

## **DUNDEE CITY COUNCIL**

**REPORT TO:** POLICY & RESOURCES COMMITTEE – 13 FEBRUARY 2014  
**REPORT ON:** REVIEW MODEL FOR DUNDEE FLOWER & FOOD FESTIVAL  
**REPORT BY:** DIRECTOR OF ENVIRONMENT  
**REPORT NO:** 106-2014

### **1.0 PURPOSE OF REPORT**

1.1 To outline savings proposals in the delivery of the Dundee Flower & Food Festival.

### **2.0 RECOMMENDATION**

2.1 It is recommended that expenditure be reduced and income maximised at the Dundee Flower and Food Festival.

### **3.0 FINANCIAL IMPLICATIONS**

3.1 The Festival currently receives direct funding of £72k per annum from Dundee City Council which helps to offset the operating costs of the event. It is proposed to reduce this funding by £45k in 2014/15, £55k in 2015/16 and the event is to be self funding by 2016/17.

### **4.0 BACKGROUND**

4.1 The cost of the Dundee Flower and Food Festival is mainly financed by external income i.e. admissions, rental of trade space, sponsorship etc.

4.2 The funding from the council of £72k per annum is used for various costs including staff costs of controlling entry and security entrances/exits, the entertainment programme, the marketing and promotional plan and the purchase of provision of services e.g. promotional signs. It is intended to secure a third party company to provide security/cash collection at the entry to the event, thereby reducing staff overtime costs previously incurred. This will provide an approximate net saving of £6k.

4.3 The income for the event will be increased by a review of admission prices to bring into line with comparable events, improvements to access control, additional revenue opportunities and increasing the cost of trade stands. The total additional income in 2014/15 amounts to £39k.

### **5. POLICY IMPLICATIONS**

5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

There are no major issues.

**6. CONSULTATIONS**

- 6.1 The Chief Executive, the Director of Corporate Services and Head of Democratic and Legal Services have been consulted and are in agreement with the contents of this report.

**7. BACKGROUND PAPERS**

None.

**Ken Laing**  
**Director of Environment**

**JANUARY 2014**

**Gary Robertson**  
**Head of Environmental Management**

**JANUARY 2014**