

Midfest 2014**Report by John Blair, Director, Resources****1 Purpose of Report**

This report is presented to advise Council of:

- (a) the latest arrangements for the Midfest 2014 festival; and
- (b) the Resource and financial implications associated with the promotion of the Midfest 2014 festival.

2 Background**2.1 Cabinet Reports**

At its meeting on 28 May 2013 the Cabinet considered a joint report entitled “Midfest” by Director Corporate Resources and Director Education and Community Services.

This report approved the inaugural Midfest arts and cultural event which was held throughout Midlothian over the period 21 to 28 September 2013.

A further update report by Director Education, Communities and Economy advised the Cabinet on 27 August 2013 of the following:

- The Event Programme for 2013
- The Launch Day arrangements
- The Involvement of Key Stakeholders
- The Publicity arrangements
- The Resource Implications associated with the Festival
- The options for the 2014 Festival.

At its meeting on 14 January 2014 the Cabinet considered a further report by Director Education, Communities and Economy entitled Update Report on Midfest 2014.

Building on the success of Midfest 2013, the necessary planning and organisation has taken place over the last ten months regarding the launch event, local community based events and the finale to be held over the period 6 to 14 September 2014. These events form the key elements of the Midfest 2014 event which runs for nine days across the Council area. It should be noted that Event planning has been impacted in part by staffing changes within the Council and the Chief Executive subsequently requested that the Director Resources lead on the event planning as part of the Legacy 2014 Active and Connected themes as presented to Council in February 2014.

2.2 Saturday Event – Grown in Scotland

An additional feature of the 2014 Midfest event has been the development of a music festival called Grown in Scotland, on Saturday 6 September 2014 which is being promoted by Clan Caterers/The Scullery Ltd. Following their initial involvement in the inaugural Midfest 2013, Clan Caterers/The Scullery Ltd approached Midlothian Council seeking involvement in Midfest 2014 through the provision of a one day music festival and to use the Midfest brand as part of event publicity. This pop music event will be held in Dalkeith Country Park on Saturday 6 September 2014 and will be the responsibility of Clan Caterers/The Scullery Ltd. A legal agreement has been established between the Council and the event promoters setting out clearly defined roles and responsibilities.

Furthermore significant guidance and support has also been provided by Midlothian Council and its key priorities including the emergency services to assist in the overall event planning management and safety.

Details of the Grown in Scotland Event are included in the previously circulated Midfest brochure and are outlined in the following table.

SATURDAY 6 SEPTEMBER 2014	
TIME	BAND
11.45	Mayfield Pipe Band
12.00	Alex Hodgson
12.30	The Rebel Westerns
13.15	Kristen Adamson
14.00	Dirty Harry
14.45	Callum Beattie
15.30	The Merrylees
16.15	Eric Faulkner's Bay City Rollers
17.00	The Flavours
18.00	Bombskare
19.00	Pilot
20.00	Big Country
21.00	QFX
21.45	The View

2.3 Sunday Event – Family Fun Day

As part of partnership working with the Council Clan Caterers/The Scullery Ltd it is intended to utilise the shared use of the stage and associated facilities, which will be available for local bands to perform throughout the Sunday.

Details of the Sunday event being held in Dalkeith Country Park are outlined in the event brochure and are summarised in the following table.

SUNDAY 7 SEPTEMBER 2014	
FAMILY MAIN STAGE RUNNING ORDER	
TIME	BAND
12.30 - 12.40	Saskia
12.50 - 13.30	Deaf Dog Blues
13.50 - 14.30	Friend of a Friend
14.50 - 15.30	Urban Poets
15.50 - 16.25	Lisa McGlynn/Apture
16.45 - 17.10	Shangri-La
17.30 - 18.05	The Mechanical Arms
STABLES STAGE RUNNING ORDER	
13.30 - 14.00	Mirror Image
14.20 - 14.50	Loanhead Brass Youth
15.10 - 15.40	Lasswade High Contribution
16.00 - 16.30	St George's School Band

2.4 Community Events

Other community based events across the Council area are being organised in a similar fashion to 2013 with support from Midlothian Council to attract acts to local venues, planning the various requirements, contracting with venues and artists and ensuring that publicity is organised and co-ordinated via Midlothian Council Communications and Marketing section. There are currently 47 events organised at local venues throughout Midlothian. Schools and homes for the elderly are hosting events, as well as local communities such as Penfest and Pathhead Music Collective who are organising their own events within the Midfest Programme. It is anticipated that there will be over 60 events in the final programme.

Having been successful in an Event Scotland bid for funding Midfest attracted £5000 to attract visitors from outwith Midlothian and Scotland. It is envisaged this targeted marketing will be focused on the opening weekend at Dalkeith Country Park. This involves publicity across the United Kingdom and also use of press releases overseas, e.g., USA, Australia, Canada, and Japan.

In addition, as part of the ongoing Partnership working with Police Scotland, the Council has established a Safety Advisory Group to manage, oversee and co-ordinate larger Community Events across Midlothian. Piloted as part of the preparations for the Queen's Baton Relay on 16 June 2014 a similar approach has been adopted for the Midfest 2014 festival and will become the recognised arrangement for larger community events going forward within Midlothian. This approach recognises the requirement to ensure larger events are managed in a safe manner.

