

Corporate Policy and Strategy Committee

10.00am, Tuesday, 3 November 2015

Festivals and Events Core Programme 2016 and some events in 2017 and 2018

Item number	7.5
Report number	
Executive	
Wards	All

Executive summary

This report is presented to secure the Committee's strategic oversight of the proposed core programme of Festivals and events for 2016, before the Culture and Sport Committee of 30 November is asked to approve funding contributions towards some of the events and Festivals.

The report also notes that *Thundering Hooves 2.0, A Ten Year Strategy to Sustain the Success of Edinburgh's Festivals*, was launched this summer, and that a corporate response to supporting this Strategy is in preparation.

Links

Coalition pledges	P24
Council outcomes	CO20
Single Outcome Agreement	SO1

Festivals and Events Core Programme 2016 and some events in 2017 and 2018

Recommendations

- 1.1 To note that a corporate response to *Thundering Hooves 2.0, A Ten Year Strategy to Sustain the Success of Edinburgh's Festivals*, is in preparation and will be reported to the Culture and Sport Committee, and this Committee, in due course.
- 1.2 To provide strategic oversight of the proposal to make a sum of £200,000 available to the Festivals over the period 2015/16 to 2017/18 to enable forward planning and commissioning for the 70th anniversary year of Edinburgh's Festivals in 2017.
- 1.3 To provide strategic oversight of the following planned events and the proposed funding contributions towards them:
 - 1.3.1 a third public art light installation in St Andrew Square Garden in spring 2016 – note that to enable timely procurement of a suitable partner, a contribution of £42,000 was approved under delegated authority by the Deputy Chief Executive, in consultation with the Festivals and Events Champion and Convener of Culture and Sport;
 - 1.3.2 Euro 7 Nations Junior Diving Championships in the RCP in March 2016 – proposed funding contribution of £15,000;
 - 1.3.3 British Diving Championship in the RCP in June 2016 – proposed funding contribution still to be confirmed at the time of writing;
 - 1.3.4 Sport Relief Mile in Princes Street Gardens in March 2016 – proposed funding contribution of £15,000;
 - 1.3.5 Guinness Pro 12 Rugby Final in May 2016 at BT Murrayfield – funding contribution still to be negotiated;
 - 1.3.6 European Professional Club Rugby (EPCR) Finals in May 2017 at BT Murrayfield – funding contribution still to be negotiated;
 - 1.3.7 Climbing World Cup in the Edinburgh International Climbing Arena (EICA) in September 2016 – proposed funding contribution of £50,000;
 - 1.3.8 European Climbing Championships in the Edinburgh International Climbing Arena in September 2017 – proposed funding contribution of £50,000;
 - 1.3.9 Challenge Edinburgh Triathlon in the city and East Lothian, in July 2017 – proposed funding contribution of £62,500; and

1.3.10 European sports Championships in August 2018 – funding contribution still to be negotiated.

- 1.2 To refer this report, as amended by any decision taken by this Committee, to the Culture and Sport Committee of 30 November 2015 for approval.

Background

- 2.1 On 24 October 2013, as part of the Review of Political Management Arrangements, the Council agreed that the strategic overview of Council events should be added to the remit of the Corporate Policy and Strategy Committee to enhance the corporate oversight of high profile strategic city events.
- 2.2 The core programme of major events and festivals for 2015 was considered by this Committee on 2 December 2014 and subsequently approved by the Culture and Sport Committee on 16 December 2014. This included funding of £12,000 towards a new event called Choirfest, which the organiser decided not to run this year, and funding of £10,000 towards the anniversary event Writing on the City, which had to be postponed by the UNESCO World City of Literature Trust because of the unavoidable late withdrawal of a key artist from the project. The Trust is in negotiation with an alternative writer and the event, now renamed Writer in the City, is scheduled for autumn 2016 (subject to the final writer's existing diary commitments).
- 2.3 Scotland's National Strategy for Events has just been reviewed and relaunched. *Scotland – the Perfect Stage*, covering 2015 – 2025, is available to view and download [here](#). The events described in this report support the aims of this national strategy, as well as the Council's own Events Strategy.

