

EAST AYRSHIRE COUNCIL

CABINET – 4 MAY 2011

AUDIT OF ANNUAL AND RECURRING EVENTS IN EAST AYRSHIRE

Report by Depute Chief Executive/ Executive Director of Neighbourhood Services

1 PURPOSE OF REPORT

- 1.1 To present to Cabinet, the outcome of an audit of annual and recurring events which are held throughout East Ayrshire.

2 INTRODUCTION

- 2.1 Within the context of the wider work being undertaken by Make it Kilmarnock, an audit of all the annual and recurring events held throughout East Ayrshire was undertaken. The audit was undertaken in consultation with relevant services of the Council, on the basis of events known to the Council through direct organisational involvement, provision of funding or other support.

3 THE AUDIT TABLE

- 3.1 The attached table shows a total of 51 events, listed in monthly date order throughout the financial year. The information provided includes details of the:

- event;
- type / theme;
- month in which the event takes place;
- organiser; and
- direct involvement of EAC, if any.

- 3.2 Some of the events listed are primarily community based events, whilst others have the capacity to attract visitors (primarily day visitors) to East Ayrshire.

4 ANALYSIS OF THE EVENTS AUDIT

- 4.1 Many of the events are held in open air venues and unsurprisingly, the distribution of events across the calendar year shows predominance in the summer months (51%), with the majority of the remainder in the spring (23%) or autumn (20%) and few (6%) in the winter. This is shown in the following table :

Season	Month	Number of events	% age of Events
Spring	March	0	23%
	April	2	
	May	10	
Summer	June	16	51%
	July	3	
	August	7	
Autumn	September	3	20%
	October	2	
	November	5	
Winter	December	3	6%
	January	0	
	February	0	
TOTAL		51	

4.2 Many of the events shown in the table are community based events, gala days and agricultural shows which are organised by local people, usually on a voluntary basis and therefore, their primary value is to the local communities.

4.3 The following table shows the number of events out of the total of 51 which are supported by East Ayrshire Council at various levels :

Level of support	No. of Events	% age of Events
Produced by EAC	14	28%
Supported by grant funding from EAC	17	33%
Supported by EAC by involvement in production or promotion or hosted at EAC venues	7	14%
No known involvement by EAC	13	25%

5 OPPORTUNITIES TO MAXIMISE BENEFITS FROM EVENTS

5.1 Due to the community and voluntary based nature of many of the events held each year throughout East Ayrshire, there is limited scope for significant changes to the annual calendar, which would retain the existence of the events and the enthusiasm and commitment of volunteers to organise, raise funding and manage them.

5.2 However, events which are directly managed by East Ayrshire Council could be reviewed to achieve :

- Co-ordination and enhanced marketing of events at various dates and venues in Kilmarnock into an integrated "Winter Festival", spanning the period from St Andrew's Day to Christmas;

- Co-ordinating other seasonal activities, which take place in Kilmarnock and Cumnock;
- Joint promotion of the Arts and Museums programme in conjunction with existing festivals.

5.3 In respect of events which are managed by community based organisations, discussions could be held with organising groups and committees to explore the following range of possibilities:

- Joint marketing programmes for walking festivals, encouraging participant involvement in several events across the year, such as Irvine Valley, Muirkirk, River Ayr;
- Greater linkage and joint marketing programmes for music festivals in Cumnock and Auchinleck;
- Development and selling of packages which might include event entry, accommodation and hospitality;
- Development of linkages between Dumfries House and events in Cumnock, particularly the Highland Games weekend, to build additional complementary activity at Dumfries House;
- Increased promotion of the Mauchline Holy Fair through the local and national marketing of the Burns an' a' That Festival;
- Encouragement of events organisers to consider adapting their events to accord with the Scottish Government Themed Years and meet criteria for funding through EventScotland's National Events Programme.

