

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE  
ENVIRONMENTAL & LEISURE SERVICES COMMITTEE

28 AUGUST 2003  
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SUBJECT: ANGUS GLENS WALKING FESTIVAL

JOINT REPORT BY THE CHIEF EXECUTIVE & DIRECTOR OF LEISURE SERVICES

**Abstract: This Report updates the Committee on the outcome of the pilot Angus Glens Walking Festival in the Angus Glens in May 2003 and requests funding approval for an Angus Glens Walking Festival in May 2004 and May 2005.**

**1 RECOMMENDATION**

1.1 It is recommended that the Committee:

- a) note the successful outcome of the pilot Angus Glens Walking Festival in May 2003;
- b) note the net expenditure of £3,025 already met from the Economic Development Revenue budgets 2002/3 and 2003/4 to fund the pilot Angus Glens Walking Festival in May 2003;
- c) approve the proposed net expenditure of £5,000 and £3,400 respectively from the Economic Development Revenue budgets 2003/4 and 2004/5 as a contribution towards the costs of future Angus Glens Walking Festivals.
- d) note that the Economic Development Manager will investigate additional external funding options.

**2 INTRODUCTION**

2.1 The Committee is referred to Article 9 of the Economic Development Committee of 10 April 2003 which records that the Committee agreed to:-

- i) note the action taken so far to pursue the development of the Angus Glens Walking Festival; and
- ii) to approve the expenditure from the Tayside Rural Development Facilitators Project which included Angus Council's contribution of £1,937.

The event was supported through contributions from Scottish Enterprise Tayside, the Cairngorms Partnership, the Tayside Rural Development Facilitator project and the Rural Challenge Fund and attracted ERDF funding against eligible costs.

**3 THE PILOT WALKING FESTIVAL**

3.1 The pilot Angus Glens Walking Festival was held over a four-day period from Thursday 29 May until Sunday 1 June 2003. Anecdotal feedback throughout the festival was universally positive.

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- 3.2 The event had been well planned, the weather cleared up and those that had taken part had been well pleased. The success of the event was largely due to great amount of work put in by the Steering Group and the Angus Glens Walking Festival Committee.
- 3.3 Immediately after the Festival, the Angus and Dundee Tourist Board (ADTB) undertook two surveys: a Visitor Survey and an Accommodation and Food & Drink Providers Survey. The ADTB visitor survey showed that the 4 days of the Festival had not only brought walkers into the Angus Glens but elsewhere in Angus too. The Accommodation and Food & Drink Providers Survey highlighted that the timing of the Festival was during a period when Accommodation Providers were already busy.
- 3.4 The ADTB have reported that over the period of the festival there were 350 individual walkers, 54% as day visitors and 46% of whom stayed overnight. Total walk and evening event bookings totalled 750 and using standard tourism multipliers it has been calculated that 403 of the walks/evening events were completed by persons staying in overnight accommodation. The estimated revenue from the event to the local economy from the visitors i.e. not including input associated with event organisation, again using standard multipliers is £37,200 which equates to sustaining one full-time job for a year. What such analysis does not take account of is the goodwill towards Angus that the event created and the possibility of return visits.
- 3.5 The costs of the pilot event, previously estimated at £20,416 finally totalled £21,413. The additional expenditure was due to the strong interest in the event (reprinting of programmes and associated distribution costs). This sum could not be met from the contingency fund set aside to cover insurance and kit for the walk leaders, earmarked to ensure the safety of the walkers visiting the Angus Glens.
- 3.6 In partnership with Scottish Enterprise Tayside (SET) and the Cairngorms Partnership, Angus Council contributed £3,025 towards the costs of the pilot of the Angus Glens Walking Festival. In-kind support was provided by Council Officers from the Economic Development Unit of the Chief Executive's Department and from Leisure Services, and from the Angus Rural Partnership and the Angus and Dundee Tourist Board.
- 3.7 The private sector (walkers) contributed £2,548 in payment for the transport and evening events. The local community provided input, particularly the walk leaders, many of whom offered their services free or for pocket money.

