

Culture and Communities Committee

10.00am, Thursday, 29 February 2024

Events Budgeting

Executive/routine
Wards

Routine
All

1. Recommendations

- 1.1 Culture and Communities Committee is asked to note that:
 - 1.1.1 The current Events Strategy is valid until 2025 but requires to be refreshed;
 - 1.1.2 Work on a refreshed Events Strategy will be undertaken in Spring 2024 in consultation with key stakeholders and the events sector; and
 - 1.1.3 A further report will be presented to Committee with a new Events Strategy in Autumn 2024.

Paul Lawrence

Executive Director of Place

Contact: David Waddell, Senior Culture and Events Officer

E-mail: david.waddell@edinburgh.gov.uk | Tel: 0131 529 4929

Events Budgeting

2. Executive Summary

- 2.1 The Council's Events Strategy requires to be refreshed to more fully reflect the Council's Business Plan, the declaration of a climate emergency, the [Culture Strategy](#) and other recent policies. The strategy will be developed in consultation with the events sector and a final strategy will be presented back to this Committee in Autumn 2024.

3. Background

- 3.1 The Council's [Events Strategy](#) was approved at Culture and Sport Committee on 31 May 2016. It covers a period to 2025 with a refresh due in 2020.
- 3.2 On 5 October 2023, Committee approved the following adjusted motion by Councillor Osler in relation to events budgeting:
- 3.2.1 To note the full Events budget (presently) was £356,200 per annum. This was nominally divided 50:50 between culture events and sports events.
- 3.2.2 To note a full summary of the proposed allocations for 2024/25 would be shared with Committee before the end of this financial year.
- 3.2.3 To understand that the allocation of funding was aligned to the Council's Event Strategy which was approved by Culture and Communities on 31st May 2016 and split the funding into three tiers, Major International, National and Bespoke City Events.
- 3.2.4 To instruct officers bring to Committee in two cycles a report outlining the criteria presently being used to determine funding proposals for the Events Budget, the extent to which they aligned to Council priorities including the Net Zero strategy and the Business Plans' three aims: Create good places to live and work; End Poverty in Edinburgh and Become a Net Zero city and any changes they would recommend.
- 3.2.5 To recognise that there was a Climate Emergency.
- 3.2.6 To recognise the climate and environmental impact of large events.
- 3.2.7 To therefore ask for an update from officers on:

- 3.2.7.1 How funding decisions on large events were made, including the criteria and how this related to the Council's wider strategic priorities outlined in the Business Plan, including specific consideration of how events contributed to the Council's actions to meet net zero by 2030;
 - 3.2.7.2 Whether what an appropriate balance between local, national and international events was considered, and how local communities were or could be involved in this process;
 - 3.2.7.3 How the benefits for the city were assessed and presented for scrutiny, taking into account the new use of public spaces for filming and event policy, if passed.
 - 3.2.7.4 How Councillors were kept informed about large events that Council funding was being provided for, especially in cases where event costs were escalating.
- 3.2.8 To recognise that the funding priorities and financial climate of the Council had substantially changed since the decision to proceed with the World Orienteering Championships alongside the cost of hosting such events due to inflationary pressure.
- 3.2.9 To therefore agree that a review of the aims and values that guided allocation of funds from the Events Budget, in terms of what projects the Council decided to proceed with was required and should be undertaken alongside the work underway to create a Physical activity and sports strategy for the city. This could provide a way to ensure tangible community benefit to the city's sports clubs and communities.

4. Main report

- 4.1 The Council's approach to the support and delivery of events is outlined in the city's [Events Strategy](#), approved at Culture and Sport Committee on 31 May 2016.
- 4.2 Originally intended to cover the period to 2025 with a review in 2020, the strategy lays out the criteria for events that the city would support, develop or wish to attract.
- 4.3 While the overall time period for the strategy has not lapsed, the review date is overdue, partly due to the impact of Covid-19. In the intervening period there have been significant changes, and the strategy no longer fully reflects the Council's Business Plan. Further, it does not address the climate emergency nor reflect the aims and outcomes of the [Culture Strategy](#).
- 4.4 Additionally, a new policy on the use of public spaces for events and filming has been adopted, to which any new Events Strategy must align.
- 4.5 Lastly, a structural review of Cultural Strategy and Partnerships is underway, the outcome of which will impact on development and delivery of the new strategy. This work is expected to be completed in spring 2024.

