

NORTH LANARKSHIRE COUNCIL

REPORT

To: BELLSHILL AND DISTRICT AREA COMMITTEE		Subject: SUMMER FLOWER FESTIVAL 2000 INCOME AND ATTENDANCE
Date: 06.06.2000		
Ref: KF/RS/MB		

1.0 INTRODUCTION

- 1.1 The purpose of this report is to advise committee of attendance and income figures for the Summer Flower Festival held in Viewpark Gardens, Uddingston from 1st to 4th June 2000.

2.0 BACKGROUND

- 2.1 The initial report of 19th March 2000 set out proposed dates, theme and pricing structure for this year's Summer Flower Festival and, post event, I am able to report on its success, in terms of income and attendance compared with the 1999 event.

3.0 INCOME AND ATTENDANCE

- 3.1 Overall income generated at the Summer Flower Festival was up on 1999 figures by just under 3% and attendance over the four days was up by over 3%.
- 3.2 Although these increases are marginal they have to be seen in the context of the weather conditions prevailing, Saturday 3rd June 2000 being recorded as the coldest June day for decades.
- 3.3 On Saturday 3rd June there were three other events happening simultaneously, Coatbridge Festival, Shotts Highland Games and over the same four days, the Royal Horticultural Society's National Gardening Show in Edinburgh.
- 3.4 Attendance by Primary and Nursery Schools was down by 25% on Thursday 1st but up by 7% on Friday 2nd producing an overall drop in schools attendance of 403 children or 7%.
- 3.5 Attendance by the general public increased by 883 or 9.6%.
- 3.6 A further report will be presented to Committee once information from the on site customer survey is analysed but meantime a breakdown of income and attendance figures is shown in appendix 1.

4.0 RECOMMENDATIONS

- 4.1 For information

PP *[Handwritten Signature]*

APPENDIX 1

NORTH LANARKSHIRE COUNCIL
COMMUNITY SERVICES DEPARTMENT
Service Development & Review Section (Parks)

SUMMER FLOWER FESTIVAL 2000
Income Analysis

Day	Rides (£)	Sales (£)	Gates (£)
Thursday 1st	(0) 0	(6471.35) 5416.40	(827.50) 587.50
Friday 2nd	(0) 0	(4409.00) 5489.30	(528.00) 818.00
Saturday 3rd	(596.00) 661.73	(7714.65) 9329.05	(1939.50) 2781.00
Sunday 4th	(401.00) 379.53	(5736.00) 4177.70	(1821.00) 1686.50
SUB TOTALS	1041.26	24412.45	5873.00
TOTAL		(30444.00)	31326.71

(1999 figures in brackets)

SUMMER FLOWER FESTIVAL 2000
Visitor Analysis

Day	Adults	Kids/OAP/PTL	Schools	Guests
Thursday 1st	(475) 252	(693) 468	(2503) 1860)
Friday 2nd	(318) 358	(421) 717	(3290) 3530) (80) 78
Saturday 3rd	(1138) 1787	(1605) 1991	(0) 0)
Sunday 4th	(1055) 1153	(1333) 1087	(0) 0)
SUB TOTALS	3550	4263	5390	78
TOTAL	(12911 + 2089 Under 5's = 15000) 13281 + 2199 Under 5's = 15500			

(1999 figures in brackets)