

## SUB-GROUP SUSTAINABLE EVENTS - ECONOMIC

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### Use of spaces across the city (Guideline)

	<b>Sub-Group: Sustainable events - economic</b>
Title	<b>Use of spaces across the city (Guideline)</b>
Idea	It is increasingly necessary to manage the intensity of activity in concentrated central areas of the city, and spread economic benefits of additional footfall over a wider area. The Council will support and encourage the use of a wider range of spaces for activities and events, while being mindful of the economics of organising and managing events and activities and delivering community benefit.
Why the contribution is important	The spread of activities to spaces across a wider area of the city should be encouraged.
Created by	Ian_CEC (Site Admin)
Date	09 Oct 2020 12:52PM
URL	<a href="https://edinburghtalksclimate.dialogue-app.com/ksm6biz1lw/use-of-spaces-across-the-city-guideline">https://edinburghtalksclimate.dialogue-app.com/ksm6biz1lw/use-of-spaces-across-the-city-guideline</a>
Status	Approved
Rating	Average: 4.00, Number of votes: 3
Topics	
Number of comments	11
Comment by Celdon 15/10/2020 12:26 Status: Approved	Ensure good public transport links to these areas and discourage private vehicle use by offering disabled parking only
Comment by ollydavies 23/10/2020 13:25 Status: Approved	Utilise data (public transport, ticket buyers etc) to inform approach to spreading activity across the city. Fringe Society, The List and University of Edinburgh have been working on this for some time and would happily share results.

<p>Comment by ollydavies 23/10/2020 13:27 Status: Approved</p>	<p>Consider designating specific event areas where practical infrastructure such as a sustainable power source (ie not generators), hard standing and public transport provision is already in place. Actively encourage a well-managed programme of activity in these spaces.</p>
<p>Comment by ollydavies 23/10/2020 13:29 Status: Approved</p>	<p>Consult directly with event organisers of all scales to better understand what is required from an events space - this should help avoid conflicts with other stakeholders in the long term.</p>
<p>Comment by Aspinall 12/11/2020 11:57 Status: Approved</p>	<p>Some areas of the city, such as Portobello, are restricted in the type of event that can be held as there is little open space other than the beach and what there is, is small in size. However well attended smaller events are possible supported by electrical supply to the park. This could be provided in more settings.</p>
<p>Comment by edinburghcocktailweek 23/11/2020 08:56 Status: Approved</p>	<p>Parks and green spaces would benefit from Council making more hard-surface sites, such as The Mound, available to use throughout the year rather than just at Christmas and during the Fringe. This policy change would encourage more events and festivals to use hard-surface space, reducing the impact on parks and green spaces.</p>
<p>Comment by CEC_David 26/11/2020 11:11 Status: Approved</p>	<p>The premier parks and greenspaces have better infrastructure to host larger events but it still requires to be improved with some sacrificial hardstanding created to enable the functioning of larger events without massive detriment to areas of grass or verges or tree roots. Many other parks in Edinburgh simply do not have the infrastructure to host such large scale events but may well have the space, links to transport and opportunity to provide additional parking to do so. Invest in this provision in priority areas and then promote/market them.</p> <p>Income generation from such events should be partially ring-fenced for re-investment in the site whereby local users will see actual improvements in parks as a result of allowing/hosting such events.</p>
<p>Comment by Stephen 18/12/2020 02:04 Status: Approved</p>	<p>Agree with spreading activity over wider area, but sensible assessment needed for each site including accessibility by public transport and mobility-challenged patrons, not causing parking problems for nearby residents, control over crowds, noise. Particular requirement – all designated sites to have mains electricity connections (or solar) and prohibit use of diesel / petrol generators for air quality reasons.</p>
<p>Comment by timpogson 30/12/2020 14:59 Status: Approved</p>	<p>Smaller local greenspaces that are not mentioned specifically in this consultation are equally loved, used and cared for by communities and are equally under threat from commercial and other operators as potential venues for events, etc, for example in the Southside, St Patrick Square, Nicolson Square and Deaconess Gardens.</p> <p>Chair, Southside Community Council</p>
<p>Comment by CliffHague 19/01/2021 16:27 Status: Approved</p>	<p>The principle of dispersing events around the city is fine, but it needs to be done in a way that supports other public policy aims, eg health, social inclusion, rather than an event being "dumped" on a space/area. Similarly, the principle of having sites that have hard standing and do not require generators, and are accessible to all needs to be worked up into a clear strategy. This needs to be a "plan-led" exercise, rather than a reactive approach to propositions from events organisers.</p>

	Car parks at shopping centres may tick some of the boxes, though they are not CEC owned and again much depends on the detail.
Comment by WECC 21/01/2021 00:18 Status: Approved	Simply put over concentration is strangling the city centre and the public spaces, there are many locations elsewhere in the city which provide new opportunities and the PSMP is one tool to support this transition to the benefit of all.