Main report

- 3.1 Field of Light, a contemporary light-based art work by British artist Bruce Munro, was installed in St Andrew Square Garden in February 2014, where it remained until 27 April. This was commissioned by the Council in line with the 'Live after 5' campaign to promote the city centre as a vibrant, beautiful and accessible place. In February this year, the Council partnered with the Edinburgh International Science Festival on a second public art installation, which viewers were able to adjust using digital technology. In order to secure a suitable partner in time to plan a fully immersive third installation, the Deputy Chief Executive and Convener of Culture and Sport approved a waiver for total expenditure of £42,000 from the Events budget (incorporating the £12,000 released from the Choirfest project). This third **light-based art work** will be installed in the same location from February to March 2016. The details will be announced in due course as part of the event's communications plan, to secure maximum coverage.

- 3.2 British Swimming, the sport's national governing body, plans to bring two important diving events to Edinburgh for the first time next year. The first of these is the **Euro 7 Nations Junior Diving Championships**, planned to take place in the RCP from 17 to 21 March. The total cost of this international event is £150,000; the Council has been asked to make a contribution towards this of £15,000. Media coverage and positive reputational impact for the RCP and Edinburgh is expected, and it is anticipated that this may stimulate interest in diving at the RCP. The second British Swimming event is the **British Diving Championships**, scheduled for the RCP in June 2016. This will be a qualifier event for the Rio Olympic Games. Again, this event for senior divers should enhance the prestige of the RCP as an excellent diving venue, and increase interest in diving groups which train in the RCP. National and specialist media coverage is expected, and some of the action may be broadcast. The full details of the financial package are not yet available at the time of the writing, but any impact on Council services is expected to be minimal.
- 3.3 Scottish Rugby has secured two major rugby events for Edinburgh: the Guinness Pro 12 Rugby Final in May 2016 and the European Professional Rugby Club Finals in May 2017. Both of these will take place at BT Murrayfield. Scottish Rugby has asked the Council and Event Scotland to work in partnership to deliver these events and discussions on appropriate support are under way. The European Professional Rugby Club Finals will be similar in scale to a Six Nations Rugby weekend, and there may be some impact on other Council services. The Pro 12 event is smaller, featuring UK and Irish clubs only.
- 3.4 On 20 March 2016, the Comic Relief charity plans to bring the **Sport Relief Mile** back to West Princes Street Gardens. The charity is contributing £4,500 to the cost of staging this event, and has requested funding of £15,500 from the Council. A funding contribution of £15,000 is recommended.
- 3.5 Following several successful years of hosting European Youth Climbing Championships at the EICA, Edinburgh Leisure has secured the **Climbing World Cup** for 2016 – the first time this major event will be held in Edinburgh. Working with the International Federation of Sport Climbing and the British Mountaineering Council, the world and British governing bodies of climbing, Edinburgh Leisure will host this world series event in speed and lead climbing disciplines at the EICA from 24 to 25 September 2016. The total cost of this event is £300,000; the Council has been asked to make a contribution of £50,000 towards this, and discussions with Event Scotland are ongoing. The event will have a minimal impact on Council services. National and specialist media will cover this, and the event will be streamed on the internet. As well as enhancing the EICA's profile and Edinburgh's reputation, this event should stimulate local interest in climbing.
- 3.6 Edinburgh Leisure has also secured the **European Climbing Championships** in another first for Edinburgh. This event is scheduled to take place at the EICA in September 2017, and will cover the same speed and lead climbing disciplines at senior level. The event is expected to cost £600,000, and the Council has

been asked to make a contribution of £50,000 towards this. Discussion is ongoing with potential private sponsors and Event Scotland. The same benefits are expected as from the Climbing World Cup, and impact on Council services will be minimal.

