

## ITEM 6

6th February 2018



**Glasgow City Council**

**Environment Sustainability & Carbon Reduction City Policy Committee**

**Report by Acting Executive Director, Land and Environmental Services**

**Contact: Denise Hamilton**

**Ext: 76603**

### **LAND AND ENVIRONMENTAL SERVICES GLASGOW PARKS/PRECINCTS 2017 EVENTS PROGRAMME**

#### **Purpose of Report:**

The purpose of this report is to provide details on the range of events held in Glasgow's parks in 2017, and the role of the LES Events team in promoting these.

#### **Recommendations:**

The committee is asked to note the contents of the report and provide input for consideration in shaping future plans for events in the city's parks and open spaces.

Ward No(s):

Citywide: Yes

Local member(s) advised: Yes  No  consulted: Yes  No

## **1. Background**

- 1.1 There are over 90 parks and formal gardens within the city's boundary together with a number of event spaces in the form of precincts and open spaces.
- 1.2 Land and Environmental Services' Events team is responsible for issuing permission to use each of these spaces and for providing support and guidance to applicants.
- 1.3 Permission to use is granted subject to over 30 conditions relating to, for example, health & safety/food safety, public liability insurance provision, waste arrangements and park re-instatement. This is to ensure that events and activities are delivered safely, are compliant with relevant legislation and safeguard the park against damage.
- 1.4 In 2017, the Events team:
  - Processed and managed over 650 permission to use applications;
  - Monitored compliance with the conditions of let applied to events across the City;
  - Managed activities within George Square;
  - Co-ordinated LES Service area requirements (eg.Roads/Parks/Cleansing/Environmental Health) for events to ensure that LES delivered a consistent message to organisers;
  - Liaised with event organisers eg. DF Concerts/Glasgow Life/Orange Order /Concert promoters etc to assist in smooth delivery of events;
  - Co-ordinated LES support to other City events, eg. Hampden Concerts/Glasgow Life/Great Run Co;
  - Advised and supported each applicant in terms of compliance with conditions of let and other legal/licensing permission required;
  - Organised and attended multi-agency meetings (particularly those events not requiring a licence);
  - Management of the discounts applicable to community/charitable organisations;
  - Contributed to the review of the City events strategy in conjunction with Glasgow Life;
  - Represented LES on the Glasgow Events Working Group and Events Board;
  - Delivered and managed civic events on behalf of the Lord Provost's office;
  - Managed the recently introduced community engagement process for major events.

## **2. Statistical Overview**

- 2.1 The type of events held in the City's Parks/Precincts/Open Spaces in 2017 are detailed in the table below:

| <u>Type of Event</u>      | <u>Total Number</u> |
|---------------------------|---------------------|
| Community                 | 116                 |
| Commercial                | 98                  |
| Fitness/Runs <sup>1</sup> | 153                 |
| Charity <sup>2</sup>      | 52                  |
| Filming/Photography       | 83                  |
| Funfairs/Circus           | 15                  |
| Others <sup>3</sup>       | 135                 |

1 – Includes charity fun runs, school sports, Great Scottish Run, cycling events etc.

2– Charity promotions but not active fundraising activities e.g. Race for Life

3 – Includes Army recruitment, rallies, bible distribution etc.

### **3. Community Events**

3.1 LES Events was also responsible for the delivery of local/community events such as -

- Drumchapel Winterfest 2017 – this is an annual fireworks event held in Drumchapel Park. It was at full capacity in 2017, attended by 12,000 local residents. The event has been growing since its introduction 12 years ago and continues to meet its primary objective to reduce firework related crime and anti-social behaviour in the communities around Drumchapel and the West during November.
- Santa Dash 2017 – this is an annual charity fundraising event in its 11<sup>th</sup> year. In 2017, the highest number of Santas participated (8200), and it is hoped that it will raise equal to or more than the 2016 donation of £93,000 to the Beatson cancer charity.
- For the Lord Provost's office, the team delivered the Blessing of the Crib and Baby's First Christmas. In 2017, despite there being a limit of 1,000 babies, the registration for this much loved event required to be halted after one day as the numbers had reached over 2,500.
- Over the last few years, LES has been working with running groups to further establish weekly runs in parks. These are currently taking place at Pollok Country Park, Victoria Park, Ruchill Park, Tollcross Park, Springburn Park. These are free, inclusive, 5k runs.

