

South Ayrshire Council

**Report by Director of Strategic Change and Communities
to Cabinet
of 20 June 2023**

Subject: External Event Funding

1. Purpose

- 1.1 The purpose of this report is to seek approval for the allocation of funding for a range of external events.

2. Recommendation

- 2.1 **It is recommended that the Cabinet approves the allocation of funding for external events, as set out in [Appendix 1](#).**

3. Background

- 3.1 On 1 March 2022, the Leadership Panel approved the Tourism and Events Strategy. The vision for the strategy is:

South Ayrshire will be a premier destination of choice, with an enhanced environment through social, cultural and economic activities.

- 3.2 The strategy aims to:

- proactively market South Ayrshire as a destination of choice;
- align events more closely with the region's tourism assets to build events with a legacy impact;
- develop the area as a destination for holding large scale outdoor events and festivals, which will attract high levels of footfall and visitor spend into the area;
- integrate town centres into our events and festivals to ensure we are driving footfall and increasing spend;
- encourage and facilitate collaboration among providers to overcome fragmentation and offer stronger, packaged experiences, tailored to distinctive market segments through the Destination South Ayrshire approach;
- maximise quality and focus on excellent service for our visitors; and

- enhance our tourism offers and capitalise on opportunities.

3.3 As part of the implementation of the strategy, the Destination South Ayrshire (DSA) Grant was successfully delivered throughout the 2022/23 financial year. The fund supported over 52 events with £80,000 of distributed funds, which was made up of £30,000 from the existing core grant budget and £50,000 from underspends in budgets for events that did not go ahead due to Covid restrictions. The panel reviewed over 60 applications, assessing the applications and awarding to nearly 75% of the applicants. Moreover, we have recently been able to support an additional 15 Coronation events across South Ayrshire with over £14,000 worth of grants, ensuring celebrations across South Ayrshire. This funding was identified through internal corporate budgets.

4. Proposals

4.1 It is proposed that there is a commitment to fund a programme of external events on an annual basis for a period of 5 years as outlined in [Appendix 1](#), with the exception of the Fresh Ayr Folk Festival which will be reviewed after the first year of delivery in August 2023, before committing longer term funding. Once the budget is allocated to the proposed programme of events, there would be no scope for new awards to be made from this fund during the 5 year period.

4.2 The programme will include key annual events that were supported by DSA Grants in the 2022/23 financial year, covering a range of geographical areas across South Ayrshire.

4.3 During the 5-year period, event organisers would be required to submit a satisfactory event evaluation following the delivery of their event each year, in order to qualify for funding in the next financial year.

4.4 A total of £54,000 would be made available per annum from existing budgets within the Destination South Ayrshire service. This would be made up of £30,000 from the existing core grant budget and £24,000 from reconfiguring the wider events budget. The events would receive the same level of funding that they were awarded during the 2022/23 DSA Grant round.

4.5 We are also working to include an element of funding within the Shared Prosperity Funding (SPF) to continue to support wider local community events and festivals. This will provide key funding support for local groups across our villages and towns and will link with colleagues within the Localities and Thriving Communities teams. As there would be no scope for new awards from the event fund, this would provide another funding route for wider events and activities.

5. Legal and Procurement Implications

5.1 There is a grant acceptance agreement that partners are required to sign as a condition of any grant awarded.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Funding of £54,000 from the Council for each of the financial years 2023-24, 2024-25, 2025-26, 2026 –2027 and 2027-2028 would be met through existing Destination South Ayrshire budgets.

7. Human Resources Implications

7.1 Not applicable.

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 recommendations is that the Council misses the opportunity to build a strategic approach to supporting external annual events.

9. Equalities

9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant potential positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as [Appendix 2](#).

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - An SEA has not been carried out.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority 2 of the Council Plan: Live, Work, Learn (Outcome 2: Work and economy – Everyone benefits from a local economy that provides opportunities for people and helps our businesses flourish) and Priority 3 of the Council Plan: Civic and Community Pride (Outcome 1: Pride in South Ayrshire – Everyone (residents, visitors and tourists) can enjoy attractive destinations and people are proud to live in our towns and villages and celebrate our culture and heritage).

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 Alec Clark, Portfolio Holder for Tourism, Culture and Rural Affairs, and Councillor Brian Connolly, Portfolio Holder for Sport and Leisure, and the contents of this report reflect any feedback provided.

