

2017 Consultation Response Sheet

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Document title / ref	Consultation: (CPP / EconDevEvents/ SHB ref)
Key	Black - Q1 – priority; Orange - Q2 – do different; Red - Q3 – stop doing; Q4 – start doing; Q5&6 – community; Staff
Heads of Service / Partner / Rep	Rhona Gunn Corporate Director: EDP&I
Categories	<ol style="list-style-type: none"> 1. We like & will investigate it 2. We are & this is an update 3. We can't take this forward & this is the reason why 4. We like & will explore more with the public 5. We acknowledge & can explain 6. We have reflected on our priorities & your comments will inform our future direction

Feedback/Comments Received:
Partnerships: Economic Development: Events/Markets
Refer to:
CPP 230-18863 / Page 12 / Bullets 116-122
<p>116. assisting community events without charge</p> <p>117. encouraging events which bring in money</p> <p>118. events/fund raisers</p> <p>119. Host craft markets across Moray</p> <p>120. Making it difficult for Moray's communities to establish community markets or more Farmers Markets and then also stop charging so much for small spaces for venders at these. Weekly markets should happen again everywhere, like in European countries. Stop trying to avoid providing many of your existing services. All my ideas will provide MC with much extra funds.</p> <p>121. Organising a major festival in Cooper Park, Elgin, to put Moray on the map - something unique and special to the area</p> <p>122. try to combine events like theme day, highland games and craft fairs with health fairs and events in community centre and town hall so facilities bring in money on these days too.</p>

Partner Response:
<ul style="list-style-type: none"> • On the issue of assisting events without charge, the response is category 5: Community Planning Partners in particular, the Council, Highlands and Islands Enterprise, TsiMoray, Visit Scotland, EventScotland and Moray Speyside Tourism work together with community organisations to facilitate events. From Moray Council assistance is generally payment in kind such as guidance how to navigate regulatory or licencing requirements. Partners could charge more for assistance this would likely put up the costs of running those events and may affect their viability. • On the issue of encouraging events, those which bring in money are encouraged, the response is category 2: Some can need assistance to get established and may take several years to be commercially self-supporting. For example the Spirit of Speyside Whisky festival is now self-supporting, the Chamber of Commerce which was involved in establishing that is now establishing the Lossiemouth Seafest, which is entering its third year, early discussions are underway for a Moray Winter festival and in 2016 the Spirit of Speyside Distilled event took place for the first time in September. Piping at Forres (European Pipe Band Championships) and the Findhorn

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Bay Festival are becoming established. The former attended by 100 pipe bands and over 20,000 spectators with an estimated economic impact of £1million in 2016, the latter with over 13,000 ticketed attendances with visitors coming from further afield across Scotland, England and Northern Ireland, international visitor numbers increased as well with people travelling from Italy, Germany, Switzerland, the Netherlands, USA and Australia. Using the Great Britain Tourism Survey 2011 figures of economic impact assessment of average recognised spend for local, regional, national and international visitors, the economic impact of the Findhorn Bay Festival to the Scottish economic is estimated to be £1.1 million. In taking a closer look at the reported visitor spend in shops, on accommodation, and including the event funding which was spent locally, it is estimated that the Findhorn Bay Festival contributed £874,902 to the local economy (£571,219 from visitor spend, £128,683 spent on accommodation and £175,000 spent locally from funding) contributing a significant economic boost to the local area.

On the suggestion to start holding an event in Cooper Park, Elgin the response is category 2 - we like it and are doing this but highlight it would require resources to achieve, for example in 2016 the Elgin Heritage Experience facilitated the Sword Fire and Stone historic re-enactment of the Wolf of Badenoch burning Elgin Cathedral an event unique to Moray attended by more than 5,000 visitors over 2 days.

On the view of “making it difficult to hold markets”, the response is category 3 - the Moray Council do support markets and other non-commercial events and recognise these as an important part of community life. A framework has been developed for markets and events to take place in Elgin, Forres, Keith, Buckie and Lossiemouth. In 2015-16 there were 20 markets, 15 events, 17 awareness campaigns and 2 charity collections throughout Moray. The events included the Christmas Lights switch on, the Victorian Christmas Day, Elgin Business Improvement District (BID) Easter Family Fun Day, Farmers Markets, and Elgin BID Scottish Theme Day. Elgin BID has recorded an increase in pedestrian numbers/shoppers on the Plainstones and town centre when events are taking place.

On the issue of not charging vendors so much, the response is category 3: the rates charged to stallholders at such events and markets are set by the organisations running them, which is a commercial decision for them to recoup costs and trade profitably. Licensing fees are set to allow the council only to recover its costs so that other services do not have to subsidise licensing.

On the suggestion of combining and scheduling events to take place at the same time or close to each other the response is category 6 – this is a good idea, provided that facilities are available. Maintaining an annual events calendar to help coordinate such opportunities may add value.

More information about [Economic Development](#)

The local government’s role in Economic Development is guided by the Scottish Government’s priorities and strategies. In partnership with organisations across all sectors, the Council is working on a [strategic plan](#) and operational level to maximise economic benefits through its strategies, decision making, investment and services. [Economic Development Annual Review 2015-16](#)

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