

ANGUS COUNCIL**PLANNING AND TRANSPORT POLICY COMMITTEE****27 FEBRUARY 1997****SUBJECT: PROMOTIONAL EVENT: ARBROATH FESTIVAL OF THE SEA****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

Abstract: This report deals with proposals for a four day promotional event during August to celebrate the maritime history, traditions and culture of Arbroath and the surrounding area. This event seeks to improve business and tourism development by giving Arbroath a higher profile and will be funded by commercial and public sector funds.

1 RECOMMENDATION

- 1.1 It is recommended that the Committee note the proposed plans and agree to consider a financial contribution of up to £3,250 towards this event.

2 INTRODUCTION

- 2.1 Arbroath's economy has been declining, and efforts to encourage regeneration, and development of new features to support local businesses and tourism are being sought. Hamely Fare associated with the Perth Food Festival and other events expressed interest in organising a Fish/Sea Festival in Arbroath to be developed as an annual event. Preliminary discussions with local businesses identified a good level of support for such an event. Such an event is in keeping with Economic Development Strategy 96/98 S.O.3 Developing Tourism - Action Plan.

3 EVENT OUTLINE

- 3.1 Draft proposals are attached as Appendix 1 to this report.

The key objectives are:

- To promote to both visitors and the local community, the maritime history, traditions and culture of Arbroath and the surrounding area.
- To initiate a project whose ownership will be taken on by the local community.
- Through media coverage of the Festival, to promote business development opportunities.
- To increase the number of visitors to the town and surrounding area
- To increase spending opportunities for visitors.
- To promote local businesses participating in the festival, particularly food processors and catering establishments.
- Wherever possible, to foster a pride in local culture and traditions.
- To give maximum exposure to the Arbroath Smokie industry.
- To promote the healthy aspects of including fish in the diet.
- To promote support for Arbroath's traditional food and industries.

3.2 PROPOSED EVENTS

A number of events based on community involvement have been agreed in draft, and will be further pursued. (Full details in attached submission from Hamely Fare Productions Ltd.) Further events involving a celebrity chef, and specialists are to be arranged. Over a four day period, a wide range of activities, displays, and interests/age groups will be catered for.

4 FINANCIAL IMPLICATIONS

4.1 A draft budget has been compiled, and funding from commercial sponsors, as well as the public sector, together with European funding will be sought to finance the promotion. Angus Council, through its departments (Cultural Services, Recreation Services, Planning, Transport & Economic Development and Roads) would also provide resources 'in kind' to augment the event - such as Library displays, Historic walks, Fishing Competition, with involvement of Harbour staff. It is anticipated that the maximum financial contribution required from Angus Council will be £3,250. This cost can be met from the Economic Development Revenue budget for Marketing within the 1997/98 financial year.

4.2 Draft Financial Budget

Total project costs:	£26,250 (exclusive of VAT)	
Sources of funding:		
Private Sector sponsorship		£13,250
Public Sector funding		
Scottish Enterprise Tayside	£3,250	
Angus Council	£3,250	
European Funding (Pesca)	<u>£6,500</u>	
		<u>£13,000</u>
		£26,250

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 The event will provide an opportunity for public/private involvement (Lifeboats, etc.) attracting visitors, and enhancing the tourist product. The event will seek to attract national coverage for Arbroath, and Angus, thus strengthening and improving prospects for inward investment, and tourism potential. The contribution required from Angus Council is not expected to exceed the figure of £3,250, although the budget is very much in draft form at this stage.

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/JH/MR

Alex Anderson
Director of Planning, Transport & Economic Development



*"What though on hamely fare we dine,
a man's a man for a' that." - Robert Burns*

Mrs Jeudi Hunter
Development Officer
Angus Council
Inchbraoch House
Ferryden
MONTROSE
DD10 9SL

4th February 1997

Dear Jeudi

ARBROATH FESTIVAL OF THE SEA

Further to your recent meeting with Brian Wilton and our subsequent telephone conversation, please find attached our proposal for operating a "Festival of the Sea" in Arbroath later this year.

