

Midfest 2015

Report by John Blair, Director, Resources

1 Purpose of Report

This report is presented to advise Council of:

- (a) The success and outcomes arising from the second Midfest 2014 festival held in Dalkeith Country Park on 5 and 6 September 2014;
- (b) Outline the Resource and financial implications for the Midfest 2015 festival.
- (c) The intention to use Midfest 2015 festival as an opportunity to promote Midlothian following the opening of Borders Railway.

2 Background

2.1 Council Meeting 12 August 2014

At its meeting on 12 August 2014 Council considered a report Midfest 2014 by Director Resources and agreed:-

- (a) *To note progress with the preparations for Midfest 2014;*
- (b) *To note the additional resource implications, particularly arising from the expanded Sunday event;*
- (c) *To 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) *To note advice from the Director, Resources, that he was aware that some members already had commitments against the members' capital budget and that he intended to work directly with members on this;*
- (e) *To instruct the Director, Resources to continue to explore opportunities for reducing costs and maximising external funding opportunities; and*
- (f) *To note the intention of the director to provide an update report to a future meeting of the Council.*

(Action: Director, Resources)

2.2 Safety Advisory Group

The Director, Resources, led the event planning under the auspices of the Legacy 2014 Active and Connected themes as part of the Commonwealth Games 2014 celebration. In addition the Council established the Midfest Safety Advisory Group following consultation with Police Scotland.

The formation of the Safety Advisory Group included key partners involved in the organisation of the event and proved to be highly satisfactory in establishing close working relationships, protocols and aided the decision making processes regarding Midfest 2014.

In accordance with good practice a formal debrief was held on 4 December 2014 which included all parties and the comments can be summarised as below.

Activity	6 September 2014 Grown in Scotland	7 September 2014 Midfest	Week Long Community Events
Hold Event Again	Yes	Yes	Reduced programme
Event Management Plan [EMP]	Good plan with minor tweaks required for future.	Commented good plan with minor tweaks required for future.	Event Management Plan required dependent on event numbers. Proposed generic template be adopted for events depending on scale.
Ticketing	In negotiations with Eventbrite for future options.	8,500 tickets were released via Eventbrite.	Use of Eventbrite as appropriate.
Event Risk Assessments	Good	Good	Good
Stewarding	Number of volunteers for overtime and reliance on goodwill. Don't overstretch people. Provide food, water and structured rest breaks.		N/A
Roads and Transport	Traffic Regulation Order in place on both days however Traffic Warden was absent and some indiscriminate parking occurred.		N/A
First Aid	20 people attended to	18 people attended to	N/A
Event Co-ordination and Detailed Plans	Dalkeith Country Park's Development Plan includes front gate redesign, lighting and CCTV installation.		
Publicity	All mediums have been used to advertise the events. Earlier start on publicity for future is required as part of the overall communications strategy.		
Cross Agency Working	Good by involving all partners with a clear focus on team work, respect and mutual trust.		

3 Midfest 2014

3.1 Midfest Structure

Midfest 2014 comprised three discrete elements:-

Dalkeith Country Park

- Grown in Scotland (Saturday 6 September 2014) – This Pop music concert featuring a number of bands was a ticketed event with Council support.
- Family Fun Day (Sunday 7 September 2014) - Local music event utilising stalls from the Grown in Scotland event and additional stalls in the stables area. This was a ticketed free event.

Community Events

- Community based events at local venues, totalling 61 events with 1,586 people in attendance over the week.

Appendix 1 illustrates Midfest 2014 Festival 'At a Glance and lists the events'.

3.2 Saturday Event – Grown in Scotland

There was an added element to Midfest 2014 with the inclusion of the pop music concert branded Grown in Scotland, on Saturday 6 September 2014. Organised by Clan Caterers/The Scullery Ltd as a result of their previous involvement in Midfest 2013. The Council agreed to promote this event as part of the Midfest brand and associated marketing activity.

A legal agreement was established between the Council and Clan Caterers/The Scullery Ltd setting out clearly defined roles and responsibilities. Substantial human and other resources, guidance, planning and support were provided by Midlothian Council, highlighting the need for Emergency Services and event partners involvement as an essential element of the Event Management Planning arrangements.

3,500 people attended this event and it was considered to be a success. Police involvement was kept to a minimum with 3 arrests for minor incidents. The Ambulance Service and British Red Cross also cited this as a successful event with minor injuries being dealt with onsite.