14/

14. Next Steps for Decision Tracking Purposes

- 14.1 If the recommendations above are approved by Members, the Director of Strategic Change and Communities 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 Cabinet in the 'Council and Cabinet 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>
Funding agreements in place with external event partners.	31 March 2024	Service Lead – Destination South Ayrshire

Background Papers **Report to Leadership Panel (Special) of 1 March 2022 – [Tourism and Events Strategy](#)**

Person to Contact **Laura Kerr, Service Lead – Destination South Ayrshire
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Date: 12 June 2023

Proposed Event Funding

<u>Event</u>	<u>Area</u>	<u>Award (based on previous year)</u>
Ballantrae Food & Drink Festival	Ballantrae	£5,000.00
Carrick Lowland Gathering	Girvan	£5,000.00
Dundonald Highland Games	Dundonald	£5,000.00
Dunure Festival of The Sea	Dunure	£5,000.00
Girvan Folk Festival	Girvan	£5,000.00
Prestfest	Prestwick	£5,000.00
WinterStorm	Troon	£5,000.00
Tattie Fest	Girvan	£1,000.00
Fresh Ayr Folk Festival at Rozelle	Ayr	£5,000.00
Ayrshire Fiddle Orchestra year-round events	Ayrshire	£4,000.00
Organist Entertains Concerts	Ayr and Troon	£4,000.00
Prestwick Prom	Prestwick	£5,000.00
	Total	£54,000.00

**South Ayrshire Council
Equality Impact Assessment
Scoping Template**

Equality Impact Assessment is a legal requirement under the Public Sector Duty to promote equality of the Equality Act 2010. Separate guidance has been developed on Equality Impact Assessment's which will guide you through the process and is available to view here:

<https://www.south-ayrshire.gov.uk/equalities/impact-assessment.aspx>

Further guidance is available here: <https://www.equalityhumanrights.com/en/publication-download/assessing-impact-and-public-sector-equality-duty-guide-public-authorities/>

The Fairer Scotland Duty ('the Duty'), Part 1 of the Equality Act 2010, came into force in Scotland from 1 April 2018. It places a legal responsibility on Councils to actively consider ('pay due regard to') how we can reduce inequalities of outcome caused by socio-economic disadvantage, when making strategic decisions. [FSD Guidance for Public Bodies](#) in respect of the Duty, was published by the Scottish Government in March 2018 and revised in October 2021. See information here: <https://www.gov.scot/publications/fairer-scotland-duty-guidance-public-bodies/>

1. Policy details

Policy Title	External Event Funding
Lead Officer (Name/Position/Email)	Laura Kerr Service Lead – Destination South Ayrshire Laura.kerr4@south-ayrshire.gov.uk

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 policy? Please indicate whether these would be positive or negative impacts

Community or Groups of People	Negative Impacts	Positive impacts
Age – men and women, girls & boys		X
Disability		X
Gender Reassignment (Trans/Transgender Identity)		X
Marriage or Civil Partnership		X
Pregnancy and Maternity		X
Race – people from different racial groups, (BME) ethnic minorities and Gypsy/Travellers		X

Religion or Belief (including lack of belief)		X
Sex – (issues specific to women & men or girls & boys)		X
Sexual Orientation – person’s sexual orientation i.e. LGBT+, lesbian, gay, bi-sexual, heterosexual/straight		X
Thematic Groups: Health, Human Rights & Children’s Rights		X

3. What likely impact will this policy have on people experiencing different kinds of social disadvantage i.e. The Fairer Scotland Duty (This section to be completed for any Strategic Decisions). Consideration must be given particularly to children and families.

Socio-Economic Disadvantage	Negative Impacts	Positive impacts
Low Income/Income Poverty – cannot afford to maintain regular payments such as bills, food, clothing		X
Low and/or no wealth – enough money to meet Basic living costs and pay bills but have no savings to deal with any unexpected spends and no provision for the future		X
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure/hobbies		X
Area Deprivation – where you live (rural areas), where you work (accessibility of transport)		x
Socio-economic Background – social class i.e. parent’s education, employment and income		x

4. Do you have evidence or reason to believe that the policy will support the Council to:

General Duty and other Equality Themes Consider the ‘Three Key Needs’ of the Equality Duty	Level of Negative and/or Positive Impact (High, Medium or Low)
Eliminate unlawful discrimination, harassment and victimisation	Low
Advance equality of opportunity between people who share a protected characteristic and those who do not	Low
Foster good relations between people who share a protected characteristic and those who do not. (Does it tackle prejudice	Low

and promote a better understanding of equality issues?)	
Increase participation of particular communities or groups in public life	Low
Improve the health and wellbeing of particular communities or groups	Low
Promote the human rights of particular communities or groups	Low
Tackle deprivation faced by particular communities or groups	Low

5. Summary Assessment

<p>Is a full Equality Impact Assessment required? (A full Equality Impact Assessment must be carried out if impacts identified as Medium and/or High)</p>	<p><input type="checkbox"/> YES</p> <p>NO <input checked="" type="checkbox"/></p>
<p>Rationale for decision:</p> <p>Committing funding to a range of events will have a positive impact, however it will be a low impact and it does not give rise to equality considerations related to a particular protected group.</p>	
<p>Signed</p> <p><i>Laura Kerr</i></p> <p>Laura Kerr, Service Lead – Destination South Ayrshire</p> <p>Date:24 April 2023.....</p>	