

ANGUS COUNCIL**ECONOMIC DEVELOPMENT COMMITTEE**

29 MAY 1997

SUBJECT: PROMOTIONAL EVENT ARBROATH SEA FEST 15 - 17 AUGUST 1997**REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

Abstract: This report deals with the full details for the promotional event, the Arbroath SEA FEST which is being held on 15-17 August 1997.

1 RECOMMENDATION

1.1 It is recommended that the Committee:

- a) notes the progress made in planning the Arbroath Sea-Fest which is being held on 15-17 August 1997;
- b) agrees to engage a part-time project assistant on a consultancy basis over a four month period to assist with the co-ordination of this year's event at an estimated cost of £3,650 this cost to be contained within the overall funding generated; and
- c) instructs appropriate officers to bring back a further detailed report on the outcome of the event and, if appropriate, on proposals for future years.

2 INTRODUCTION

2.1 Following on from the Report to Committee 265/97 (Article 5 of the Economic Development Committee of 27 February 1997 refers), an application for PESCA European grant aid has been approved in principal for a three year project based on the Arbroath SEA FEST. Plans for the 1997 SEA FEST are well advanced. The co-ordination role is being undertaken by the Economic Development Unit of the Department of Planning, Transport & Economic Development in conjunction with a number of other departments. Proposals for 1998 and 1999 will be developed by the Steering Group once a full evaluation of the event has been completed. The additional PESCA European funding for 1997 allows for a part-time project co-ordinator post for June - September 1997.

3 EVENT DETAILS

- 3.1 The Arbroath SEA FEST will take place over Friday 15 August, Saturday 16 August and Sunday 17 August 1997. The events are planned to be held in the harbour area around the Fit 'O' The 'Toon, lower High Street, Marketgait, Shore Road, the Harbour extending to the Signal Tower Museum. Significant participation from local associations, volunteer Groups, and businesses has enabled a varied and extensive programme to be put together.
- 3.2 Co-ordinating meetings between Angus Council departments has linked the in-kind contributions to the event. A new Yacht Race, and a Boat Jumble Sale, together with Vintage Boats in the Harbour will provide a colourful background for the

weekend. The celebrity chef, Nick Nairn, of BBC "Wild Harvest" fame has agreed to attend for Saturday 16 August for a fee of £2,000 plus VAT. His schedule will include meeting the fish merchants, signing books, cookery demonstration (Webster's Theatre) finishing with presentation of Yacht Race Trophy (Harbour). An informal light lunch for appropriate elected members sponsors and other guests is planned prior to his cookery demonstration at Webster's Theatre.

- 3.3 The elements of the three year project as submitted for PESCA European funding are as follows:

ARBROATH SEA FEST/PESCA

PHASE I - 1997

- Project Assistant 30 days June - October 1997
- SEA FEST 3 Day Promotional Event

PHASE II -1998

- Project Co-ordinator
- SEA FEST Event
- Marketing Study
- Investigate transnational links
- Programme of Training to:
 - a) develop skills
 - b) provide community involvement for disadvantaged and unemployed.

PHASE III - 1999

- Project Co-ordinator
- SEA FEST Event
- Develop transnational links
- Exchange between location identified in Phase II

Steering Committee

Angus Council (Planning, Transport, Economic Development/Cultural Service; Recreation Service; Chief Executive), Angus and Dundee Tourist Board and Scottish Enterprise Tayside.

Project Consortium

Arbroath Retail & Business Association, Arbroath Chamber of Commerce, Fishermen's Association, Fish Merchants Association, and the local Community Council.

- 3.4 The post of Project Co-ordinator is detailed in Appendix 1 attached. It is intended to engage a part time Project Co-ordinator for the 1997 event, based upon the job description outlined in Appendix 1.

4 FINANCIAL IMPLICATIONS

- 4.1 Funding for the 1997 event has been provided from public and private sectors. This has levered co-funding from the Tayside / FIFE PESCA Programme 1994-1999.

Angus Council	£ 3,250
Angus and Dundee Tourist Board (SET)	£ 1,000
*Arbroath Herald", Prizes from Chamber of Commerce/ local businesses	£ 4,250
*(These funds are dedicated to sponsorship of prizes, production of Arbroath Cook Book.)	
PESCA	£ 8,500
TOTAL FUNDS AVAILABLE	£17,000

4.2 Projected Expenditure

Project Co-ordinator '97	£3,650}	
Celebrity Chef	£2,000}	£ 5,650
Prizes		£ 300
Materials/Signs		£ 1,500
Event Participation fees		£ 1,200
Promotion/Advertising/Printing/Evaluation		£ 4,000
Cook Book		£ 4,000
Contingency		£ 350
TOTAL EXPENDITURE		£17,000

- 4.3 At the time of writing, additional private sector sponsorship is still being sought which will be used to provide additional prizes or elements to the final programme.

5 CONSULTATION

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

6 CONCLUSION

- 6.1 The development of a new promotional event at Arbroath to celebrate the maritime history, traditions and culture, building into a three year programme will stimulate increased tourism potential, strengthen local employment and heighten perceptions of Arbroath and Angus. The partnership of local business community, voluntary organisations, and the public sector has enabled significant European funds to be used for the development of Arbroath. This event also demonstrates the Council's aim of fostering partnership and local Community participation.

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/LJP/MR

Alex Anderson
Director of Planning, Transport & Economic Development

24 April 1997

Appendix 1

ARBROATH SEA FEST PROJECT CO-ORDINATOR

JOB DESCRIPTION

1997 - June-September - 30 days

- To assist in managing and co-ordinating the SEA FEST programme prior to, during and following the dates (15, 16, 17th August, 1997).
- To confirm details with programme contributors, date, time, expenses, equipment and any other special items.
- To liaise with Angus Council in connection with press/media coverage.
- Prepare evaluation survey in conjunction with Steering Group guidelines.
- Collate evaluation survey and prepare summary report.
- Promote SEA FEST project in line with marketing plan prior, during, and subsequent to the event.
- Liaison of sponsorship - circulate and seek sponsorship, acknowledge sponsorship.
- Prepare summary report on SEA FEST with recommendations for subsequent years.