Current Approach

- 4.6 Until the review is undertaken, the existing Events Strategy is still in use as a means of assessing support for events in Edinburgh. The strategy identifies events in three tiers or levels (major international, national and bespoke for Edinburgh) and events must meet key criteria to be supported. Events must meet all of these criteria:
- 4.6.1 Fit the strategy's definition of a Level 1, 2 or 3 event;
 - 4.6.2 Complement the calendar of events of the day – priority will be given to events which fall within the calendar's shoulder months;
 - 4.6.3 Promote Edinburgh as a vibrant, contemporary international city; and encourage people to live or invest in the city or to visit Edinburgh.
- 4.7 In addition, events must meet at least one of these criteria:
- 4.7.1 Help to build a strong profile for Edinburgh as an active city (as defined by the Physical Activity and Sport Strategy);
 - 4.7.2 Help to grow participation in all types of physical activity, but particularly in walking, running and cycling;
 - 4.7.3 Make effective use of Edinburgh's world class built facilities, cultural infrastructure or natural environment;
 - 4.7.4 Strengthen, or have the potential to strengthen, the city's international relations and international development work;
 - 4.7.5 Generate money for city, national or international charities;
 - 4.7.6 Include the city's diverse communities;
 - 4.7.7 Include young people or offer opportunities for volunteering; and
 - 4.7.8 Help to regenerate parts of the city.
- 4.8 The existing Events Strategy closely mirrors the national Events Strategy developed by EventScotland. This national strategy is due to be launched shortly and will help in aligning Edinburgh with the national approach.
- 4.9 An annual programme of recommended support for events has been presented to Committee. As part of the review, officers will assess if there is a better way of reporting this support as part of wider Cultural Strategy funding, giving a clearer indication of the breadth of support for Culture, Festivals and Events in Edinburgh.
- 4.10 Where events have required additional funding to that approved, a report has been taken to this Committee for approval. During the course of the year the Festivals and Events All Party Oversight Group is kept updated on upcoming events but is not a suitable forum for approval of events or funding.

Budget and Funding

- 4.11 The current annual events budget is £296,200. Since Councillor Osler's motion was approved in October, £60,000 of the original budget of £356,200 has been transferred to Sport Partnerships to support local, regional and national sports events. This will help support club development and the work of Edinburgh Leisure.

- 4.12 A one-off saving of £50,000 has been applied to the events budget in 2024/25 to support the delivery of the saving from cultural grants and events which was approved as part of the Council budget in 2023/24.
- 4.13 For historic reasons through various structural reviews, the Events budget was split 50:50 between sports and cultural events. Going forward, this split will be removed.
- 4.14 The existing strategy and budget are still being impacted by Covid-19 and the delay to events during the period between 2020 and 2022. Where events have been delayed, the budget implications are being felt up to two years later than originally anticipated, reducing the available budget to support new or other events.
- 4.15 An update on the allocations for 2023/24 was presented to the Festivals and Events All Party Oversight Group on 21 November 2023. The list of events is contained within Appendix 1.
- 4.16 The summary of proposed allocations for 2024/25 will be presented to this Committee following the budget setting process in March 2024.
- 4.17 In development of the approach to future events funding, officers will benchmark event funding models from other cities and explore both long-term strategic and open application funding processes.

5. Next Steps

- 5.1 For the reasons highlighted above, it is clear that a refreshed Events Strategy is required but it has not been possible to undertake the consultation and development required in the two committee cycles allocated to this report. Officers will develop an engagement plan with the sector to understand how best to support events in the city and how they can be used to support the Business Plan and Culture strategy. A wider public consultation may not be possible due to timescales; many of the themes have already been addressed as part of the consultation on the use of public spaces for filming and events.
- 5.2 An update on progress will be presented to the Festivals and Events All Party Oversight Group on before being presented to Committee in autumn 2024.

6. Financial impact

- 6.1 The Council's annual Events budget is currently £296,200 per annum. A one-off saving of £50,000 has been applied for 2024/25, meaning the available budget for 2024/25 is £246,200.
- 6.2 A full summary of the proposed allocations for the Events budget will be shared with Committee following the Council's budget meeting each financial year.

7. Equality and Poverty Impact

- 7.1 The new Events Strategy is expected to have a positive equalities impact by more closely reflecting the six aims contained within the Council's Business Plan and the Culture Strategy.

8. Climate and Nature Emergency Implications

- 8.1 The new Events Strategy will recognise that there is a climate emergency and detail an approach on how events can reduce their environmental impact or support the city's transition to Net Zero by 2030.

9. Risk, policy, compliance, governance and community impact

- 9.1 A strategic approach to support for events will ensure that funding and support for events achieves the aims of the Business Plan and the Culture Strategy.
- 9.2 Community engagement has been undertaken as part of the development of the policy on the use of public spaces for events and filming. Any new strategy will align with these principles.

10. Background reading/external references

- 10.1 None.

11. Appendices

Appendix 1 – Event Budget Allocations for 2023-24

Events Programme and Budget Allocations 2023/24

The following events have been supported by the Events budget in 2023/24.

Event	Budget Allocation
Remembrance Day	£2,500
Wide Days	£7,000
Burns&Beyond	£30,000
The Edinburgh Award	£10,000
Armed Forces Day	£5,000
Edinburgh International Culture Summit	£5,000
Fringe High Street	£50,000
Fair Saturday - Kindness of Words	£5,000
Fair Saturday	£6,000
Nativity Scene	£2,500
Festive Lighting	£11,000
Edinburgh Winter Run	£20,000
World Orienteering Sprint Championships (Summer 2024)	£50,000
Netball Events Oriam	£8,000
Volleyball Events x 2	£15,000
Edinburgh International Swim Meet	£15,000
RCP Swimming Events x 3	£10,000
Queer East Festival	£1,500
Total	£253,500
Budget	£256,200
Unallocated	-£2,700

Remembrance Day – November 2023

£2,500 is awarded to support audio relay of the Service of Remembrance from St Giles' Cathedral to those outside in West Parliament Square.