5.4 The Council recently launched a Tourism Charter around the theme of "Love Ayrshire" in conjunction with North and South Ayrshire Councils, Scottish Enterprise, Visitscotland and the Ayrshire Chamber of Commerce. This Charter pledges to work together to support tourism and this may provide a useful catalyst to explore joint marketing of events across Ayrshire. The events detailed within this report will contribute positively to the overall aim to "Love Ayrshire"

5.5 Given that the dates of such events have largely been set for 2011 it is recommended that a report should be brought back to Cabinet early in 2012 to cover progress on joint promotion of events and their co-ordination to encourage shared trips and longer stays.

6 POLICY IMPLICATIONS

6.1 Implementation of the opportunities indicated in section 5 above would support achievement of the strategic ambition of the East Ayrshire Tourism Strategy, which is to grow tourism revenue by 10% in real terms, in East Ayrshire by 2015. This would be achieved by the potential to increase the number of visitors to East Ayrshire and thereby increase the positive benefit in the economy through increased overnight stays, increased consumer expenditure and repeat visits to the area

6.2 Achievement of the objectives of the East Ayrshire Community Plan would also be supported, particularly in respect of the following Action Plans:

Promoting Life Long Learning

Aim 3 To increase participation of young people in wider achievement and active citizenship

Aim 4 To support the development and continuation of community based organisations

Delivering Community Regeneration

Aim 4 To grow tourism and increase visits and participation in cultural and leisure activities

7 FINANCIAL AND LEGAL IMPLICATIONS

7.1 There are no immediate financial or legal implications arising directly from this report.

8 RECOMMENDATIONS

8.1 It is recommended that Cabinet :

- (i) Notes the completed audit of annual and recurring events in East Ayrshire; and
- (ii) Agrees that the opportunities presented in section 5 of this report be developed; and
- (iii) Agrees that an update will be provided to Cabinet on progress at an early date in 2012.
- (iv) Otherwise notes the content of this report.

ELIZABETH MORTON

Depute Chief Executive/Executive Director of Neighbourhood Services

18 April 2011

JRS/DS

BACKGROUND PAPERS

Nil

Any person wishing further information should contact Alan Neish, Head of Planning and Economic Development.

Implementation Officer: Daniel Steel

EVENT	TYPE/THEME	DATE	ORGANISER	EAC INVOLVEMENT
Kilmaurs Show	Community (Agriculture)	April	Kilmaurs Farmers Society	Grant funding from Local Grants Committees
Ochiltree Show	Community (Agriculture)	April		
Catrine Show	Community (Agriculture)	May		
Darvel Music Festival	Music	May	Darvel Music Company	Grant Funding from P&ED
Mauchline Holy Fair	Culture & Heritage	May	Mauchline Burns Club	Grant Funding from P&ED
Irvine Valley Walking Festival	Walking	May	Irvine Valley Regeneration Partnership	Promotion and participation by Countryside Services
Ayrshire Classic Car Rally	Heritage	May	Ayrshire Classic Car Club	Hosted at Country Park
The Big Bone Walk	Walking	May	National Osteoporosis Society	Takes place on River Ayr Way; promotion by Countryside Services
Golf – Stroke Play Championship	Sport	May	EAC Community Recreation	Organiser – funded from Leisure Services budgets
Stewarton & Dunlop Show	Community (Agriculture)	May		
New Cumnock Show	Community (Agriculture)	May		
Boswell Book Festival	Culture (Literature)	May	The Boswell Museum and Mausoleum Trust	Promotion Leisure Services
Newmilns Show	Community (Agriculture)	June		
Cumnock Music Festival	Community (Music)	June	CREATE	Grant funding of £8k in 2009 from EAC Match