Face to face surveys were undertaken with 50 people representing 262 individuals within their groups. The survey was undertaken to determine where these visitors resided, their enjoyment levels of the event and also their spending levels on the day. From this survey information has been collated and is available in Appendix 2.

Midlothian Council received £5,000 from Event Scotland to assist with Midfest events to attract visitors from outside of Scotland. From the face to face questionnaires this illustrates excellent results for the overseas figure at 134, exceeding the target, however the figure for the rest on the UK at 35 is considered low. The overall attendance target of 2,500 set by Event Scotland has been surpassed with in excess of 3,500 people attending.

Midlothian Council contributed to physical and infrastructure aspects of the Grown in Scotland Event regarding the provision of equipment and setting this up in Dalkeith Country Park in the days leading up to the event and also clearing up during and following the weekend activities.

3.3 Sunday Event – Family Fun Day

Midfest Family Fun Day was highly successful with excellent working relationships established between Midlothian Council Staff and the Clan caterers/The Scullery Ltd under the auspices of the Event Safety Advisory Group.

Tickets were available online via Eventbrite and at Council Libraries and Leisure Centres and on the day at park entry points. After an initially slow start to online ticket booking, publicity via social media ensured that 8,500

online tickets were booked and 1,200 allocated tickets at the entry gates on the day were taken up by 3.00pm.

Attendance on the day is estimated at a conservative 5,500. This represents 65% of those tickets booked online. Ticketing via Eventbrite allowed for planning First Aid cover from Scottish Ambulance Service/British Red Cross and was in line with the actual numbers anticipated by the Safety Advisory Group.

An online survey of those booking tickets via Eventbrite indicated an extremely successful event. There were 85 responses to this survey and this was representative of 418 people within the respondents groups. This survey followed the same format to that used within the Grown in Scotland face to face questionnaire. Results of this survey are provided in Appendix 3.

3.4 Community Events

Throughout Midlothian various Community based events took place with Midlothian Council setting aside a set budget to assist with Artists and venue fees to enable local communities to experience performances, art/craft activities and exhibitions in their localities as part of the Midfest activity. Community events were attended by 1,586 people.

Local arts organisations proved invaluable in organising events including Penicuik Community Arts Association, Pathhead Music Collective and also Dalkeith Arts, Music and Events. Venues included National Mining Museum Scotland, Rosslyn Chapel and village and church halls. Primary schools and high schools and nursing homes were also included promoting craft activities and performances at these venues.

Substantial assistance was provided by Midlothian Council in organising / planning the performers, venues, marketing and also the various sound / lighting equipment necessary for performers to deliver their acts.

4 Midfest 2015 / Borders Rail Opening Celebrations

4.1 Arrangements Midfest 2015

As reported to Council on 4 November 2014, September 2015 celebrates the opening of Borders Railway. Friday 4 September 2015 will be the main opening day with Saturday 5 September 2015 operating as a 'Golden Ticket Day' for specific invited guests. Scheduled rail operating services will commence on Sunday 6 September 2015.

At the Midfest 2014 debrief meeting held on 4 December 2014, the Director, Resources secured agreement from Clan Caterers / The Scullery Ltd to operate the Grown in Scotland Event the following Saturday i.e. 12 September 2015, with the possibility of the Family Fun Day on Sunday 13 depending on approval from the Council.

It should be noted that the annual local September weekend holiday is over the weekend 18/21 September 2015.

5 Resource

5.1 Financial Implications

In terms of the human resource implications, organising events, venues and publicity this 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 facilitation and event logistics.

However, the planning of the event programme of artists and the organisation of venues and the various items of equipment will require, both human and financial resource, to facilitate this. It is essential that the human resource is experienced in programme planning and has sufficient contacts within the Art world (both art and performance) to ensure high quality and lively performers and artists are engaged for events.

Funding towards marketing will be required to match the importance of the Borders Railway to the tourism and wider business community within Midlothian to ensure maximum economic impact from these events.

Continuing the Eventbrite ticketing will allow for improved monitoring regarding public health and safety, surveying customer experience and assisting in the critical pre-event planning.

The costs of the 2014 Midfest events are detailed in the following table.