Wide Days – May 2023

£7,000 to continue to develop Scotland's premier music networking event. [Wide Days](#) is hosted in the Assembly Rooms and showcases Scotland's emerging music talent and provides Scotland's only music industry networking and development event.

Burns&Beyond 2024 – January 2024

£30,000 to support his highly-regarded music and arts festival. [Burns&Beyond](#) showcases Scotland's trad and folk scene, spoken word, poetry, dance and live music. The Council's funding also supports the a large scale public art installation in St Giles Cathedral.

The Edinburgh Award – December 2023

[The Edinburgh Award](#) recognises the contribution of an Edinburgh citizen to the city. This year's recipient is Nicola Benedetti. The hand prints of award recipients are displayed in the City Chambers quadrangle. £10,000 is allocated to delivery of the award.

Armed Forces Day – June 2023

£5,000 is awarded to Royal British Legion Scotland to support the delivery of Armed Forces Day in Edinburgh. The event includes a parade from St Andrew Square to Princes Street Gardens.

Edinburgh International Culture Summit – August 2024

Hosted biennially, the [Culture Summit](#) brings artists, creatives, cultural delegations and policy makers to Edinburgh during the summer festivals. The Events budget awards £10,000 to each edition of the Culture Summit, split over two financial years. £5,000 is allocated in 2023/24 for the 2024 event.

Fringe High Street – August 2023

£50,000 was awarded to support the recovery of [Fringe High Street](#) post-Covid. The award supports the safety infrastructure required to deliver this prominent Festival event and associated road closures, performer management and site management.

Fair Saturday – Kindness of Words – March 2024

The Kindness of Words Project, a community-based storytelling event, was first delivered in Edinburgh in 2022. The Council's contribution of £5,000 will allow the resources for this project to be piloted across the UNESCO Cities of Literature network and more community organisations in Edinburgh.

Fair Saturday – November 2023

£6,000 was allocated from the Events budget to support the delivery of [Fair Saturday](#) 2023 in Edinburgh. The Council's allocation was used to award micro-grants to community cultural organisations to participate in Fair Saturday.

Nativity Scene – Winter 2023

Edinburgh was gifted a new Nativity Scene by the City of Munich in conjunction with Edinburgh faith organisations. While the scene was paid for and gifted, it required to be transported from Germany to Edinburgh. £2,500 from Events budget was used to support this.

Festive Lighting – Winter 2023

To facilitate a new entrance to the Edinburgh's Christmas sites in East Princes Street Gardens from Market Street, a festive lighting project was commissioned to enhance the gardens, provide safe lighting and a route from the south side of the Gardens. £11,000 was allocated to deliver this. This

Edinburgh Winter Run – January 2024

A staple of the Scottish athletics calendar, the [Edinburgh Winter Run](#) takes place in Holyrood Park and attracts over 1,500 runners, including a significant entry from the universities in Edinburgh. A contribution of £20,000 has been allocated towards this event.

World Orienteering Championships – July 2024

As previously reported to [Culture and Communities Committee](#) in October 2023, the [Sprint World Orienteering Championships](#) will be taking place in Edinburgh in July 2024. An additional £50,000 has been allocated to deliver this event following its cancellation in 2022.

Netball – January 2024

£8,000 is allocated towards bringing the Netball Superleague pre-season event to Oriam in Edinburgh. The matches hosted in Edinburgh will give an opportunity for Edinburgh netball fans and clubs to see the professional netball in action featuring the Strathclyde Sirens and two English based teams. The event will also feature a Sirens Development Squad and a 'Train Like The Sirens' community event.

Volleyball – Summer 2023

The Council supported two Volleyball championship events in Edinburgh – the Scottish Volleyball Cup Finals and the Beach Volleyball European Tour at Portobello. An award of £15,000 was made to support these two events.

Edinburgh International Swim Meet – March 2024

Celebrating its 25th anniversary, the [Edinburgh International Swim Meet](#) has long established itself as a vital competition on the route to securing qualification for the Olympic Games. Held at the Royal Commonwealth Pool, an allocation of £15,000 has been made to support this event.

Scottish Swimming Events – July and December 2023

Scottish Swimming have requested funding for three events based at the Royal Commonwealth Pool – the Scottish Summer Meet, Scottish National Short Course Championships, and Scottish National Diving Championships incorporating the British Diving Cup. An allocation of £10,000 has identified to support these events.

Queer East Festival – December 2023

The [Queer East Festival](#) visits Edinburgh's Summerhall on a nationwide tour in December 2023. The festival presents short films to challenge the labels associated with queer communities. An allocation of £1,500 will be used to host a reception to welcome this important festival to Edinburgh.