As you will note from the letterhead, the festival would be planned, operated and implemented by Hamely Fare Productions Ltd., a sister company of the Robert Owen Foundation, which specialises in projects in the food and tourism development sectors and also has the ability to involve a network of specialists in these fields.

As you will note from the content of the attached proposal, business and tourism development, resulting in greater profits for local small businesses will be a key objective of the Festival. The whole community of Arbroath and surrounding area should benefit in general and also in specifically tourism terms, from the higher profile afforded the area from the related press and media coverage, which will be a valuable "spin-off" from the exercise. The project will also dovetail nicely with the Scottish Tourist Board's Natural Cooking of Scotland initiative.

I trust this proposal is acceptable to you and I look forward to hearing further from you in due course to progress this exciting project.

Yours sincerely

IAIN M SCOTT
Marketing & Development

enc.

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Registered in Scotland No. 151207
VAT Reg. No. 617 4651 36



*"What though on hamely fare we dine,
a man's a man for a' that." - Robert Burns*

ARBROATH FESTIVAL OF THE SEA

*Proposal prepared
for
Angus Council*

**@ Hamely Fare Productions Ltd.
February 1997**

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1) INTRODUCTION

As Arbroath draws less and less on the fishing industry for its economic base, so it becomes essential to develop new initiatives which draw on the strong cultural traditions of the area and at the same time enable new enterprises, such as food processing and tourism to develop and prosper.

This proposed Festival of the Sea has been devised by Hamely Fare Productions and draws on the company's considerable expertise in this field, in such a way as to achieve the local economic, business and cultural objectives listed below.

(See appendix for a list of current and recent projects undertaken by the company in this area).

2) AIMS & OBJECTIVES

The main aim of the project is to establish an annual event in Arbroath with the following key objectives :-

- To promote to both visitors and the local community, the maritime history, traditions and culture of Arbroath and the surrounding area.
- To initiate a project whose ownership will be taken on by the local community.
- Through media coverage of the Festival, to promote business development opportunities in Arbroath.
- To increase the number and quality of visitors to the town and surrounding area.
- To increase spending opportunities for visitors.
- To promote local businesses participating in the festival, particularly food processors and catering establishments.
- Wherever possible, to foster a pride in local culture and traditions.
- To give maximum exposure to the Arbroath Smokie industry.
- To promote the healthy aspects of including fish in the diet.
- To promote support for Arbroath's traditional food and industries.

3) PROPOSED TIMESCALE & DURATION

Having looked at the costs of a variety of options and having assessed the implications, it would be our recommendation to hold a four day festival, which would provide maximum impact at the most cost effective price.

The tentative dates for the Festival would be from Friday 15th August until Monday 18th August 1997 (both dates inclusive).

4) PROPOSED EVENTS

Based on our previous experience of operating such events, there are a wealth of events, activities, pastimes and entertainment which could be included in such a festival. Given below is a list of possibilities which have been investigated, many of which are based on community involvement, and which we believe are feasible :-

- Re-enactment of a Fisher Folk wedding, involving the local community and Angus Council cultural services.
- Promotion of displays of sea related books and fish cookery books in local libraries and book shops.
- Visit by Carolina House Trust vessel.
- Invitation to the Arbroath Arts Society to mount a display/sale of paintings, sculptures, etc. of Arbroath, the harbour, the local fishing industry, etc.
- Sea shanty evening in a local pub.
- Invitation to Foundry Bar Fiddle Band to give a concert of sea songs.
- Invitation to the Arbroath Sea Cadets to mount their Gala Day in conjunction with the Festival
- Invitation to the local branch of the RNLI to mount a special open day.
- Visit from Filmobile to show sea related films (e.g. Jaws, The Little Mermaid, etc.).
- Junior sea angling competition.