Sunday Event 2014	
Security	£11,900
Toilet Provision	£5,500
Council Staff	£10,200
First Aid etc	£2,900
Other costs	£6,900
Maximum Costs	£37,400

Midfest Community Programme 2014		
Artists Fees	£6,600	
Publicity	<u>£4,400</u>	£11,000
Councillors Environmental Fund	(£5,400)	
Midlothian Tourism Fund	(£500)	
Ticket Sales	(£3,300)	
Stalls Permits	<u>(£300)</u>	<u>(£9,500)</u>
Net Spend		£1,500

The 2014 event was largely funded via the utilisation of Members Ward Environmental Capital budget on a one off basis. Accordingly it is necessary to explore options for funding if the Council is minded to continue with the event in 2015.

Option A – Utilisation of Reserves

One option for 2015 is to earmark the sum of £30,000 from reserves to fund the Midfest 2015 based on the indicative costs for 2015. The Council's Head of Finance and Integrated Service Support advised Council at its meeting on 16 December 2014 of the need to address the budget shortfall in 2016/17 and beyond.

Option B – Introduce an Entry Fee

To offset the necessary costs of promoting the event one option is to consider the introduction of an entry fee for the Sunday Midfest event. Indicative prices suggested could be £5 for adults and £2 for concessions with family tickets costing £12. Various promotional incentives including early bird tickets could be introduced. The income generated would be dependent on a number of factors and contribute to the running costs.

Option C – Seek External Funding

The option of seeking external funding continues to be explored and may in part offset the running costs.

Irrespective of the options chosen, the Council is invited to underwrite the costs of Midfest 2015 to allow the Director, Resources to progress the necessary event planning and Safety Advisory Group agenda at an early stage.

5.2 Risk

For future events the potential risks relating to crowd control, safety and local disturbance will be mitigated via close consultation with the 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 will be established and shared with key partners. Close consultation with groups organising events will be managed via the Safety Advisory Group.

During times of financial austerity the promotion of the Midfest event could be seen as non-core Council activity and potentially led to adverse comments.

5.3 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

5.4 Impact on Performance and Outcomes

To support the economic recovery and business support as one of the Council's key priorities. Simultaneously Midfest raises the profile of Midlothian on a wider stage, especially if set alongside the Borders Railway opening celebrations. Major publicity is planned for the Borders Railway and this represents an ideal opportunity to use this publicity to springboard Midlothian, Borders Railway and Midfest (including Grown in Scotland).

5.5 Adopting a Preventative Approach

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

5.6 Involving Communities and Other Stakeholders

Venues involved in Midfest 2014 have expressed interest in Midfest 2015 and the planning of the Grown in Scotland is already underway and via the Safety Advisory Group.

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.

5.7 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.

5.8 Supporting Sustainable Development

This report does not impact on sustainable development.

5.9 IT Issues

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

6 Recommendations

The Council are invited to:

- (a) Note the success of Midfest 2014;
- (b) Consider which of the funding options as set out in Section 5.1, if any, the Council wishes to utilise;
- (c) Instruct the Director Resources to continue to explore opportunities for reducing costs and maximising external funding opportunities if possible; and
- (d) Note the intention to provide update reports to the Council as required.

10 February 2015

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MIDLOTHIAN COUNCIL RESOURCES DIRECTORATE

Midfest 2014 Festival 'At a Glance'

61 Events	Music (Pop, Jazz, Classical, Silver & Brass Bands, Blue Grass, Choirs and Opera), Artwork, Workshops, Children's Writing Competition, Comedy, Story Telling, Film Night, and a Crime Tour.
Range of Venues	34 venues – Village/Town Halls, Church Halls, Churches and also schools and nursing homes. Melville Castle Hotel and Dalkeith Country Park, Pubs, Libraries and Dalkeith Art Centre, The Paper Mill Restaurant and tourist attractions (the National Mining Museum of Scotland and Rosslyn Chapel)
Alzheimer Scotland	Alzheimer Scotland's event saw an increase in participants from 300 in 2013 to 450 in 2014. Takings on the day were £1,673 and sponsorship raised in excess of £26,909 .
Number of Free events	33 Free Events many operated on a voluntary basis.
Events use of Council funding arrangement	Contributions were made to 16 local/community events by Midlothian Council.