### **4. Events and Community Engagement**

- 4.1 In 2017, the City hosted a significant number of major events including TRNSMT, the Summer Sessions and the World Pipe Band Championships.
- 4.2 The LES Events team assisted event organisers and was the main point of contact working with colleagues in Roads and Environmental Health, in addition to members of the wider Council family (eg. Licensing/Glasgow Life/ the Council's PR Office).
- 4.3 The LES Events team also managed relationships between community representatives, elected members and the event organisers. This required attendance at regular evening and community meetings. This ever increasing role was introduced to enable all partners and stakeholders to work together to help minimise the impact of major events on local communities and residents.
- 4.4 Examples of major events include:
- TRNSMT – new 3-day festival held on Glasgow Green attended by nearly 150,000 people – significant financial benefits to the city which required intensive liaison with the community. The event is scheduled to return in 2018 over 2 weekends.
  - Summer Sessions – annual festival held at Bellahouston Park. This is an established event and has the capacity to operate up to 4 concerts over a 2 week period in August.
  - Other events include:
    - Great Scottish Run
    - Fireworks Event – Glasgow Green
    - World Pipe Band Championships
    - Women's 10K
    - Boyne Parade
    - Pride

## **5. George Square**

- 5.1 George Square is the premier civic space within the City and is home to the Cenotaph.
- 5.2 LES receives a high volume of requests to use George Square. It is rarely used for commercial activity and most applicants are directed to alternative suitable locations in the City. George Square is primarily used for rallies, processions, vigils, community activity and sporting events.
- 5.3 LES and other Council family services are developing a strategy in line with the new City Plan for George Square.

- 5.4 George Square remains a focus for the City Christmas activity and the LES team works as part of the GCC Christmas steering group responsible for agreeing the events over the festive period. It is anticipated that the activity on the Square will change as a longer term plan is developed and a further report will be provided in the future detailing proposals.

## 6. Income

- 6.1 The LES Events team is responsible for the promotion of the city's parks and open spaces for events and activities, and seeks to attract income to support LES' Parks services and where possible, recover the cost incurred in holding such events.

| YEAR    | INCOME (£) |
|---------|------------|
| 2016/17 | 805,218    |
| 2015/16 | 723,599    |
| 2014/15 | 933,193    |
| 2013/14 | 873,692    |

## 7. Future Planning

- 7.1 The team will continue to identify new event opportunities to bring to the city's parks and open spaces. This will increase use of our world class facilities by residents, businesses and tourists.
- 7.2 The team will work with colleagues within the Council family and outwith the Council to identify new event locations. This will ensure a spread of events continues to flourish in all areas of the city and reduces pressure on those parks more heavily used.
- 7.3 LES Events will be supporting the 2018 European Championship activity, particularly the 'live zone' areas at George Square and Glasgow Green.

## 8. Policy and Resource Implications

### Resource Implications:

|                     |   |
|---------------------|---|
| <i>Financial:</i>   | Community events and discounts to community groups/charities are funded via the Cultural and Recreation Fund. |
| <i>Legal:</i>       | No Legal issues – events are delivered compliant with all relevant legislation.                               |
| <i>Personnel:</i>   | No personnel issues.  |
| <i>Procurement:</i> | All required procurement is carried out in accordance with the Council's procurement procedures.              |

**Council Strategic Plan:** Specify which theme(s) and outcome(s) the proposal supports

- Thriving Economy
- Vibrant City
- Resilient & Empowered Neighbourhoods
- Well governed City that listens and responds.

**Equality Impacts:**

*Does the proposal support the Council's Equality Outcomes 2017-22*

Currently reviewing delivery of events with regard to EQIA and assessments will be undertaken as required.

*What are the potential equality impacts as a result of this report?*

Any impacts will be assessed as part of the EQIA.

**Sustainability Impacts:**

*Environmental:*

Promotion of the City's parks and open spaces.

*Social:*

Encouraging citizens and visitors to use the City parks and open spaces.

*Economic:*

Supports economic growth.

**Privacy and Data Protection impacts:**

None.

**9. Recommendations**

- 9.1 The Committee is asked to note the contents of the report and provide input for consideration in shaping future plans for events in the city's parks and open spaces.