## Monetisation of Parks

	<b>Sub-Group: Sustainable events - economic</b>
Title	<b>Monetisation of Parks</b>
Idea	<p>The pressure to generate an income by renting space in parks has gained support recently as Council budgets are so restricted. Any proposal needs careful consideration rather than a headlong dash by the Parks department for cash. For instance, in Straiton Park on Portobello promenade, providing an ice cream outlet could be seen as welcome in a seaside setting but this was granted although it is immediately adjacent to a kiddie's swingpark. There was no consultation with local residents and the Council facilitated this by taking away a grassed area to make a hardstanding. Painting it green was not really a substitute.</p> <p>The Council has difficulty joining up initiatives across departments and if this move to generate income is extended then it needs to invest more in the initial planning and consultation on each scheme.</p>
Why the contribution is important	To ensure a balance is achieved between providing facilities that do not have a significant negative impact and the income stream.
Created by	Aspinall
Date	12 Nov 2020 12:13PM
URL	<a href="https://edinburghtalksclimate.dialogue-app.com/ksm6bjz1lw/monetisation-of-parks">https://edinburghtalksclimate.dialogue-app.com/ksm6bjz1lw/monetisation-of-parks</a>
Status	Approved
Rating	Average: 4.00, Number of votes: 6
Topics	
Number of comments	14
Comment by RandomSub 15/11/2020 18:53 Status: Approved	<p>Fully agree with this comment. This was a poor process and a poor outcome, with an ice cream van having to drive and then reverse out along a footpath every day, belting out diesel next to the play park during operational hours, selling yet more unhealthy food on the Prom and a horrible green bit of concrete when the van is not there.</p> <p>The park is already a mess and lacking investment and this has added no improvement to the quality of the park, indeed it has made it worse. Better</p>

	community participation could have led to solutions that were better thought through, delivered better outcomes and had the potential to make more money for the Council. Park improvements should have been sought with any enhanced proposal, as this park is crying out for improvement. The solution with this example is that the Council should work with communities on revenue generating ideas to co-produce them and this will deliver better outcomes for all.
Comment by CEC_David 26/11/2020 11:17 Status: Approved	Facilities within Edinburgh's parks for a coffee and bit of cake / ice cream and a drink.... are poor - there should be more outlets providing such a service but done in an environmentally friendly way. Stipulate electric power production or provide this rated at strategic places. Forethought and prior investment is required as part of this process. There are many missed opportunities for income generation within parks when things are planned well and administered properly unlike the example given above.
Comment by Stephen 18/12/2020 02:02 Status: Approved	Accept that it is necessary to raise some income from parks, but need to distinguish between community events and commercial ones Community events should predominate; and that income generated from commercial ones should be visibly seen to be used for improvements in the park or space itself, not diverted to "administration" or other council expenditure. Organisers should be asked to show what benefit their event has for local residents and businesses.
Comment by timpogson 30/12/2020 15:02 Status: Approved	There needs to be absolute transparency that any income generated by letting out public spaces for event hire or similar is reinvested back into the management and enhancement of that open space.  Chair, Southside Community Council
Comment by pdagless 12/01/2021 11:42 Status: Approved	Use of a space for an event should be granted based on the merits of the event not on how much money the council can raise by permitting the event. However, the current procurement system (which is used for established areas /times/events) is weighted towards the pricing and the brief is often based on "how much CEC can get" rather than an overall fair strategy. Unfortunately you cant have your cake and eat it!  One of the biggest issues is the lack of a joined-up approach by CEC. The council require officers who have a positive attitude to events while never losing site of the wider needs to the space and the city (and its citizens). A Team responsible for a one-stop approach for event enquiries/procurement for events & festivals should have a knowledge of and voice within other CEC departments/activities.
Comment by JDoherty 14/01/2021 13:39 Status: Approved	I fully agree with the comment made by pdagless. Consideration, when setting charges, needs to be given to the size of event, size of audience, nature of event (including infrastructure needed). At the minute, the 'one price for all' structure is completely prohibitive to smaller cultural and community events, going against any sense of access and inclusion.
Comment by Jenni4 15/01/2021 13:05 Status: Approved	I don't know the detail, but aside from the lack of community involvement in decision making it seems to me that lack of a strategy for catering provision in public spaces, especially parks, is a missed opportunity to enable mutual benefit.
Comment by Jenni4 15/01/2021 13:15 Status: Approved	Actually now I'm thinking about this, this is a very important conversation but is it out of scope because isn't PSMP about temporary events and filming? But then

