the ongoing free events in the event programme and their valuable support was recognised;
- Analysis of the Hogmanay event supported it remaining as a free event due to the uncertainty surrounding the consequences of changing the event after a decade;
- An explanation of how the Thrifty50 lottery would work was provided including publicity before and at the event, the random generation of winning ticket numbers, and the type and appearance of the tickets. Tickets would only be sold on the day of an event;
- It was noted that Thrifty50 would give people an opportunity to contribute to events;
- Unclaimed prize money would be retained; and
- It was important people were made aware of the uses to which funds would be put.

Members **NOTED** the update.

## 8. Summer Supplement

Members **NOTED** that the supplement was on course to be published on the last weekend in June.

## 9. Upcoming Events

The Events Manager gave an update on plans for the Highland Games & Gala weekend, which included Proud Ness and Ruff Ness on Sun 21 July, and events at Eden Court on Fri 19 July. Combining events facilitated better use of infrastructure etc, with plans to refer to 'Gala Sunday' to enable it to facilitate any changes to the programme.

During discussion attention was drawn to Sept 2021 being the 100 year anniversary of a UK Government Cabinet meeting being held in the Town House and this was currently being discussed at HQ, with the possibility of a civic event. Attention was also drawn to the importance of recognising five

young people from Inverness who were attending Buckingham Palace as part of the celebrations for the 60<sup>th</sup> year of Duke of Edinburgh Gold Awards and it was suggested a letter be written to the Provost about this.

Members **NOTED** the update.

**10. 2020-2021 Action Plan and Report to the CIAC (August 29<sup>th</sup> 2019)**

This had been discussed as part of other items.

**11. Infirmary Bridge Closures**

The Events Manager explained that the responsibility for closure decisions would remain with the Council for legal reasons. It was pointed out that after a recent event there had been reports the bridge had remained closed the following day and the Events Managers would investigate this and report back.

Members **NOTED** the update.

**12. Date of Next Meeting**

Members **NOTED** the next Meeting would be held on 19 August 2019 at 10am in the 1<sup>st</sup> Floor Committee Room, Town House, Inverness.

**Close of meeting: 11.30am**