

## South Ayrshire Council

### Report by Head of Enterprise, Development & Leisure to Leadership Panel of 28 November 2017

---

## Subject: Burns an' a' That! - Burnsfest & Burnsfringe 2018

---

### 1. Purpose

- 1.1 The purpose of this report is to seek Panel approval to allocate funding of £80,000 for the delivery of Burnsfest and Burnsfringe in 2018 in Ayr and throughout South Ayrshire.

### 2. Recommendations

#### 2.1 It is recommended that the Panel:

- 2.1.1 Approves funding of £80,000 to deliver Burnsfest and Burnsfringe 2018;
- 2.1.2 Agrees an income generation target of £10,000 and that any income generated is utilised to reduce the Council's contribution to the overall cost of the event;
- 2.1.3 Agrees that the Council's Economic Development Team manages the delivery of Burnsfest 2018 working with other SAC services and external partners; and
- 2.1.4 Notes that a Burns Working Group will be established to capitalise on Burns as a tourism asset including development of the Burns an' a' that! portfolio and explores the potential for other related tourism and town centre initiatives.

### 3. Background

- 3.1 Burnsfest and Burnsfringe are part of the year round Burns an' a' that! programme. This programme showcases South Ayrshire's unique selling proposition (USP) and culture and heritage tourism asset, Robert Burns, and includes headline Burns events in January (e.g. Burns Alicht, Robert Burns Humanitarian Awards), October (Tamfest, Alloween) and throughout the year (Upside Doon etc). This paper deals specifically with those events run by the Council that are scheduled for May 18-19 ie Burnsfest and Burnsfringe as commitments need to be made now, ie in advance of budget setting in March in order for those events to proceed next year.
- 3.2 Burnsfest takes place at Rozelle Park, Ayr the first Saturday in May with the Burnsfringe programme running throughout South Ayrshire during May. This

places the event at the beginning of the summer festivals period and continues the legacy of Burns in a fun, informative and participative way for people of all ages. The event as well as being Ayr's only outdoor live music festival boasts attractions such as the Mercat, A-Coo-Stick, Performance Pokey, Poe-tree and Bairns Bunnet to continue the theme of the Bard and his use of the Scots language.

- 3.3 Burnsfest has demonstrated over the past seventeen years that it is a key event for the Ayrshire area, with visitor numbers estimated at 10,000 – 12,000 in 2017. In addition the Burnsfringe programme boasts some signature events such as the Land o' Burns 10k, Land o' Burns Weekender and the National Trust of Scotland's Food & Folklore event further adding to overall attendance numbers and creating a month long programme under the Burns an' a' that! brand throughout May.
- 3.4 Burnsfest is a free family event that attracts local people, visitors and tourists and offers opportunities and benefits to local businesses. The event has received positive PR and feedback and has seen attendance growth over the last few years with examples of visitors travelling from across the UK and beyond.
- 3.5 The cost of delivering the event in 2017 was £81,831 with Council spend of £75,415 and other income of £6,416 from sponsorship and sales. Burnsfest 2018 has an income target of £10,000 and in 2018 will celebrate the themed year: Scotland's Year of Young People. Notable partners such as Culzean Country Park have expressed an interest in becoming part of the Burnsfringe programme 2018.

#### **4. Proposals**

- 4.1 It is proposed that the Council's Economic Development Team manages the delivery of Burnsfest 2018 working with other Council services and external partners.
- 4.2 In addition a Burns Working Group will be established to capitalise on Burns as a tourism asset including development of the Burns an' a' that! portfolio and potential for other tourism and town centre initiatives. It is anticipated that representatives from a range of organisations eg UWS; South Ayrshire Arts Partnership; VisitScotland; NTS Burns Museum; Gaiety; and Ayr Renaissance will wish to be involved.
- 4.3 A budget of £80,000 is allocated to deliver Burnsfest and Burnsfringe 2018 with an income target of £10,000. Any income raised will be used to reduce the Council's contribution to the overall cost of the event and release funds for other Tourism and Events activities.

#### **5. Legal and Procurement Implications**

- 5.1 There are no legal implications arising from this report.
- 5.2 Procurement of production and artists, traffic management, park and ride, signage and utilities is required and the team has taken advice from the Procurement Team.

#### **6. Financial Implications**

- 6.1 Budget of £80,000 is proposed to support Burnsfest and Burnsfringe 2018. Funding will be drawn from Economic Development Team core budget for events.

6.2 An income generation target of £10,000 has been set and any income generated will be used to reduce the Council's contribution to the overall cost of the event.

