

**ANGUS COUNCIL**

**ECONOMIC DEVELOPMENT COMMITTEE**

**9 OCTOBER 1997**

**SUBJECT: ARBROATH SEA FEST**

**REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

**Abstract: This report notes the report on the first Arbroath SEA FEST, and deals with proposals for a three day promotional event during August 1998 to develop the festival as an annual event.**

**1 RECOMMENDATION**

1.1 It is recommended that the Committee:

- a) note the 1997 SEA FEST Report and Development Plan,
- b) approve the draft plan for 1998 as a basis for discussion and development with interested parties;
- c) approve the re-engagement of the consultant to act as project assistant;
- d) agree to a financial contribution of up to £4,000 towards this event during 1998/99; and
- e) note that additional funding contributions will be sought.

**2 INTRODUCTION**

- 2.1 Reference is made to report 616/97 and Article 10 of the meeting of 29 May 1997 wherein it was agreed to proceed with the 1997 event and instructed appropriate officers to bring back a further detailed report on the outcome of this year's event and, if appropriate, proposals for future years.
- 2.2 The Arbroath SEA FEST has been heralded a success, bringing additional visitors to Arbroath, promoting quality seafood; and raising the profile of Arbroath as an attractive holiday location. The evaluation surveys indicate increased business sales during the weekend, with high level of visitor satisfaction with regard to the content of the SEA FEST programme. A copy of the fully documented 1997 Arbroath SEA FEST Report and Development Plan is available in the Member's Lounge. The success of the event was due in great part to the participation and co-operation of local business organisations, voluntary groups, and different departments of Angus Council. The event has contributed towards the achievement of the Economic Development Strategy 96/98 (Strategic Objective "Developing Tourism - Action Plan").

### **3 EVENT OUTLINE FOR 1998**

3.1 The draft plan for 1998 is attached as Appendix I to this report.

As with the first event, the key objectives are:

- To promote the maritime history, traditions and culture of Arbroath and the surrounding area.
- To develop a project whose ownership will be taken on by the local community.
- To promote business development opportunities in Arbroath.
- To increase the number of visitors to the town and surrounding area.
- To increase spending opportunities for visitors.
- To promote participation of local businesses , particularly featuring fish and seafood.
- To foster a pride in local culture and traditions.
- To promote the Arbroath Smokie.
- To highlight the important benefits to health by including fish in the diet.
- To promote support for Arbroath's traditional food and industries.
- Build upon the success of the first event to extend the festival into the Town Centre.
- Continue to work with the local community to participate in the festival.

3.2 The 1998 plan aims to extend the scope of the Arbroath SEA FEST to include the provision of business support via the Angus Business Shop and assist individuals and groups to develop their event management skills.

3.3 It is also felt that the success of this year's event was due partly to the professional expertise of the consultant who acted as project assistant. It is therefore proposed that the present consultant be re-engaged for the 1998 event. It is felt this will provide continuity, ensure timeous sourcing of private sector sponsorship and help to maximise community participation.

3.4 It is also intended to explore opportunities for transnational linkages which may be developed in a further phase III (1999).

### **4 FINANCIAL IMPLICATIONS**

4.1 The draft budget is being prepared. Commercial sponsorship, as well as additional funding from the public sector, together with European funding under the Tayside/Fife PESCA programme will be sought to finance the project. A key role of the project assistant will be to secure private sector sponsorship which will maximise European funding. Angus Council (Cultural Services, Recreation Services, Planning, Transport & Economic Development and Roads ) will also provide resources 'in kind' to augment the event. It is anticipated that the maximum financial contribution required from Angus Council will be £4,000, which it is proposed to meet from within the Department's budget for economic development activities within the 1998/99 financial year.

Draft Financial Budget

<b>Total Project Costs</b>	£46,000 (exclusive of VAT)	
<b>Sources of Funding</b>		
<i>Private Sector Funding</i>		£14,000
Angus Council	£4,000	
<i>Public Sector Match Funding</i>	£5,000	
European Funds (PESCA)	£23,000	<u>£32,000</u>
		£46,000

**5 CONSULTATION**

- 5.1 The Chief Executive, and the Directors of Law and Administration, Finance, Cultural Services, Recreation Services, and Roads have been consulted in the preparation of this Report.

**6 CONCLUSION**

- 6.1 Building on the success of the first event, this project will provide for a festival which will enhance the tourism product, and seek to attract national coverage for Arbroath and Angus, strengthening and improving prospects for repeat tourism, and inward investment. In the second year, there will be a further development of business support measures, and identifying possible transnational linkages. The £4,000 contribution towards a total project cost of £46,000 is considered good value and represents good leverage of other sources of funding.

**NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/DV/JH/MR

19 September 1997

Alex Anderson  
Director of Planning, Transport & Economic Development

**ARBROATH SEA FEST DRAFT PLAN FOR 1998**

1. Festival programme for Friday, Saturday, Sunday 21st, 22nd, 23rd August, 1998

Full operational plans to be developed by the Angus Council Steering Group in conjunction with the co-ordinator and in consultation with local business and voluntary groups.

- Similar programme content as 1997.
- Programme Launch on Friday morning,
- More activities planned for Friday day-time, Friday evening, Saturday evening.
- Events to be staged through the town.
- Two celebrity appearances (budget allowing).
- Additional activities for children, young teen group.
- Cookery workshops.
- Other 'sea' related contributors i.e. HM Coastguard, Navy, vintage boats.
- Development of short break/weekend stay markets.

2. Business support measures for local businesses and event management team to be developed prior to festival weekend:

- Administration
- Information Technology
- Event briefings
- Creative Development
- Communications
- Market Research
- Market Research Analysis

3. Transnational Study - investigation of potential linkages to be developed in 1999.