Events

Events were hosted across a wide range of interests and skills. This included:

- 21 musical performances including jazz, folk, blues, choral, soul and drumming
- 26 craft workshops including arts, printmaking, felt making and weaving and exhibitions
- 5 talks/storytelling/writing sessions
- 5 comedy sessions
- 3 film and photography related events and exhibitions
- 1 Historical event

Partners, key supporters and host venue included:

- Dalkeith Country Park
- Dalkeith Arts, Music and Events
- Melville Castle Hotel
- Middleton Village Hall
- Midlothian Tourism Forum
- National Mining Museum Scotland
- Pathhead Music Collective
- Penicuik Community Arts Association
- Rosslyn Chapel
- Temple Village Hall
- St Nicholas Buccleuch Church, Dalkeith

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RESOURCES DIRECTORATE**

Appendix 2: Grown in Scotland Face to Face Survey Returns

Attendance	<u>Questionnaire Figures - For Grown in Scotland Event:</u>			
	<u>Area:</u>	<u>Numbers</u>	<u>%</u>	<u>3500</u>
	Dalkeith	69	26%	922
	Other Midlothian	117	45%	1563
	Other Scotland	64	24%	855
	Other UK	2	1%	35
	Overseas	10	4%	134
	262	100%	3509	
Spend of those surveyed (262 individuals).	<u>Item</u>	<u>Spend</u>		
	Travel	£290		
	Tickets	£6,581		
	Gifts	£127		
	Food and Drink	£3,711		
	Other items	£45		
	£10,754			
Experience of event on scale of 1-10 (10 is most positive)	<u>Score out of 10</u>	<u>Percentage</u>		
	10	38%		
	9	12%		
	8	28%		
	7	18%		
	6	4%		
	<5	0%		
	100%			
Age Range of Respondents	<u>Age Range</u>	<u>Percentage</u>		
	17-24	8%		
	25-34	20%		
	35-44	24%		
	45-54	34%		
	55-64	14%		
	65+	0%		
	100%			
Would Return to the Area for a Holiday?	Yes	68%		
	No	2%		
	Live Locally	30%		
		100%		
Would you recommend your visit to friends and family?	Yes	98%		
	No	2%		
		100%		

MIDLOTHIAN COUNCIL RESOURCES DIRECTORATE

Appendix 3: Midfest 2014 Family Fun Day

Attendance	<u>Survey Monkey Figures - For Family Fun Day Event:</u>			
	Area:	<u>Numbers</u>	<u>%</u>	<u>5500</u>
	Dalkeith	110	26%	1447
	Other Midlothian	281	67%	3697
	Other Scottish	24	6%	316
	Other British	0	0%	0
	Overseas	3	1%	40
		<u>418</u>	<u>100%</u>	<u>5500</u>
Spend of those surveyed (418 individuals)	<u>Item</u>	<u>Spend</u>		
	Travel	£200		
	Food and Drink	£510		
	Gifts	£1225		
	Other Items	£485		
		<u>2420</u>		
Experience of event on scale of 1-10 (10 is most positive)	<u>Score out of 10</u>	<u>Percentage</u>		
	10	34%		
	9	14%		
	8	21%		
	7	9%		
	6	6%		
	5	5%		
	4	2%		
	3	2%		
	2	1%		
	1	4%		
		<u>100%</u>		
Age Range of Respondents	<u>Age Range</u>	<u>Percentage</u>		
	17-24	4%		
	25-34	20%		
	35-44	44%		
	45-54	21%		
	55-64	11%		
	65+	0%		
		<u>100%</u>		
Would they Return to the Area for a Holiday?	Yes	85%		
	No	15%		
		<u>100%</u>		
Would you recommend your visit to friends and family?	Yes	82%		
	No	18%		
		<u>100%</u>		

Declaration Box

Instructions: This box must be completed by the author of the report. The box will be copied and saved by the Council Secretariat who will delete it from the report prior to photocopying the agenda.

Title of Report: Midfest 2015

Meeting Presented to: Midlothian Council

Author of Report: John Blair

I confirm that I have undertaken the following actions before submitting this report to the Council Secretariat (Check boxes to confirm):-

- ☐ *All resource implications have been addressed. Any financial and HR implications have been approved by the Head of Finance and Human Resources.*
- ☐ *All risk implications have been addressed.*
- ☐ *All other report implications have been addressed.*
- ☐ *My Director has endorsed the report for submission to the Council Secretariat.*

For Cabinet reports, please advise the Council Secretariat if the report has an education interest. This will allow the report to be located on the Cabinet agenda among the items in which the Religious Representatives are entitled to participate.

Likewise, please advise the Council Secretariat if any report for Midlothian Council has an education interest. The Religious Representatives are currently entitled to attend meetings of the Council in a non-voting observer capacity, but with the right to speak (but not vote) on any education matter under consideration, subject always to observing the authority of the Chair.