

NORTH LANARKSHIRE COUNCIL
REPORT

To: COMMUNITY SERVICES COMMITTEE		Subject: SUMMER FLOWER FESTIVAL 2001 INCOME AND ATTENDANCE
Date: 23 JULY 2001	Ref: MMCM/KF/MB	

1. **INTRODUCTION**

1.1 The purpose of this report is to advise committee of the success of the Summer Flower Festival held in Viewpark Gardens, Uddingston from May 31 to 3 June 2001.

2. **BACKGROUND**

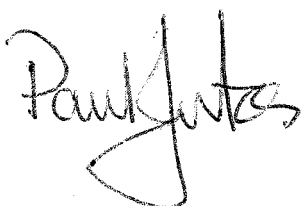
- 2.1 Overall income generated at the Summer Flower Festival was up on 2000 figures by just over 15%, with overall attendance over the four days being up by over 19%.
- 2.2 The increases are significantly more than in the previous year which saw percentages of 3% increase in income, and 3% increase in attendance on 1999 figures.
- 2.3 On Saturday 2 June, there was again competition from two other events, Shotts Highland Games and the Scottish Gardening Show in Edinburgh.
- 2.4 Attendance by Primary and Nursery Schools was up by almost 52% on Thursday 31 May, but down by over 41% on Friday 1 June. This downturn in attendance is disappointing given that there were concerted efforts over two months prior to the event to encourage attendance by schools and nursery schools. The end result was an overall drop in schools attendance of 502 children or 9%.
- 2.5 Attendance by the general public (excluding school children) increased by 2489 or 18.74%.
- 2.6 A further report will be presented to Committee once information from a post-event customer survey is analysed. Meantime a breakdown of income and attendance figures is shown in Appendix 1.

3. **FINANCIAL IMPLICATIONS**

3.1 Despite conflict with other events, the Summer Flower Festival attracted increased income and attendance in 2001. Preliminary customer surveys indicate that the provision of additional entertainment programme was well received by all.

4. **RECOMMENDATIONS**

4.1 For information



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

SUMMER FLOWER FESTIVAL 2001
Income Analysis

<u>Day</u>	<u>Rides (£)</u>		<u>Sales (£)</u>		<u>Gates (£)</u>	
Thursday 31May	(0)	0	(5416.40)	5706.20	(567.50)	692.00
Friday 1 June	(0)	0	(5489.30)	4646.31	(818.00)	752.50
Saturday 2 June	(661.73)	833.50	(9329.05)	9271.26	(2781.00)	3332.50
Sunday 3 June	(379.53)	521.00	(4177.70)	7292.58	(1686.50)	2985.10
SUB TOTALS		1354.50		26916.35		7762.10
TOTAL				(31326.71)		36032.95

(2000 figures in brackets)

SUMMER FLOWER FESTIVAL 2001
Visitor Analysis

<u>Day</u>	<u>Adults</u>		<u>Kids/OAP/PTL</u>		<u>Schools</u>		<u>Guests</u>
Thurs 31May	(252)	464	(468)	456	(1860)	2821) 35
Friday 1 June	(358)	562	(717)	389	(3530)	2067) (78) 495
Saturday 2 June	(1787)	2680	(1991)	1897	(0)	0) 65
Sunday 3 June	(1153)	2988	(1087)	783	(0)	0) 68
SUB TOTALS		6694		3525		4888	663
TOTAL		(13281 + 2199 Under 5's = 15500)			15770+ 2730 Under 5's = 18500		

(2000 figures in brackets)