The above list has been produced to illustrate activity at a local level only. However, in order to generate interest and awareness of the event outwith the area and to add colour to this suggested programme of local events, it is recommended that additional events featuring celebrities (e.g. Nick Nairn) be considered. These would also attract the attention of specialist food/tourism writers in national publications and the national press. The additional cost of commissioning such celebrities and briefing specialist writers has been included in the budget below.

5) PUBLICITY, PLANNING & COVERAGE

Past experience of similar projects indicates that if the project is to achieve worthwhile coverage at a particular level in the right publications, then planning work will need to begin almost immediately. Many publications and groups involved in tourist events require up to six months notice. Therefore it is our recommendation that a speedy decision will be required.

6) LIAISON WITH OTHER AGENCIES

We would suggest that this project is undertaken in partnership with the Angus Tourist Board, Scottish Enterprise Tayside and the Scottish Tourist Board, in order to maximise efficiency and media coverage.

7) EUROPEAN UNION FUNDING

The aims and objectives of the Festival detailed in section 2) above, match closely those of the European Union's PESCA programme and this avenue of funding should be further explored.

8) PROPOSED BUDGET

This proposed budget is based on a four day event with the content and schedule of events as detailed above in section 4). At this stage, it is not possible to be exact on all of the likely expenditure, particularly with regard to the production of PR material, but we have made an initial estimate, based on our previous experience with the Perth Food Festival.

The proposed budget is as follows :-

Design & planning of Festival	£ 3,500
Liaison with local bodies & booking of local events	£ 1,500
Liaison with agents, fees & expenses for celebrity performers & liaison with specialist journalists	£10,000
Production & distribution of PR material - programmes, posters, signs, etc. (including artwork/printing)	£ 5,250
Advertising & Marketing	£ 2,750
Operation, administration & management of Festival	£ 2,750
Contingency	£ 500

GRAND TOTAL £26,250*

* This total would include all travel & subsistence expenses incurred in the planning, preparation and delivery of the Festival, but excludes VAT on those elements where it is applicable.



Appendix 1

*"What though on hamely fare we dine,
a man's a man for a' that." - Robert Burns*

LIST OF RELEVANT CURRENT & PREVIOUS PROJECTS

Hamely Fare Productions Ltd. was set up in early 1994 specifically to work in the food, tourism and the arts sectors and since then has developed a network of specialists with vast practical expertise in these fields. Given below is a short list of our experience in related types of projects :-

<u>PROJECT</u>	<u>CLIENT</u>
Communications brief for Centrepiece at Food from Scotland exhibition at the 1995 Royal Highland Show	Dumfries & Galloway Enterprise
"Food Trails of Scotland" by Catherine Brown No. 1 - Dumfries & Galloway (1995)	Groundbase Ltd.
"Food Trails of Scotland" by Catherine Brown No. 2 - Tayside (1996)	Scottish Enterprise Tayside
"Food Trails of Scotland" by Catherine Brown No. 3 - Ross & Cromarty (1997)	Ross & Cromarty Enterprise
"Tom o' Shanter brand development for Clyde Valley tomato growers (1995-97)	Scotland's Tomatoes Ltd.
Food Partnerships projects (x 3)	Rural Stirling LEADER Upland Tayside LEADER Rural Cumbria LEADER

ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE - 27 FEBRUARY 1997

ITEM 5 - UPDATE

Following receipt of their letter, dated 4 February 1997, Hamely Fare Productions Ltd have expressed serious doubts over their interest in proceeding with this project. A letter of clarification from them is now awaited.

Nevertheless, there is a keen interest in this project from the local community and business representatives and for these reasons it is still felt realistic to proceed with a weekend event in August this year. However mounting this event in such a tight timescale this year will require considerable effort from all concerned.

It is proposed to proceed in accordance with the recommendation in the report subject to the approach outlined above.

