

**PERTH COMMON GOOD FUND COMMITTEE****8 October 2014****Perth Christmas Lights Switch On****Report by Depute Director (Environment)**

The report notes the activities for the Christmas Lights Switch On event on Saturday 22 November 2014 using the funding already approved by Perth Common Good Committee which is part of the overall Perth Winter Festival programme. The Committee is also asked to consider additional financial support to extend the events to Sunday 23 November 2014.

**1. BACKGROUND**

- 1.1 The Perth Common Good Fund has traditionally supported the costs associated with the Perth Christmas Lights including erection, maintenance, storage, rent, feu duties and electricity charges. In addition, the Common Good Fund has supported the Christmas Lights Switch On event which has grown significantly in the past two years in terms of scale, scope and attendance. In 2013, it was estimated that 26,000 members of the public were in Perth City Centre for the Christmas Lights Switch On event, which was a 70% increase on the 2012 event, with an estimated £1.5 million generated for the local economy.
- 1.2 At its meeting of 7 May 2014 (Ref 14/178), the Perth Common Good Fund Committee approved the budget for Financial Year 2014/15 which included a provision of £81,300 for the Christmas Lights with £39,000 from this allocated for the Switch On event. This is scheduled for Saturday 22 November 2014 and this report outlines the proposed breakdown of expenditure associated with the event.
- 1.3 In line with the Council's Events and Festival's Strategy, the Perth Winter Festival was developed in 2013/14 as an overarching programme of events and celebrations lasting from Bonfire Night on 5 November until the Chinese New Year in February. The objective of the Festival is to generate additional economic benefits for the city through increased expenditure by visitors and residents while also contributing to the vibrancy and cultural life of the city, along with raising the profile of Perth as a leading events destination. It is intended to develop further the Festival for 2014/15 by enhancing existing events and introducing new elements. In particular, it reinforces the message that "Christmas starts in Perth" with an innovative programme of events and entertainments over the weekend of 22 and 23 November 2014 - the highlight being the Christmas Lights Switch On.
- 1.4 Events and marketing expenditure for the Winter Festival is met from the Environment Service's revenue budget with private sector sponsorship also forthcoming for specific elements. In 2013/14, overall expenditure for the

Winter Festival, including marketing and events support, was £159,000 (of which the Common Good Fund contributed £39,000). The Common Good funding already approved in May is to support specific elements on Saturday, 22 November 2014 focussed on the Christmas Lights celebrations.

- 1.5 For 2014, a full programme of events and entertainments is being planned to create a weekend of celebrations in the city that appeals to a broad range of age groups. As with the past two years, it is intended that there will be opportunities for local community groups to participate in street and stage performances including a community stage in King Edward Street, along with the “Singing Christmas Tree” for choirs and musical groups at Horsecross Plaza. Artists for the main stage programme are currently being investigated but would comprise a range of musical acts including a local band, a covers band covering a range of genres, a contemporary band (similar to Luminites in 2013), a retro band (similar to the Bay City Rollers in 2013) and a star band/singer. An outline programme for Saturday 22 November 2014 is as follows:

1100 – 1800

Funfair Pleasure Rides

Street Food

Ice Sculpting

Street Art

Ice Bar (Horsecross Plaza, subject to licence)

Themed Streets (based on musical and Christmas films)

Street Entertainers

Singing Christmas Tree

Community Stage programme (from 1200)

Main Stage programme (from 1400)

1700

Santa’s Parade – Thimble Row to Tay St via High Street

1810

Christmas Lights Switch On, special effects lighting and pyrotechnics display

Main stage entertainment continues

1830 onwards

Funfair Pleasure Rides

Ice Bar – (Horsecross Plaza)

Main stage entertainment continues until 1930

- 1.6 The approved Perth Common Good Fund contribution will support the following elements of the programme on Saturday 22 November 2014:

Main stage (lighting, sound, pyrotechnic effects, and related infrastructure)	£20,000
Community Stage	£1,000
Santa's Parade and street entertainments	£10,000
Singing Christmas Tree	£3,000
Health, safety and welfare (medical cover, stewarding, toilets, waste services and cleansing)	£5,000

## 2. PROPOSAL

### Sunday 23 November 2014

- 2.1 Given the ambition to develop the weekend's activities, and the Winter Festival overall, some thought has been given to extending the programme to Sunday 23 November 2014. The Committee is asked to consider whether additional funding of £10,000 could be provided to support this.