- 3.7 An events company with an excellent track record, [Durdy Events](#), has developed the **Challenge Edinburgh Triathlon** (an [Ironman](#) distance triathlon), which it plans to hold in July 2017 in the city and East Lothian. This new participation event is expected to cost £600,000, and the Council has been asked to make a contribution of £62,500 towards it. Other funding will be provided by East Lothian Council (value in kind), Event Scotland and private sector sponsors. It is expected that this will attract some live broadcast coverage, wide media coverage, and will help to stimulate local interest in the triathlon's three constituent sports. Some road closures will be required, although at this stage the details are not yet available.
- 3.8 *Thundering Hooves 2.0* calls on the Council and other stakeholders to support the Festivals to sustain their success by making Edinburgh a festival-friendly city. Services across the Council are currently considering the actions within this new Strategy and details of the proposed Council response will be reported in due course.
- 3.9 In the lead up to the 2012 Olympic Games and 2014 Commonwealth Games in London and Glasgow respectively, the Festivals worked together, with support from the Council and other external partners, to take advantage of this significant opportunity to promote the city and to attract visitors to Edinburgh. As reported in November 2011, the Council's Events budget was prioritised and the sum of £0.65m was ringfenced to enhance Festival programme content across the 2012 to 2014 period.
- 3.10 *Thundering Hooves 2.0* acknowledges that this enhanced and coordinated programming was successful, and recommends that it be used as a model in the run up to 2017, the **70th anniversary of Edinburgh as Festival City**, to mark this important moment and renew the Festivals' "international ambition and purpose in response to the 21st century global challenges". The Festivals intend to work with city partners to develop open and innovative programmes; to cultivate young talent; and to bring Scotland to the world and the world to Scotland, in person and on digital platforms. A collaborative cross-agency partnership approach is proposed to support this important anniversary. The Council contribution proposed is £200,000 over 2015/16 to 2017/18.
- 3.11 Scotland and Germany are to co-host the first **European Sports Championships** in August 2018. This is expected to attract a television audience of 850 million, thanks to a deal with the European Broadcasting Union, which has 72 members in 56 countries. The athletics element will take place in Berlin. Swimming will be at Tollcross in Glasgow, open water swimming will be in Loch Lomond, while diving and synchronised swimming will take place at the RCP. Cycling disciplines, triathlon and rowing will also take place in the west of

Scotland, while golf will be held in Gleneagles. The Scottish Government and Glasgow City Council are working with European and national governing bodies of sport, Visit Scotland, **sportscotland**, and other local authorities, including the City of Edinburgh Council (and its partner Edinburgh Leisure), to deliver those elements of the European Sports Championships which will take place in Scotland. Discussions are ongoing about delivery and funding, some of which is likely to be in kind.

- 3.12 Appendix 1 details the full programme for 2016, which of course includes the city's 12 major Festivals, and the other events mentioned above which will take place in 2017 and 2018. This includes annual events run by the Council and by external promoters. The Culture and Sport Service is in contact with event promoters to provide logistical advice and ensure that where necessary, events are overseen by the Event Planning and Operations Group.

Measures of success

- 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.

Financial impact

- 5.1 The proposed contributions to events listed in paragraph 1.1 can be contained in the Events and Activity budgets for 2015/16 to 2017/18. The level of charge likely to be levied by Police Scotland in relation to the Challenge Edinburgh Triathlon is unknown at this stage, but would be covered by the event organiser.

Risk, policy, compliance and governance impact

- 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 relaunched 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.

Equalities impact

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

Sustainability impact

- 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.

Consultation and engagement

- 9.1 The Council has engaged with various partners and event promoters to discuss these proposals. All of these proposals have been discussed with the Festivals and Events Champion.

