

REPORT TO: CITY GOVERNANCE COMMITTEE - 27 FEBRUARY 2025

REPORT ON: CITY EVENTS

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 86-2025

1 PURPOSE OF REPORT

- 1.1 To outline the savings proposal in relation the City Events Budget and consider implementation of this change from 1 April 2025.

2 RECOMMENDATIONS

- 2.1 Committee is asked to consider the removal of the City Events Budget at the end of the current financial year.

3 FINANCIAL IMPLICATIONS

- 3.1 This would result in savings of £145,000 being made from financial year 2025/2026.

4 BACKGROUND

- 4.1 Reference is made to Article II of the Fair Work Economic Growth and Infrastructure meeting on 20 November 2023 which approved the Events Strategy. The Strategy supports the development and delivery of a calendar of events, working in partnership with communities and other public and private sector bodies to animate the city; raise its profile; encourage civic pride and deliver economic impact.
- 4.2 The Council has historically delivered an evolving programme of events in the city, supported by a recurring revenue budget of £145,000. In recent years, this has been supplemented by one-off investments giving a total budget of £336,000 in 2024 to deliver the following events:
- a Dundee Food Festival (£57,000) – this event took place in July and replaced the former Dundee Flower and Food Festival. Over 17,000 people participated in a mix of events in the City Square and Slessor Gardens or one of the many partner activities that took place across the city;
 - b Christmas Village (£180,000) - a contract was awarded to deliver the Christmas themed event in the City Square over a 6 week period; and
 - c Dundee Hooley (£88k) – this family friendly community event celebrating St Andrews day marked the start of the festive season.
- 4.3 These events support the tourism/place marketing activity undertaken by the One City, Many Discoveries campaign and also support the City Centre Strategic Investment Plan 2050 ambition in creating events and activities that bring more people into the City Centre.
- 4.4 As part of the Budget Consultation views were sought regarding this discretionary expenditure. There were 2,942 responses in relation to this option with the average impact rating suggested as average (2.74/5.0). More detailed narrative feedback was received from 1,021 people and common themes included:
- a many respondents felt that events bring people together, boost community spirit, and support local businesses by attracting visitors who spend money in the city. Some respondents also highlighted the positive impact of city events on mental wellbeing, providing happiness and something to look forward to, especially during festive seasons.;

- b there were concerns that cutting funding for city events could negatively affect tourism and the city's reputation, making it less attractive to visitors which in turn would impact economic growth in the city;
- c other respondents expressed dissatisfaction with the quality of current events, describing them as poor, underwhelming, or overpriced for low-income families. Some felt that spending needed to be prioritised across other areas. Some proposed that events should be self-funded or supported by local businesses and private sponsors rather than relying on Council funding.

5 POLICY IMPLICATIONS

- 5.1 This report has been subject to an Integrated Impact Assessment to identify impacts on Equality & Diversity, Fairness & Poverty, Environment and Corporate Risk. An impact, positive or negative, on one or more of these issues was identified and is noted within Appendix 1. An appropriate senior manager has checked and agreed with this assessment. A copy of the Integrated Impact Assessment showing the impacts and accompanying benefits of/mitigating factors for them is included as an Appendix to this report.

6 CONSULTATIONS

- 6.1 The Council Leadership Team were consulted in the preparation of this report.

7 BACKGROUND PAPERS

- 7.1 None.

Gregor Hamilton
Head of Planning and Economic Development

Author: Ross Mackenzie

Robin Presswood
Executive Director of City Development

Dundee City Council
Dundee House
Dundee

RP/GH/RM/KM

19 February 2025



Integrated Impact Assessment

Committee Report Number: 86-2025

Document Title: City Events

Document Type: Service

Description: To outline the savings proposal in relation the City Events Budget as part of the 2025/26 Budget setting process