Community Stage	£1,000
Street entertainments	£7,000
Singing Tree	£1,000
Health, safety, welfare	£1,000

- 2.2 The additional programme would also extend the opportunity for participation by community groups, particularly young people, into a second day and extend the celebrations over the weekend in a bid to drive further footfall to the city centre.
- 2.3 The impact of the programme of events will be assessed by public and business surveys along with analysis of footfall figures for the city centre.

## 3. CONCLUSION AND RECOMMENDATIONS

- 3.1 The Christmas Lights Switch On event has been greatly enhanced since 2012. It is seen as a key feature of the Perth Winter Festival, which in turn is a new approach to branding and promoting a range of events in the city over the winter months.

3.2 The Committee is asked to:

- i) Note the current budget provision from 2014/15 in respect of the Christmas Lights Switch On programme for Saturday, 22 November.
- ii) Approve the additional events and activities outlined in the report along with the additional funding of £10,000 to support an extension of the events to Sunday, 23 November 2014.

**Author**

<b>Name</b>	<b>Designation</b>	<b>Contact Details</b>
Alan Graham	Regeneration Projects Team Leader	Tel: (01738) 477951 E-mail: <a href="mailto:AGraham@pkc.gov.uk">AGraham@pkc.gov.uk</a>

**Approved**

<b>Name</b>	<b>Designation</b>	<b>Date</b>
Barbara Renton	Depute Director (Environment)	24 September 2014

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>Yes</b>
Workforce	<b>None</b>
Asset Management (land, property, IST)	<b>None</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>Yes</b>
Strategic Environmental Assessment	<b>None</b>
Sustainability (community, economic, environmental)	<b>None</b>
Legal and Governance	<b>None</b>
Risk	<b>None</b>
<b>Consultation</b>	
Internal	<b>Yes</b>
External	<b>None</b>
<b>Communication</b>	
Communications Plan	<b>None</b>

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

- 1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan which outlines the key things we think are important for Perth and Kinross.
- i) Giving every child the best start in life
  - ii) Developing educated, responsible and informed citizens
  - iii) Promoting a prosperous, inclusive and sustainable economy
  - iv) Supporting people to lead independent, healthy and active lives
  - v) Creating a safe and sustainable place for future generations
- 1.2 It is considered that the strategy and related actions will contribute to the following objective: Promoting a prosperous, inclusive and sustainable economy.

## Corporate Plan

- 1.3 The Council's Corporate Plan 2013-2018 outlines the same five Objectives as those detailed above in the Community Plan. These objectives provide a clear strategic direction, inform decisions at a corporate and service level and shape resource allocation. It is considered that the actions contained in the report contribute to objective (iii) outlined in paragraph 1.1 above.

## **2. Resource Implications**

### Financial

- 2.1 As part of the 2014/15 budget process, the Committee approved a budget allocation of £39,000 towards the Christmas Lights Switch On event. A breakdown of anticipated expenditure is provided in the report. In addition, a request is made for further funding of £10,000 to support additional elements for Sunday, 23 November in order to enhance the programme further.

### Workforce

- 2.2 There are no staff resource issues for Perth and Kinross Council.

### Asset Management (land, property, IT)

- 2.3 There are no asset management issues.

## **3. Assessments**

### Equality Impact Assessment

- 3.1 An Equality Impact Assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.
- 3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- (i) Assessed as **relevant** and the following positive outcomes expected following implementation:
- The needs of equality groups to be addressed in the operational delivery of events in the city centre such as the provision for viewing by disabled visitors, the provision of additional toilet facilities for disabled visitors etc.

### Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. However, no further action is required as the proposals do not qualify as a PPS as defined by the act and are therefore exempt.

### Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.

### Legal and Governance

- 3.5 The consideration of the report is in line with the Council's Scheme of Administration.

### Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process where the Council is the lead on individual projects.

## **4. Consultation**

### Internal

- 4.1 The Head of Planning and Regeneration and Head of Finance have been consulted in the development of the report.

## **2. BACKGROUND PAPERS**

None.

## **3. APPENDICES**

None.

