

ITEM No ...8.....

REPORT TO: POLICY AND RESOURCES COMMITTEE – 9 JANUARY 2023

REPORT ON: FUTURE OF FLOWER AND FOOD FESTIVAL

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT AND EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT NO. 9-2022

1. PURPOSE OF REPORT

1.1 To seek Committee approval to take forward outlined recommendations.

2. RECOMMENDATIONS

2.1 It is recommended that the Flower and Food festival and virtual show does not continue in its current format. Subject to resources, an updated event is to be considered by City Development, which has the lead for events for delivery in 2024, as part of a wider corporate events strategy. This would directly support the Council's key objectives as defined within the City and Council Plan, including Climate Action, Sustainability and the Environment.

2.2 A further report is developed by consideration of a future committee in 2023, which clearly defines the budget, scope and particulars of the revised event.

3. FINANCIAL IMPLICATIONS

3.1 The Executive Director of Corporate Services has confirmed that there are no immediate financial implications arising from this report.

4. MAIN TEXT

4.1 The Dundee Flower and Food Festival has not been held for the last three years due to the pandemic and it is now an appropriate time to assess its ongoing viability.

4.2 Sustainability of Current Format

The current format of the show, which has no direct link to Council strategies, has been largely unchanged for the last twenty years and is the last remaining Local Authority-run floral show in the UK. Other local authorities have long since withdrawn from these events due to the high level of resources required, combined with reduced interest and attendance by the public. Staff and infrastructure costs have also risen sharply since 2019. These increases have served to further compound the problem of rendering the current format financially unviable.

4.3 Staff Resources

There is competing pressure to deliver other corporate events and it is acknowledged that City Development does not have capacity to take on a new event in addition to those already committed in 2023. There is also no available operational resource within Neighbourhood Services to support the Flower Show in September 2023 which coincides with the peak operational grounds maintenance season.

4.4 Key Statistics

The statistics contained in the table below show income and expenditure of the Flower and Food festival and highlight a considerable loss each year of the last three years that the event was held live. The infrastructure costs associated with delivering an event have since risen by

40%; staff costs are at a 20% rise and are expected to continue to increase. In addition, the rising cost of living is an increasingly important consideration.

	Attendance	Expenditure*	Income	Difference
2019	15,962	£228,853	£178,665	£50,188
2018	18,386	£266,381	£196,683	£69,698
2017	18,210	£243,323	£199,591	£43,732

* Whilst figures above include staff overtime during show, they do not reflect any inkind support, e.g. staff costs. Please note that no economic impact assessments of the shows were undertaken during these years.

4.5 Options Appraisal

In order to assess a way forward, an options appraisal exercise was undertaken to assess which options it may be possible to consider progressing, within the constraints of available resources. The table below summarises the various options considered and provides summary comment of their appraisal:-

No.	Option	Appraisal
1	Do nothing	Expectation from public and elected members that something happens. Budgetary pressures mitigated.
2	Continue with show in current format (resourced)	General consensus that current format should change, no resource or budget is available to deliver. Ongoing cost and resource pressures confirm that it is not possible to proceed with the event in its current format in 2023.
3	Continue with virtual show	Lack of interest, struggled with 2022 content. Also, still very resource intensive. Environment staff required to support City Development in delivering major events programme in 2023.
4	Develop alternative Corporate event for 2023	Substantial input required from other Services. Unable to resource due to competing priorities for 2023, lack of staff capacity and no budget to deliver
5	An updated Festival event reimagined and developed to support Council and City Plan's core objectives in relation to Sustainability, Climate and the Environment	Requires consideration within the context of an overarching City Events Strategy. Full detail and resources require to be clearly defined in 2023 for implementation from 2024.

4.6 Preferred Option and Way Forward

Following assessment of the various options, it is considered that the preferred option is number 5 and that this is potentially deliverable from 2024. Resources require to be clearly defined and ongoing involvement of community partners is considered essential to ensure success.

It is acknowledged that City Development should lead on considering this new event, supported by Neighbourhood Services.

4.7 Review of Events Strategy

The development of the future event will be considered within the context of a new Events Strategy to be prepared over the 2023 Summer period. This will define further details relating to the event, including location, duration and target audience, with clear links to the council's

strategies linked to the Environment, Sustainability and Climate Change. The resources to deliver the event will also need to be defined.

5. POLICY IMPLICATIONS

- 5.1 This report has been subject to an Integrated Impact Assessment to identify impacts on Equality & Diversity, Fairness & Poverty, Environment and Corporate Risk. An impact, positive or negative, on one or more of these issues was identified. An appropriate senior manager has checked and agreed with this assessment. A copy of the Integrated Impact Assessment showing the impacts and accompanying benefits of/ mitigating factors for them is included as an Appendix to this report.

6. CONSULTATIONS

- 6.1 The Council Leadership Team have been consulted on the preparation of this report and agree with its contents.

7. BACKGROUND PAPERS

- 7.1 None.

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Executive Director of Neighbourhood Services

Tony Boyle
Head of Environment

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7 December 2022

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Integrated Impact Assessment

Committee Report Number: 9-2023

Document Title: FUTURE OF FLOWER AND FOOD FESTIVAL

Document Type: Service

Description:

Report seeking approval to cease current Flower and Food Festival along with the virtual show, remitting officers to define and develop a new

event for delivery in 2024 (including required resources), which supports the Council's key objectives as defined within the City and Council Plan

including Climate Action, Sustainability and the Environment.

Intended Outcome:

Traditional event ceases and new event developed.

Period Covered: 10/01/2023 to 31/12/2024

Monitoring:

The proposal will be monitored through ongoing discussion with key stakeholder groups and through the development of a potential new event

involving community partners.

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Equality, Diversity and Human Rights

Impacts & Implications

Age: Negative

There is no available data for age demographics However, it is evident that the 50+ age group have a greater interest in horticulture. All school children

had the opportunity to attend free of charge (Friday only).Ceasing the show shall remove this annual opportunity. Negative impact mitigated through

development of potential new event.

Disability: No Impact

Gender Reassignment: No Impact

Marriage & Civil Partnership: No Impact

Pregnancy & Maternity: No Impact

Race / Ethnicity: No Impact

Religion or Belief: No Impact

Sex: No Impact

Sexual Orientation: No Impact

Are any Human Rights not covered by the Equalities questions above impacted by this report?

No

Fairness & Poverty

Geographic Impacts & Implications

Strathmartine:

Lochee:

Coldside:

Maryfield:

North East:

East End:

The Ferry:

West End:

Household Group Impacts and Implications

Looked After Children & Care Leavers:

Carers:

Lone Parent Families:

Single Female Households with Children:

Greater number of children and/or young children:

Pensioners - single / couple:

Unskilled workers or unemployed:

Serious & enduring mental health problems:

Homeless:

Drug and/or alcohol problems:

Offenders & Ex-offenders:

Household Group Impacts and Implications

Socio Economic Disadvantage Impacts & Implications

Employment Status:

Education & Skills:

Income:

Caring Responsibilities (including Childcare):

Affordability and accessibility of services:

Fuel Poverty:

Cost of Living / Poverty Premium:

Connectivity / Internet Access:

Income / Benefit Advice / Income Maximisation

Employment Opportunities:

Education:

Health:

Life Expectancy:

Mental Health:

Overweight / Obesity:

Child Health:

Neighbourhood Satisfaction:

Transport:

Environment

Climate Change Impacts

Mitigating Greenhouse Gases: Positive

Adapting to the effects of climate change: Positive

Reduction of carbon footprint through ceasing traditional show

Resource Use Impacts

Energy efficiency & consumption: Positive

Prevention, reduction, re-use, recovery or recycling of waste: Positive

Reduction of carbon footprint through ceasing traditional show

Sustainable Procurement: Not Known

N/A

Transport Impacts

Accessible transport provision: No Impact

Sustainable modes of transport: No Impact

Natural Environment Impacts

Air, land & water quality: Positive

Biodiversity: Positive

Open & green spaces: Positive

Potential development of new show to directly support climate Action, Sustainability and Environment

Built Environment Impacts

Built Heritage: No Impact

Housing: No Impact

Is the proposal subject to a Strategic

Environmental Assessment (SEA)?

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environment Assessment (Scotland) Act 2005.

Corporate Risk

Corporate Risk Impacts

Political Reputational Risk: Negative

Flower and Food Festival has been running for 30 years and is well established in the Dundee calendar and further afield. Enviably reputation as a family friendly event. Only remaining LA flower show in Scotland. Pressure on resources has prompted this recommendation. Negative impact mitigated through development of potential new event.

Economic/Financial Sustainability / Security & Equipment: Positive

Due to diminishing attendance and increased cost event is not self-financing and places burden on Council. It is not sustainable going forward.

Social Impact / Safety of Staff & Clients: No Impact

Technological / Business or Service Interruption: Positive

Interruption to service would reduce during planning and delivery period.

Environmental: Positive

Reduced carbon footprint.

Legal / Statutory Obligations: Negative

No statutory obligation to provide this event. No specific commitment within the Council Plan to run the Flower and Food Festival as part of the Council Events programme. Not part of any Council current strategy.

Organisational / Staffing & Competence: Positive

Key experienced staff retired, no resource to continue.

Corporate Risk Implications & Mitigation:

There are moderate levels of risk associated with the subject matter of this report. However, having undertaken a full analysis of the upside and downside risks there is a clear benefit in what is proposed and we are satisfied that adequate controls are available to mitigate the downside risks. The downside financial exposure to the Council is less than £250,000 and this together with other areas of risk can be effectively managed

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