Intended Outcome: removal of budget to support delivery of city events

Period Covered: 27/02/2025 to 28/02/2025

Monitoring: Through existing Service Revenue Monitor with Corporate Services

Lead Author: Ross Mackenzie, Senior Manager

Economic Development

City Development

Dundee House, 50 North Lindsay Street, Dundee

ross.mackenzie@dundee.gov.uk

07516 221029

Director Responsible: Robin Presswood, Executive Director - City Development

City Development

Dundee House, 50 North Lindsay Street, Dundee

robin.presswood@dundee.gov.uk

01382 433610

EQUALITY, DIVERSITY AND HUMAN RIGHTS**Impacts & Implications**

Age: No Impact

Disability: No Impact

Gender Reassignment: No Impact

Marriage & Civil Partnership: No Impact

Pregnancy & Maternity: No Impact

Race/Ethnicity: No Impact

Religion or Belief: No Impact

Sex: No Impact

Sexual Orientation: No Impact

Are any Human Rights not covered by the Equalities questions above impacted by this report? No

FAIRNESS & POVERTY**Geographic Impacts & Implications**

Strathmartine:	Not Known
Lochee:	Not Known
Coldside:	Not Known
Maryfield:	Negative
North East:	Not Known
East End:	Not Known
The Ferry:	Not Known
West End:	Not Known

HOUSEHOLD GROUP IMPACTS AND IMPLICATIONS

Looked After Children & Care Leavers: No Impact

Carers: No Impact

Lone Parent Families: No Impact

Single Female Households with Children: No Impact

Greater number of children and/or young children: No Impact

Pensioners - single / couple: No Impact

Unskilled workers or unemployed: No Impact

Serious & enduring mental health problems: No Impact

Homeless: No Impact

Drug and/or alcohol problems: No Impact

Offenders & Ex-offenders: No Impact

SOCIO ECONOMIC DISADVANTAGE IMPACTS & IMPLICATIONS

Employment Status: No Impact

Education & Skills: No Impact

Income: No Impact

Caring Responsibilities (including Childcare): No Impact

Affordability and accessibility of services: No Impact

Fuel Poverty: No Impact

Cost of Living / Poverty Premium: No Impact

Connectivity / Internet Access: No Impact

Income / Benefit Advice / Income Maximisation: No Impact

Employment Opportunities: No Impact

Education: No Impact

Health: No Impact

Life Expectancy: No Impact

Mental Health: No Impact

Overweight / Obesity: No Impact

Child Health: No Impact

Neighbourhood Satisfaction: No Impact

Transport: No Impact

ENVIRONMENT**Climate Change Impacts**

Mitigating Greenhouse Gases: No Impact

Adapting to the effects of climate change: No Impact

RESOURCE USE IMPACTS

Energy efficiency & consumption: No Impact

Prevention, reduction, re-use, recovery or recycling of waste: No Impact

Sustainable Procurement: No Impact

TRANSPORT IMPACTS

Accessible transport provision: No Impact

Sustainable modes of transport: No Impact

NATURAL ENVIRONMENT IMPACTS

Air, land & water quality: No Impact

Biodiversity: No Impact

Open & green spaces: No Impact

BUILT ENVIRONMENT IMPACTS

Built Heritage: No Impact

Housing: No Impact

Is the proposal subject to a Strategic Environmental Assessment (SEA)?

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environment Assessment (Scotland) Act 2005.

CORPORATE RISK

Corporate Risk Impacts

Political Reputational Risk: Negative

The Council has committed to deliver support to a small number of key city events and delivered new and enhanced events in recent years. Ending this support may impact on the Council and City's reputation amongst citizens, key city centre / cultural stakeholders and the wider events community / organisers at regional and national level.

Economic/Financial Sustainability / Security & Equipment: No Impact

Social Impact / Safety of Staff & Clients: No Impact

Technological / Business or Service Interruption: No Impact

Environmental: No Impact

Legal / Statutory Obligations: No Impact

Organisational / Staffing & Competence: No Impact

Corporate Risk Implications & Mitigation:

The risk implications associated with the subject matter of this report are "business as normal" risks and any increase to the level of risk to the Council is minimal. This is due either to the risk being inherently low or as a result of the risk being transferred in full or in part to another party on a fair and equitable basis. The subject matter is routine and has happened many times before without significant impact.