	shouldn't a public spaces management plan should be about managing public spaces not just about events and filming.....
Comment by MTrail 17/01/2021 12:56 Status: Approved	Parks and greenspaces should not be seen as a money earner, they are valuable green spaces, particularly for those who don't have their own garden. These spaces should be protected for people, and not used to provide an income stream for various council services. Although I do agree with organisers being charged to cover the cost of their events in full, plus a contribution towards general park upkeep.
Comment by sandrascott 18/01/2021 15:46 Status: Approved	Monetisation of a green space needs to be fairly justified. If the event in question requires to input infrastructure that will require mending of the grass or which will mean that the green space cannot be accessed and used, then it should be appropriately costed using a transparent structure. It would not be necessarily fair to charge a commercial organiser a large volume of money if the impact of the event say, lasted an hour, didn't have any infrastructure and didn't stop others using the park. It also should be brought up that because an organiser is 'commercial', particularly in current circumstances which will impact for years, that they have lots of money. The event may have a wider positive impact on the economy and charities, however if it becomes unviable to deliver an event then the event will disappear completely which although will reduce the impact of a park for 1 hour, may result in millions of pounds not being raised for a charity. The approach needs to be fair and balanced for all parties.
Comment by tomketley 19/01/2021 13:08 Status: Approved	As an event organiser I would like to introduce a ticket levy system for shows that directly invest back into the parks we operate such as £1 per ticket which could in-turn be used to develop a new garden or swing park etc.  Currently our event does this for local charities and last year raised £10,000.  I think it would be a good idea if all events in public spaces did this as currently the benefits for the park are only through rental fees.  Tom  FLY
Comment by CliffHague 19/01/2021 16:05 Status: Approved	This conversation reveals 2 things. One is that detail matters. The Portobello ice cream example shows that even where a commercial use is meeting a demand, and is probably popular with many customers (I'd be one!) how and where it is sited needs some thought. It would be nice to think that there was the capacity amongst CEC officers to provide such thought, but sadly the case suggests this is not the case. Public consultation is perhaps the necessary default then. The second point is the need for joined up practice within the council, and linked to it the need to invest in public space as a part of good civic management.
Comment by BradleyM 19/01/2021 23:28 Status: Approved	There needs to be a balance between the benefits an event will bring to an area being used and then also if an income can be generated at an appropriate level for the space. We need to distinguish between community / charity events and those events that are done commercially. A preference should be given to events that are done on a non-profit basis, with a selection of commercial ones sought to then generate the necessary funds to allow the other uses to benefit from the space

	(i.e. the public and those community events).  Income generate via parks should be used to manage and facilitate improvements in that area, and not just diverted back to the overall CEC budget, unless that is explicitly communicated to people in advance (i.e. If a park area has surplus funds that can cover a deficit in a similar area in Edinburgh to help balance the books)
Comment by WECC 21/01/2021 00:10 Status: Approved	Duplicate idea however useful comments on a community levy etc

## Markets

	<b>Sub-Group: Sustainable events - economic</b>
Title	<b>Markets</b>
Idea	There are now a number of markets held throughout the year both seasonally and regularly. This trend is likely to grow as people want their products grown and made locally. These markets provide a unique resident and visitor experience however like all events need clear protocols in place
Why the contribution is important	Markets are an integral part of the fundamental shifts in consumer behavior and city centre living so creating policies to support them to grow sustainably should be included in the PSMP
Created by	WECC
Date	21 Jan 2021 02:45AM
URL	<a href="https://edinburghtalksclimate.dialogue-app.com/ksm6bjz1lw/markets">https://edinburghtalksclimate.dialogue-app.com/ksm6bjz1lw/markets</a>
Status	Approved
Rating	Average: 3.00, Number of votes: 1
Topics	
Number of comments	0

## Also see the Challenge ‘Additional stakeholder organisation engagement’

<https://edinburghtalksclimate.dialogue-app.com/29fuel9z7l>

## Contribution from Edinburgh’s Festivals

### FESTIVALS EDINBURGH OVERALL KEY MESSAGES

- The fragile situation the city faces emerging from the Covid-19 crisis must be fully reflected in the Public Spaces guidelines in order to realise the best balance of benefits for city residents
- Success means achieving a balance of cultural, social, economic and environmental sustainability.