3 Report Implications

3.1 Resource

In terms of the human resource implications, organising events, venues and publicity is being managed by appropriate Council staff in conjunction with partner organisations. The Safety Advisory Group led by the Council is the principal forum for event co-ordination, management and facilitation.

Based on the momentum arising from the inaugural Midfest 2013 festival the Sunday Family Day event has expanded. Alcohol and beverage facilities will be available on the Sunday and will require suitably trained and experienced security/stewarding provision similar to those employed for the Grown in Scotland Event on the Saturday, albeit on a reduced scale depending on final attendance numbers. Moreover, at the recent Safety Advisory Group meeting a decision has been taken to ticket the Sunday event via Eventbrite, remaining free of charge to attendees. This approach will determine the precise requirements of Scottish Ambulance service/British Red Cross service on the day. Police and Fire services are also involved in the planning of the Sunday event to ensure the safety of all those attending. The event planning is being co-ordinated via the Council's Safety Advisory Group and the resources deployed will be in proportion to the final attendance numbers and are continually being reviewed by the group.

The expansion of the Sunday event and the requirements to ensure and maintain public safety give rise to additional and originally unplanned costs. The establishment of the Safety Advisory Group has been necessary to ensure security and safety arrangements have been appropriately assessed and are being put in place. However these arrangements will incur additional and unavoidable costs for which there is no budgetary provision and there is expected to be a maximum of up to £30,000 funding required.

Whilst it is challenging that the requirement for these costs and resultant details have only recently been fully assessed it is essential that the appropriate expenditure is prioritised to ensure public safety.

The projected cost of Midfest 2014 (excluding Grown in Scotland) is as detailed in the tables below.

Community Programme		Sunday Event	
Community Support for Events	£4,200	Security	£7,000
Artists Fees	£1,400	Toilet Provision	£3,500
Publicity	£2,000	Council Staff	£10,500
Other Costs	£2,400	Transport	£3,000
Councillors Environmental Fund	(£5,400)	First Aid etc	£5,000
Midlothian Tourism Fund	(£500)	Other costs	£1,000
Ticket Sales	(£3,800)	Maximum Costs	£30,000
Stalls Permit	(£300)		
Budget Requirement	£ Nil	See Note below	

Note – These indicative costs for the Sunday event are still subject to an ongoing review by the Director Resources and will be refined in light of the anticipated final attendance numbers on Sunday 7 September 2014.

Presently the Director, Resources is working with Councillors to utilise the members' capital allowance from the Environmental Fund to release an equivalent one off sum to transfer to the revenue budget for the event. It

should be noted that this is a proposed one off transfer from capital to revenue to fund the event. The alternative is to seek funding through the utilisation of reserves which is not considered appropriate in light of the overall financial position facing the Council.

3.2 Risk

The proposed risk related to crowd control, safety and local disturbance will be mitigated via close consultation with the Scottish Ambulance Service, Police and Fire Services in the planning stage of the event. This is being overseen by the Safety Advisory Group. Detailed Event Management Plans are currently being finalised and shared with key partners for both weekend events.

3.3 Single Midlothian Plan and Business Transformation

Themes addressed in this report:

- ☒ Community safety
- ☐ Adult health, care and housing
- ☐ Getting it right for every Midlothian child
- ☒ Improving opportunities in Midlothian
- ☒ Sustainable growth
- ☐ Business transformation and Best Value
- ☐ None of the above

3.4 Impact on Performance and Outcomes

To support the economic recovery and business support as one of the Council's key priorities. Simultaneously Midfest will raise the profile of Midlothian on a wider stage.

3.5 Adopting a Preventative Approach

Supporting the local economy by attracting visitors to the area is considered preventative and contributes to the well being of the Council area.

3.6 Involving Communities and Other Stakeholders

Local organisations have been consulted including Buccleuch Estates, Penicuik Arts Association, Dalkeith Arts and Music Association and Pathhead Music Collaborative. Other stakeholders which have been consulted include members of Midlothian Tourism Forum; Rosslyn Chapel and The National Mining Museum of Scotland. Funding from Event Scotland for the Opening weekend / Grown in Scotland Event has been secured. As part of the Council's Legacy 2014 arrangements the various activities are being co-ordinated via the Safety Advisory Group which includes representation from key partners.

3.7 Ensuring Equalities

There are no Equalities Implications arising from this report. Everything possible is being done to ensure that events are accessible to all and event partners also require to comply with Equalities legislation.

3.8 Supporting Sustainable Development

This report does not impact on sustainable development.

3.9 IT Issues

There are no IT implications associated with the proposals set out in this report.

4 Recommendations

The Council are invited to:

- (a) Note progress with the preparations for Midfest 2014;
- (b) Note the additional resource implications particularly arising from the expanded Sunday event; and
- (c) Instruct the Director, Resources to release a one off equivalent sum of up to £30,000 from the members' capital budget in liaison with elected members;
- (d) Instruct the Director Resources to continue to explore opportunities for reducing costs and maximising external funding opportunities;
- (e) Note the intention to provide an update report to a future meeting of the Council.

5 August 2014

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Background Papers: