

**PROPOSAL FOR FUNDING CONTRIBUTION TOWARDS A SUMMER EVENTS  
PROGRAMME 19<sup>TH</sup> – 27<sup>TH</sup> JULY IN HELENSBURGH TOWN CENTRE.**

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**1. SUMMARY**

- 1.1 The Helensburgh and Lomond Chamber of Commerce are seeking financial support from the Council to run a programme of summer events in the town centre between the 19<sup>th</sup> - 27<sup>th</sup> July 2014.
- 1.2 Details of the events are outlined in Appendix A along with the level of local sponsorship and in kind support that the Chamber has raised to date (£46,500) to hold the events.

**2. RECOMMENDATION**

- 2.1 That the Helensburgh and Lomond Members approve the funding request of £17,925 from the Helensburgh CHORD Budget to the Helensburgh & Lomond Chamber of Commerce to run summer events in Helensburgh Town Centre as outlined in Appendix A.
- 2.2 That the Helensburgh and Lomond Members instructs the Executive Director of Development and Infrastructure Services to enter into an agreement with the Helensburgh and Lomond Chamber of Commerce to contribute up to a maximum of £17,925 towards the above summer event subject to the Chamber meeting the Council's standard funding terms and conditions.

**3. BACKGROUND**

- 3.1 The Helensburgh and Lomond Chamber of Commerce has approached the Helensburgh CHORD Project Manager requesting financial support from the Helensburgh CHORD budget of £17,925 to run summer events in the town in a bid to encourage locals and visitors to come into the town centre and as well as enjoy the events hopefully boost local trade.
- 3.2 The above funds are required to promote and market the event e.g. *flags, bunting, printing of competition forms, poster and flyers* etc. and to contribute towards the running of the following events – "*Visit the Commonwealth in Helensburgh*"; "*Roller Magic*"; "*BBQ in the Square*"; "*Music Festival*"; *Food Festival, Craft Fair*; etc. – see Appendix A for event details
- 3.3 Details of the organisations who have agreed to support the event through both direct financial support and in kind are also outlined in Appendix A. The total level of financial support received to date is £46.500.

3.4 The above event is part of the Chambers wider ambition to develop a year round tourism-focused events and promotion programme to augment the very successful Winter Festivals.

3.5 The proposal has the support of the both the Helensburgh Community Council and Visit Helensburgh, with the latter directly supporting the event.

#### **4. CONCLUSION**

4.1 Due to the nature and scale of the CHORD town centre public realm works, traders are reporting a downturn in trade despite efforts to minimise disruption as much as possible. However, it is encouraging that Traders in West Clyde Street (completed phase 1a works) are already reporting an upturn in trade. Therefore to help support local businesses in the town centre during the CHORD works and to demonstrate the long term benefits of the works to users and visitors to the town, providing financial support to hold the summer events is deemed an appropriate use of the CHORD budget.

4.2 The Helensburgh CHORD Project Manager has recently reviewed the budget and can confirm that funds are available to support this event.

4.3 In the event that works to Colquhoun Square are not completed in time to host the planned events, the organisers have put a contingency plan in place, outlined in Appendix A

#### **5. IMPLICATIONS**

POLICY: None

FINANCIAL: Contribution will be funded from the Helensburgh CHORD budget. Standard terms and conditions will apply to the drawdown of funds.

RISKS As outlined in 4.3 above.

PERSONNEL: None

EQUAL OPPORTUNITY: None

LEGAL: None

Pippa Milne, Executive Director of Development and Infrastructure  
2 May 2014

For further information contact: Helen Ford, Helensburgh CHORD Project Manager,  
Tel: 07879641415



## APPENDIX A

To: Helen Ford, CHORD  
From: Helensburgh Chamber of Commerce Events Group

### **Proposal For Funding Application For Doon The Water To Helensburgh – A summer events programme running 19<sup>th</sup> July – 27<sup>th</sup> July inclusive.**

The event is conceived, organised and run by the Chamber of Commerce, the funding request is made by Helensburgh Chamber of Commerce.

### **Background**

The summer of 2014 is a highly significant date in the calendar for the businesses and residents of Helensburgh, with the Chord project having made significant visual improvements within Helensburgh and with the Commonwealth games coming to Glasgow. The Helensburgh Chamber of Commerce are keen to maximise the potential exposure of these two very significant events for the good of Argyll and Bute, and Helensburgh town which is the very beautiful Gateway To Argyll & Bute.

The Helensburgh Chamber of Commerce recognises the need to develop a tourism-focused events and promotions programme to coincide with these two very significant events and has been working hard to develop an exciting and targeted package of events.

We are now requesting £17925 funding to support us with the delivery of these events over 9 days in the summer, and have so far managed to secure approximately £46,500 in in-kind and match funding from local businesses and organisations.

