

EAST AYRSHIRE COUNCIL

CABINET – 26 JANUARY, 2011

2010 Firework Display

Report by Depute Chief Executive/ Executive Director of Neighbourhood Services

1 PURPOSE OF REPORT

- 1.1 To report on the performance of the 2010 Firework Display held in Kay Park, Kilmarnock on 5th November, 2010.

2 BACKGROUND

- 2.1 At its meeting on 23rd June 2010, Cabinet agreed to a series of changes to the way the annual Firework Display is managed and remitted to the Depute Chief Executive/Executive Director of Neighbourhood Services to report to Cabinet on the outcome of the event and proposals for the future.

3 EVENT REPORT

- 3.1 The Firework Display took place on the evening of Friday 5th November as scheduled. Heavy rain in the weeks before the event gave rise to concerns about ground conditions and the final decision to go ahead with the event was taken on the 4th November.
- 3.2 A bright clear night led to a large crowd and while it is not possible to give an accurate estimate of numbers as the crowd fills both the park and roads and paths in the immediate area it is thought that over 30,000 people attended the event, one of the largest crowds that the event has ever attracted.
- 3.3 Arrangements for security, police supervision, entertainment and the display itself were all implemented effectively and the event was well managed throughout. Staff from Community Recreation led the organisation of the event supported by Outdoor Amenities and Health & Safety teams and Strathclyde Police. The firework display was provided by Reaction Fireworks the fairground and catering areas were co-ordinated by The Supreme Group and specialised security provided stewards for crowd control, these organisations have worked at the Firework Display for several years and this is a major advantage when organising an event of this scale.
- 3.4 The Firework Display passed without major incident and while a crowd of this size takes time to disperse, measures to supervise their safe exit and manage traffic flows around Kilmarnock coped very well.
- 3.5 Arrangements for the introduction of a voluntary charge for admission were also introduced successfully with collection boxes at fixed entry points to the park and staff also using collecting tins to gather donations inside Kay Park. Voluntary donations fell just short of the £7,000 estimate noted by Cabinet (see paragraph 4.2).

4 FINANCIAL IMPLICATIONS

- 4.1 The Firework Display was managed within the new budget arrangements agreed by Cabinet on 23rd June 2010; variances in both projected income and expenditure effectively balanced out and the net cost to the Council was £11,889.
- 4.2 A summary of the projected budget compared to the actual budget is show below:

	Estimate	Actual
Income:	£	£
Traders Fees	500	2,050
Sponsorship	3,000	1,500 (Klin Group)
Strathclyde Fire & Rescue	3,000	3,000
Voluntary Charge	<u>7,000</u>	<u>6,613</u>
	<u>13,500</u>	<u>13,163</u>
Event Cost	<u>25,200</u>	<u>25,052</u>
Net Balance	<u>£11,700</u>	<u>£11,889</u>

- 4.3 There were no costs for the construction of the fixed collection boxes, which were sourced and adapted in-house. These boxes will now be available for use in future for a range of events.
- 4.4 Some additional security costs were incurred by the supervision of cash collection and the safe removal of cash from the park at the end of the event. These services were provided by Specialised Security and G4S respectively.
- 4.5 The generous financial contributions from the Klin Group and Strathclyde Fire and Rescue and the support of West Sound, both on the night and in advertising the event in the preceding week, were critical to the event's success.
- 4.6 While the Leisure Services budget for the event for 2010 is £10k, it will be possible to meet the additional £1,889 from departmental balances for 2010/11.

5 COMMUNITY PLANNING IMPLICATIONS

The Council funds and organises the Firework Display, which offers an alternative to personal/domestic purchase and use of fireworks thus maximising Community Safety. The active involvement of Strathclyde Police at the event and the financial support of Strathclyde Fire and Rescue reflects the importance that Community Planning partners attach to the event.

6 POLICY/LEGAL IMPLICATIONS

There are no policy/legal implications arising from this report.

7 RISK IMPLICATIONS

The revised financial arrangement put in place for the 2010 Firework Display were effectively managed and the events reputation as a safe, well organised, family show was not compromised. A thorough review of operational procedures was carried out prior to the event and this allowed all aspects of the events' management to be re-examined. Effective risk control measures have been established for cash collection and security at the event and these were effective in addressing the new risks attached to voluntary cash collection introduced for the first time in 2010.

8 CONCLUSIONS AND FUTURE PROPOSALS

- 8.1** The 2010 Firework Display attracted a large crowd and was managed within the new financial regime established by Cabinet on 23rd June 2010.
- 8.2** In view of this success it is proposed that the event is held again in 2011 with similar arrangements in place to collect voluntary donations from people attending the event. In addition it is proposed that increased effort is made to attract sponsorship for the event from local businesses and community planning partners while also ensuring that income from traders is retained at 2010 levels or improved. No reductions in the quality or length of the firework display are proposed; however the pre-display entertainment will be reviewed to ensure that it offers value for money and a positive contribution to the event. It is also proposed that the current scheme of road closures is reviewed to minimise the impact on local residents and the issues around mobile caterers attempting to access the event will also be addressed before the 2011 event.
- 8.3** The proposals outlined at paragraph 8.2 above are designed to reduce the overall cost to the Council of the 2011 event to no more than £10k, this being the budget allocated in the 2010/11 budget.

9 RECOMMENDATIONS

- 9.1** It is recommended that Cabinet:
- (i) notes the successful delivery of the 2010 Firework Display
 - (ii) Approves the staging of the event in 2011 and future years and the areas for further improvement highlighted in paragraph 8.2 above.
 - (iii) Otherwise notes the content of the report.

ELIZABETH MORTON

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For further information please contact John Griffiths, Head of Leisure Services at Council HQ, London Road, Kilmarnock on (57) 6160.

Background Papers: Nil

17th January, 2011