## **4 FUTURE ANGUS GLENS WALKING FESTIVALS**

- 4.1 Following the success of the pilot Festival, the Steering Committee and the Angus Glens Walking Festival Committee have agreed to investigate ways of establishing the Angus Glens Walking Festival as an annual event.
- 4.2 The Committees agreed that the two major items to decide upon were when and where to hold it (dates and venue). The Committees propose to retain the same dates as for the pilot Angus Glens Walking Festival (last weekend in May) and to hold the event again in Kirriemuir.
- 4.3 A Community Meeting is to be at the Royal Jubilee Arms, Dykehead on 1 October 2003 to discuss both the feedback report and the proposals for a 2004 Event.

- 4.4 A substantial in-kind support would be required from Council Officers to ensure the success of future Festivals. This year's festival required greater manpower input from Council officers than had been anticipated, the Committee is asked to note that the Director of Leisure Services and the Economic Development Manager will investigate measures to reduce the manpower burden on Angus Council officers.

## 5 FINANCIAL IMPLICATIONS

- 5.1 The final cost of the pilot Angus Glens Walking Festival in May 2003 amounted to £21,413. The actual net contribution from Angus Council was £3,025 which is £1,088 more than the sum approved and reported at the Economic Development Committee of 10 April 2003. This additional sum was subsequently approved by the Economic Development Manager given the extra costs incurred for the reprinting of the programme and the purchase of equipment for the walk leaders. The contribution from Angus Council for the 2003 Angus Glens Walking Festival has been met from the Economic Development Revenue Budget 2002/3 (£1,274) and from the Economic Development Revenue Budget 2003/4 (£1,751).
- 5.2 It is proposed that sums of £5,000 and £3,400 respectively be allocated from the Economic Development Revenue Budget to meet the costs of future Angus Glens Walking Festivals in 2004 and 2005. The Economic Development Manager will investigate other potential sources of external funding to reduce the net burden on the Economic Development budget.
- 5.3 The estimated cost of a 2004 Walking Festival is £18,500 as summarised below:

	£
Consultant's fee	2,000
Marketing (incl. Booklet and event mail shot etc.)	5,700
Booking database	2,000
Transport	3,000
Training Provision	3,000
Miscellaneous	1,800
Contingency (net of transport charges)	1,000
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Total Cost	18,500
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- 5.4 The project administrators have identified the following funding package:

	£
Angus Council	5,000
SET	2,000
Private Sector	5,450
Rural Challenge Fund	6,050
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Total Cost	18,500
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- 5.5 It is intended that the private sector will contribute £5,450, of which £4,575 could be charged in payment for walks and evening events, with a further £875 being sought through sponsorship (businesses advertising in publicity material).
- 5.6 The Angus Rural Partnership have successfully applied for a grant (£18,166) from the Rural Challenge Fund to cover the costs of an Angus Glens Walking Festival for three years, effective from 1 April 2003. As can be seen from the table 5.5 above, the Rural Challenge Fund will be meeting £6,050 of the costs, allocated to the project from this source for the 2004 event.

## **6 HUMAN RIGHTS IMPLICATIONS**

- 6.1 There are no Human Rights implications arising from this report.

## **7 CONSULTATION**

- 7.1 The Directors of Leisure Services, Finance, and Law & Administration have been consulted in the preparation of this report.

## **8 CONCLUSION**

- 8.1 The pilot Angus Glens Walking Festival has achieved its primary objective of raising the profile of the Angus Glens as a holiday destination by attracting visitors and local people into the area. It has also succeeded in generating income for the businesses in the Angus Glens. The Angus Glens Walking Festival forms part of a much wider initiative: the East Cairngorms Access Project (ECAP), developed to derive as much economic benefit as possible from the natural heritage through a series of path networks to be marketed and to encourage people to come to the area.
- 8.2 A contribution from Angus Council will demonstrate its willingness to support the rural community of the Angus Glens and in enhancing and safeguarding employment in the rural areas and boosting tourism.

### **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.

DV/MM

A B Watson  
Chief Executive

John Zimny  
Director of Leisure Services