## **7. Human Resources Implications**

7.1 There are no human resource implications arising from this report

## **8. Risk**

### **8.1 *Risk Implications of Adopting the Recommendations***

8.1.1 There are no risks associated with adopting the recommendations.

### **8.2 *Risk Implications of Rejecting the Recommendations***

8.2.1 The risk associated with rejecting the recommendation are reputational – popular long running event cancelled, Burns brand diluted.

## **9. Equalities**

9.1 The proposals in this report have been assessed through the Equalities Impact Assessment Scoping process, and there are no significant positive or negative equality impacts of agreeing the recommendations, therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as Appendix 1.

## **10. Sustainable Development Implications**

10.1 ***Considering Strategic Environmental Assessment (SEA)*** – This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

## **11. Options Appraisal**

11.1 No options appraisal has been conducted.

## **12. Link to Council Plan**

12.1 The matters referred to in this report contribute to the Council strategic objective of "Maximising the potential of our local economy" and within that to the outcomes: "Businesses and social enterprises are supported to set up, thrive and expand"; and "Tourism, culture and heritage opportunities are developed and promoted".

12.2 The activities also contribute to the Council's A Programme for Effective Governance 2017-22 through contributing to the delivery of the strategic objective to "Make the most of the local economy".

## **13. Results of Consultation**

13.1 There has been no public consultation on the contents of this report.

13.2 Consultation has taken place with Councillor Douglas Campbell Council Leader and with Councillor Brian McGinley, Portfolio Holder for Economic Development, Tourism and Leisure

#### 14. Next Steps for Decision Tracking Purposes

14.1 If the recommendations above are approved by Members, the Head of Enterprise, Development and Leisure will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Leadership Panel in the 'Council and Leadership Panel Decision Log' at each of its meetings until such time as the decision is fully implemented:

<i>Implementation</i>	<i>Due date</i>	<i>Managed by</i>
Conclude Procurement Process	15 December 2017	Jill Cronin, Head of Enterprise, Development & Leisure

**Background Papers**      **None**

**Person to Contact**      **Jill Cronin**  
Head of Enterprise, Development & Leisure  
County Buildings, Wellington Square, Ayr  
Tel 01292 612473  
e-mail: [jill.cronin@south-ayrshire.gov.uk](mailto:jill.cronin@south-ayrshire.gov.uk)

**Jim Johnstone, Economic Development Manager,**  
Burns House, Burns Square, Ayr  
Tel 01292 616347  
e-mail: [jim.johnstone@south-ayrshire.gov.uk](mailto:jim.johnstone@south-ayrshire.gov.uk)

**Date:**                      **22 November 2017**

## South Ayrshire Council Equality Impact Assessment Scoping

### 1. Proposal details

Proposal Title : Burns an' a' That! - Burnsfest & Burnsfringe 2018	Lead Officer: Jill Cronin
---	------------------------------

**2. Which communities, groups of people, employees or thematic groups do you think will be, or potentially could be, impacted upon by the implementation of this proposal? Please indicate whether these would be positive or negative impacts**

Community, Groups of People or Themes	Negative Impacts	Positive impacts
The whole community of South Ayrshire	No	Yes
People from different racial groups, ethnic or national origin.	No	No
Women and/or men (boys and girls)	No	No
People with disabilities	No	No
People from particular age groups for example Older people, children and young people	No	No
Lesbian, gay, bisexual and heterosexual people	No	No
People who are proposing to undergo, are undergoing or have undergone a process to change sex	No	No
Pregnant women and new mothers	No	No
People who are married or in a civil partnership	No	No
People who share a particular religion or belief	No	No
Thematic Groups: Health, Human Rights, Rurality and Deprivation.	No	No

**3. Do you have evidence or reason to believe that the proposal will support the Council to:**

General Duty and other Equality Themes	Level of Negative and/or Positive Impact (high, medium or low)
Eliminate discrimination and harassment faced by particular communities or groups	Low
Promote equality of opportunity between particular communities or groups	Low
Foster good relations between particular communities or groups	Low
Promote positive attitudes towards different communities or groups	Low
Increase participation of particular communities or groups in public life	Low
Improve the health and wellbeing of particular communities or	Low

groups	
Promote the human rights of particular communities or groups	Low
Tackle deprivation faced by particular communities or groups	Low

**4. Summary Assessment**

<p><b>Is a full Equality Impact Assessment required?</b>          (A full EIA must be carried out on all high and medium impact proposals)</p>	<p>YES <input type="checkbox"/> NO <input checked="" type="checkbox"/></p>
<p><b>Rationale for decision:</b></p>	
<p>Signed : .....Jill Cronin.....Head of Service</p>	
<p>Date: 01 December 2017</p>	<p>Copy to <a href="mailto:equalities@south-ayrshire.gov.uk">equalities@south-ayrshire.gov.uk</a></p>