Background reading/external references

[Thundering Hooves 2.0 Ten Year Strategy to Sustain the Success of Edinburgh's Festivals](#) report to Culture and Sport Committee on 18 August 2015

[Edinburgh International Culture Summit: 2016 and 2018](#) report to Culture and Sport Committee on 18 August 2015

[Festivals and Events Core Programme for 2015](#) report to Corporate Policy and Strategy Committee on 2 December 2014

[Festivals and Events Core Programme for 2015](#) report to Culture and Sport Committee on 16 December 2014

[Tour of Britain and Tour Series](#) report to Culture and Sport Committee on 21 October 2014

[Additions to the Festivals and Events Programme for 2014 and 2015](#) report to the Culture and Sport Committee on 27 May 2014

Scottish Government [Active Scotland Outcomes Framework](#)

Event Scotland [Scotland – the Perfect Stage 2015 - 2025](#)

European Sports Championships [website](#)

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Links

Coalition pledges	P24 Maintain and enhance support for our world famous festivals and events
Council outcomes	C020 Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens.
Single Outcome Agreement	S01 Edinburgh's economy delivers increased investment, jobs and opportunities for all
Appendices	1. Festivals and Events – Core Programme 2016 (and some 2017 events)

Festivals and Events – core programme 2016 (and some 2017 events)

January	
Morrison's Great Edinburgh Cross Country Run	Sport – spectator event featuring elite athletes
Morrison's Great Winter Run	Sport – participation event
February to March	
Public art installation in St Andrew Square	Cultural – new installation
The Edinburgh Award 2015	Cultural and civic
March	
Euro 7 Nations Junior Diving Championships	Sport – spectator event featuring elite junior divers. New for Edinburgh
Sport Relief Mile	Charity and Sport – participation event
March to April	
Edinburgh International Science Festival	Major Festival
April	
Morrison's Great Edinburgh Run	Sport – participation event
April to May	
TradFest Edinburgh	Cultural
May	
Guinness Pro 12 Rugby Final	Sport – spectator event featuring
Tour Series city centre cycle event	Sport – spectator event featuring elite cyclists
Edinburgh Marathon Festival	Sport – participation event
May to June	
Imagine Festival	Major Festival

June	
British Diving Championships	Sport – spectator event featuring elite senior divers. New for Edinburgh
Moonwalk	Charity – participation event
Festival of Cycling	Sport – participation event
Edinburgh International Film Festival	Major Festival
Armed Forces Day	Civic
July	
Edinburgh Jazz and Blues Festival	Major Festival
July to August	
Edinburgh Art Festival	Major Festival
August	
Edinburgh International Culture Summit	Civic and cultural
Royal Edinburgh Military Tattoo	Major Festival
Edinburgh International Festival	Major Festival
Edinburgh Festival Fringe	Major Festival
Edinburgh International Book Festival	Major Festival
Edinburgh Mela	Major Festival
Autumn – date to be confirmed	
Writer in the City	Cultural. New for Edinburgh.
September	
Festival of Sport	Sport – participation event
Pedal for Scotland	Sport – participation event
Edinburgh Riding of the Marches	Civic – participation event
Climbing World Cup	Sport – spectator event featuring elite senior climbers. New for Edinburgh.

October	
Scottish International Storytelling Festival	Major Festival
November 2016	
Previously... Scotland's History Festival	Cultural
November 2016 – January 2017	
Edinburgh's Christmas	Civic and cultural
Edinburgh's Hogmanay	Major Festival
Morrison's Great Edinburgh Cross Country Run	Sport – spectator event featuring elite athletes
Morrison's Great Winter Run	Sport – participation event
2017	
70th anniversary of the Edinburgh Festivals Celebrations will take place throughout the year	
May 2017	
European Professional Club Rugby Finals	Sport – spectator event featuring professional rugby players
July 2017	
Challenge Edinburgh Triathlon	Sport – participation event. New for Edinburgh.
September 2017	
European Climbing Championships	Sport – spectator event featuring elite senior climbers. New for Edinburgh.
August 2018	
European Sports Championship	Sport – spectator event featuring elite divers and swimmers. New event, and new for Edinburgh.