

SOUTH AYRSHIRE COUNCIL

REPORT BY CHIEF EXECUTIVE  
TO LEADERSHIP PANEL  
OF 26 OCTOBER 2010

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**SUBJECT: CHRISTMAS ICE RINK**

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**1. Purpose.**

- 1.1 To provide an update on progress on the proposed Christmas ice rink in Wellington Square, Ayr and to provide details of the sponsors funding the event.

**2. Recommendation.**

- 2.1 It is recommended that approval is given to proceed with the event on the basis that it is fully funded by the sponsors identified in this paper.**

**3. Background.**

- 3.1 Approval was given at the Council meeting on 7<sup>th</sup> October 2010 to utilise Wellington Square, Ayr for use as a Christmas ice rink with associated stalls, carousel etc. The approval was subject to the provision of additional and more detailed information regarding the identity of the main sponsors.
- 3.2 The proposal to create an ice rink etc has emerged at short notice and the proposals are still being developed but will be finalised shortly. Currently the proposal is for a family attraction, based around the rink, a carousel, Santa's grotto with stalls selling food, hot beverages and produce from local retailers. There is also the possibility of a Ferris wheel and the creation of a small stage or performance area for local choirs, fiddle band etc. These are currently subject to a technical evaluation to establish whether they are feasible or not.
- 3.3 To date the stalls have generated strong interest from local retailers and restaurants suggesting that it will be possible to create a busy, vibrant atmosphere in the Square.
- 3.4 The expectation is that the attraction will close at 9.00pm in the evening, to emphasise its family nature and no alcohol will be sold.

**4. Consideration.**

- 4.1 At the Council meeting of 7<sup>th</sup> October 2010 the Managing Director of Ayr Renaissance LLP indicated that dialogue was on going with a household name to provide sponsorship. These discussions are still ongoing however sufficient sponsorship has already been secured to hold the event without any further sponsorship being required. The two main sponsors already committed are Dawn Development Ltd and MITIE plc.
- 4.2 Dawn Developments are a very well know, respected local company and they have generously offered to both sponsor and project manage the event to ensure smooth running and delivery. Currently they are seeking all the necessary licences, developing risk assessments and creating a marketing and event plan to ensure a well run, safe event.

- 4.3 The other sponsor, MITIE plc are a less well known name, however, they are one of the country's largest construction and facilities management companies. They are a FTSE 250 company with a turnover in excess of £1.7bn and profits of £93m. Members may be aware that MITIE were the main contractor who successfully delivered the Facelift scheme recently undertaken on High Street, Sandgate and Newmarket Street where the contract involved over 130 ownerships.
- 4.4 As stated above we are still in active discussions the original main sponsor and with other companies interested in either sponsorship or advertising opportunities. These are of a smaller scale and are generally local companies.
- 4.5 Any further income, via sponsorship, advertising or via ticketing will increase the level of surplus available at the end of the event. Neither Dawn Developments nor MITIE plc are seeking to make any financial gain out of this event should it produce a profit. If there is a surplus available then this will either be donated to a good cause or potentially be utilised to assist holding a similar event next year. Discussions regarding this are ongoing.

**5. Resource Implications.**

- 5.1 The sponsorship and income generated from the attraction makes the event self funding and therefore there are no financial implications for the Council.

**6. Results of Public Consultation.**

- 6.1 No public consultation has been undertaken.

**Background Papers.**

South Ayrshire Council Paper, 7<sup>th</sup> October 2010

**Person to Contact.**

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**Date.** 18<sup>th</sup> October 2010