### **Proposed Events**

Please note the list of events continues to grow as local organisations pledge their support. To date we have commitment for the following events:

Contact: email – [info@helensburghchamber.org](mailto:info@helensburghchamber.org) : Web – [www.helensburghchamber.org](http://www.helensburghchamber.org)



<b>EVENT DATE</b>	<b>Events &amp; Location</b>	<b>Supplier(s)</b>	<b>Requested Council Contribution</b>	<b>Local Sponsorship</b>	<b>In-Kind Contribution from participating Businesses &amp; Organisations</b>
12/7-9/8/14	Visit The Commonwealth in Helensburgh.  Businesses throughout the town	Chamber of Commerce Organised	£2000	Prizes confirmed from: Robert Bell Photography - £150 & Grasshopper Toys Ltd - £100	Admin and staff support from Local businesses est £2500 Admin support from Grasshopper Toys - £550 Admin support from The Pet shop - £1250  Total in-kind: £4300
19/7/2014 – 20/7/2014  Times to be confirmed	Sand Sculpture Workshop  Location: Square or M & T Builders	SandSculpture	None	M & T Builders will sponsor this event plus outlay of venue and staffing plus accommodation costs for the contractors Event cost: £5200. (staffing, venue costs etc for 2 days = £2,500; sculpture costs including travel expenses £2,700).	

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19/07/2014 – 22/07/2014  4 days	Roller Skating Rink for 50 persons inc skates  In the square or Mariners' site	Roller Magic	Requested £2430 Balance of hire costs	£2000 sponsorship has been offered by the Co-op	Admin support from Helensburgh Ironing Services - £500 Petshop Admin Support - £500
19/07/2014	Hot Air Balloon Rides  - esplanade	Scot Air Balloons sponsored by Reg Macdonald Remax Estate Agents graeme@scotair.com	None	Remax confirmed as sponsor Value: £2500	Admin support from: Helensburgh Ironing Services - £250
19/07/2014 - 27/07/2014	Fairground. Supplied by Douglas Cadona to run for the fortnight - Mariners site	Cadona	None	Self Financing	Cadona is sourcing specific equipment relevant to the event at his own cost. Estimated : £250



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19/07/2014 – 21/07/2014	Helicopter Rescue Rib Rides Police Dogs Mini Submarine Royal Marine Divers  - sea front	RN / Babcock	None	£20,000	Admin Support: Helensburgh Ironing Service - £250 Grasshopper Toys Ltd - £250
19/07/2014 10-12pm	Fire Brigade - Seafront car park	Strathclyde Fire & Rescue	None	Strathclyde Fire & Rescue £1000	Admin Support from Petshop: £100
19 <sup>th</sup> /20 <sup>th</sup> 26 <sup>th</sup> /27 <sup>th</sup>	BBQ in the Square (unaffected by ongoing works)	Buffet Shop	Stall & equipment hire £250	Buffet Shop - £500	
26 <sup>th</sup> - 11-6pm 27 <sup>th</sup> - 1-6pm	Music Festival Mariners' site	Emma Langlands	Equipment hire: £1500	None	Admin support Petshop - £250 Emma Langlands - £1500



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26/07/2014	Food Festival Front (along the winter Festival route)	Townhead Farm	Stalls & Equipment: £2000	None	Callaghan Butchers Buffet Shop La Barca/Garth Riverhill Thorntons Waitrose Commodore Crystal Shortbread Grocer  Food tastings and mini events : £3000 admin, marketing, staffing support
26/07/2014 – 27/07/2014	Craft Fair in the Tower Stalls available at £20 each  Venue: Tower	Visit Helensburgh	Stalls & Equipment: £1000	Visit Helensburgh _ Hall provision	Visit Helensburgh Admin £500
19/07/2014 – 20/07/2014	Sound Stage  Venue: Square or Front car park	Your Radio	£3000 (hire of stage)	Your Radio, stages, equipment, staffing, publicity	£1500



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?	Welcome to the Waverley – Piper Reception Venue: pier	Visit Helensburgh	£1000 (piper costs)	Visit Helensburgh	Admin support: £500
19/07/2014	Mini Tennis 10-12 Square	CBF Tennis	None	CBF Tennis - £200	None
19/07/2014	children's drawing comp Venue: sea front	Helensburgh Toyota	none	Helensburgh Toyota £100	None
20/07/2014 27/07/2014	Activities on the front for children: Tug'o'war etc.. Far West esplanade	Fit for Life	none	Fit for life £200	None





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20/07/2014 27/07/2014	S.O.S. Fitness in Hermitage Park	SoS Fitness	none	SOS Fitness £600	None
19/7/14	Dinos ice cream competition	Dino's	Equipment hire £250	Dino's £300	None



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<b>Budgets:</b>					
<b>Total:</b>			£13430	£32,850	£13,650
<b>Marketing &amp; Events Promotion*</b>			£4,495		
			<b>Requested Grant Funding from Argyll &amp; Bute Council</b>	<b>Total sponsorship and in-kind financial contribution from local community</b>	
<b>Grand Total</b>			<b>£17925</b>	<b>£46,500</b>	

NB: all figures are ex VAT

\* All quotes will be sent out to tender for three quotes.

**In Conclusion:**

This proposal is submitted by the Chamber of Commerce (Alan Trail) and supported by the Helensburgh Community Council (Darrel Hendrie) and Visit Helensburgh (Chris Terris).

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