				Fund; Grant funding from Southern Local Grants Committee
Stewarton Bonnet Guild	Community	June	Stewarton Bonnet Guild Committee	
John Lapraik Festival (Muirkirk)	Community (Culture & Heritage)	June	Muirkirk Enterprise Group	
Muirkirk Walking Festival	Walking	June	Muirkirk Enterprise Group	Promotion and support from Countryside Services
Catrine Festival	Community	June	Catrine Community Trust	Promotion and participation by Countryside Services
Moscow Annual BBQ and Fun Day	Community	June	Moscow Community Hall Committee	Grant funding from Local Grants Committees
Darvel Lace Queen Gala Day (Bi-Annual)	Community	June	Darvel and District Community Council	Grant funding from Local Grants Committees
Dunlop Gala Day	Community	June	Dunlop Events Association	Grant funding from Local Grants Committees
Fenwick Gala Day	Community	June	Fenwick Community Association	Grant funding from Local Grants Committees
Kilmaurs Gala Day	Community	June	Kilmaurs Gala Day Committee	Grant funding from Local Grants Committees
Altonhill Gala Day	Community	June	Altonhill Residents Association	Grant funding from Local Grants Committees
Cairn Table Run	Running	June	EAC Countryside Services	Organiser – funded from Leisure Services budgets, with charge to cover costs
Ruby's Ayrshire Hospice 5K and Family Fun Day	Walking/Running	June	EAC Leisure Development	Organiser – funded from Leisure Services budgets
Golf – Match Play championship	Sport	June	EAC Community Recreation	Organiser – funded from Leisure Services budgets

Ochiltree Gala Day	Community	June	Ochiltree Victory Celebration Gala Committee	Grant funding from Southern Local Grants Committee
Dalrymple Show	Community (Agriculture)	July		
Classic Bike Show	Heritage	July	Ayr Classic Bike Club	Hosted at Country Park
Newmilns Gala Day	Community	July	Newmilns Gala Day Committee	Grant funding from Local Grants Committees
Cumnock Highland Games	Traditional Culture	August	Cumnock Highland Games Association	Grant Funding from P&ED
First Edition Music Festival (Kilmarnock)	Music	August	EAC Arts & Museums	Organiser – funded from Leisure Services Budgets, with charge to cover costs
Playday	Outdoor Play	August	EAC Leisure Development	Organiser – funding from Leisure Services budgets
Catrine Gala Day	Community	August	Catrine Residents and Tenants Organisation	
Fenwick Show	Community (Agriculture)	August		
Muirkirk Show	Community (Agriculture)	August		
Killie Festival	Community (Sport)	August	Kilmarnock Football Club	
River Ayr Way Challenge	Walking/Running	September	EAC Countryside Services	Organiser – funded from Leisure Services budgets, with charge to cover costs
Darvel Flower Show	Community	September	Darvel Horticultural Society	Grant funding from Local Grants Committees
Woodroad Gala Day (Cumnock)	Community	September	Woodroad Regeneration Forum	Grant funding from Southern Local Grants Committee

Loudoun Musical Society	Music	Sept/Oct	Loudoun Musical Society	Grant funding from Local Grants Committees
Ghost Walk	Outdoor	October	EAC Countryside Services	Organiser – funded from Leisure Services budgets, with charge to cover costs
Fireworks Display (Kilmarnock)	Outdoor (Seasonal)	November	EAC Community Recreation	Organiser – funded from Leisure Services budgets
Cumnock Fireworks Display	Outdoor (Seasonal/Community)	November	Cumnock and District Round Table	Grant funding from Southern Local Grants Committee
Imprint Festival	Literature	November	EAC Library, Registration and Information Services	Organiser – funded from Leisure Services budgets
Christmas Lights Switch On (Kilmarnock)	Outdoor (Seasonal)	November	EAC Planning & Economic Development	Organiser – funded from P&ED budgets
Festive Fair	Seasonal	November	EAC Library, Registration and Information Services	Organiser – funded from Leisure Services budgets
Christmas Market & Santa's Grotto (Dean Castle)	Seasonal	December	EAC Countryside Services	Organiser – funded from Leisure Services budgets, with charge to cover costs
Christmas Lights Switch On (Cumnock)	Outdoor (Seasonal)	December	EAC Planning & Economic Development	Organiser – funded from P&ED budgets
Yuletide Festival (Stewarton)	Outdoor (Seasonal)	December	Stewarton Traders Association	