- Local residents make up the biggest single segment of audiences for our world-renowned festivals with 1.8 million attendances a year
- Their love for our signature homegrown events over 70+ years has made world-class festivals an integral part of Edinburgh's intangible heritage along with our architecture and natural environment.

## **SUSTAINABLE EVENTS – ECONOMIC**

This PSMP guideline reflects the situation that had developed during peak season prior to the Covid-19 pandemic, when rapid growth in city population, day and international visitors was leading to city centre pinch points at peak times where concentrated people flows need to be better managed.

The range of challenges and opportunities has grown and changed as the city emerges from the immediate pandemic and looks to adaptation and renewal. **The Public Spaces Management Plan of 2021 will urgently need to prioritise supporting the revival of city centre vitality and a return to employment growth, as well as targeting the ongoing aim of spreading the benefits of additional footfall across a wider area.** This context needs to be clearly reflected across the principles and guidelines.

**Appropriate cost recovery needs a flexible case by case decision to balance immediate income imperatives with the city's wider objectives**, as there will be cases where cost sharing may be needed to achieve other goals such as encouraging a wider footprint of events across the city or supporting organisers developing new ventures. This flexibility is also relevant to the **Key Principle: Parking** which should be aligned with the Environment and Amenity guideline so the principle is that any loss of parking income will be subject to appropriate cost recovery from the organiser.

The PSMP already mentions the need to take into account the economics of staging events and delivering community benefit in working with event organisers to identify viable opportunities. It will be **even more important to consider these economics in future as event organisation is much more fragile after the damage of what will be more than a year without significant live operations.** Events are only viable for any organiser where there is sufficient footfall, and so wider city planning may be able to build on the work of the Fringe Society with researchers and partners analysing data on ticket buyers and transport to inform approaches to spreading activity across the city.

**For the festivals as charitable organisations, larger-scale performances, city centre events and ticket-buying audiences are also integral to their community benefit and this must be taken into account.** They generate the income that provides the foundations for supporting community and learning programmes, attracting private and public supporters to enable citywide programmes that engaged over 90% of schools and 130 community groups in 2019.

For the objective of dispersal of events, there needs to be further consideration of what will make spaces fit for purpose and easy to use for organisers of all scales. **Consideration should be given to developing specific event areas where practical infrastructure - mains power, hard standing and good travel and transport provision - is already in place or can be developed.** A desire for dispersal requires resource, financial and otherwise, to make spaces suitable for event use, and there needs to be prior consultation to better understand what is required for users and organisers.

In some comments on the consultation to date, it has been suggested that revenue from events in specific areas should be ring-fenced for improvement of those areas. While this may well be a good principle in many cases, there also **needs to be flexibility for CEC to use revenue to take a citywide approach to develop new opportunities** – otherwise the income from the most popular locations could

not be used to develop other sites or to support enabling infrastructure such as transport provision as part of a wider dispersal strategy.

On a related point, there are several comments on the consultation about the potential for commercial events to contribute to public good improvements. While the Festivals Edinburgh member festivals are all set up for not-for-profit benefits, so this point is relevant to a different segment of the events landscape, everyone interested in the development of the Festival City needs to keep in mind that **there can be a tension between expecting CEC to generate additional income and complaints that some events are over-commercialised**. The more that commercial events are asked to return additional fees to the Council for wider purposes, the more their need to monetise commercial opportunities such as hospitality, paid attractions and increased ticket prices. All events in public spaces should be supporting the public good, whether in cash or through contributing to the city's success and quality of life, and there needs to be balanced consideration of how that can best be achieved.

Looking at the desired outcome from a wider perspective – that any commercial enterprises (not just events) benefiting from the city's amenities should make a contribution to the quality of the public realm – it could help with this conundrum to look more broadly than the events sector and **consider how businesses across the city who benefit from the high quality of life offered by Edinburgh's lively culture, festivals and events scene can contribute to its upkeep and development**.

- We want to work with partners across the city to nurture the extraordinary layout, fabric and environment of Edinburgh as part of the identity of the city and its festivals critical to future success.
- The Plan must focus on achieving a balance between the wide range of needs and preferences of different residents to enjoy their public spaces through everyday use and experiences beyond the everyday; and the need to realise social, cultural, economic and environmental benefits for the whole city.