



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Report to Arts, Culture, Leisure
and Recreation SPC
27th February 2023
Item No. 7

Report on Event Safety and Minimal Charging for Public Events

A. Abstract

This report has been produced to request members of the Dublin City Council Arts and Culture Strategic Policy Committee to recommend the introduction of the following procedures for the safe delivery of outdoor public events in the city centre, and the ring fencing of any monies accrued by any event ticketing, associated with the event.

1. Dublin City Council Events is committed to providing free events for the public. Should it be determined that for safety reasons an event should be ticketed a minimal ticketing pricing in the range of €2-€5 per ticket/per group of tickets should apply.
2. The money raised from ticketing fees after the deduction of other fees, e.g. hosting/credit card charges will be ring fenced into an Events Community Fund that will be managed by Dublin City Council Events. At the end of each year the total amount in the fund will be distributed equally amongst the five area offices in Dublin City Council, to provide additional funding to the areas community funding programme.
3. It is recognised that for some members of the community there may be affordability issues with ticketing prices, and in those genuine hardship cases, Dublin City Council Events will manage these situations with the utmost compassion and confidentiality.

B. Introduction

Dublin City Council Events publicly procure event management companies to deliver public events in the city centre with the aim of increasing domestic and international tourism to the city centre. It does this by facilitating creative and innovative ideas through the expertise of event safety professionals, artists, musicians, and performers. One of the main objectives of the Dublin City Council Events section is to facilitate more family focused events in the City Centre. Examples would include Dublin Winter Lights, Bram Stoker, Smithfield Fleadh, Funtropolis Park events. From time to time with the recommendation of the event safety organiser, and event controller, for safety reasons it may be necessary to ticket certain events when demand exceeds event capacity. Ticketing allows the event organiser to more accurately assess risk factors, such as event capacity, security, and emergency evacuation procedures, as the numbers of attendees can be pre-determined. This is especially significant when a large number of event attendees are children. However, it is the view of the Dublin City Council Events section that to ensure a high % of those who book tickets for an event attend, a small entry charge should apply. Two examples of this are outlined below

C. Background

1. Dublin Winter Lights Merrion Square Park: Family Event 2021 v 2022

Dublin City Council introduced a family focused lighting event as part of Dublin Winter Lights in 2021. Due to its success and popularity it was included in the event programme for 2022.

Comparison of ticket and booking uptake 2021 v 2022

	2021	2022
Prebooked Tickets sold on Event Brite	30400 (each ticket admitted x1 entry)	38475 (each ticket admitted x1 adult + x2 children)
Cost Per ticket	€0	€2
% ticket No Shows	47.9%	11.3%

The statistics above indicate that by applying a ticketing charge, the % of no shows decreases.

2. Outdoor Cinema Club Meeting House Square: Family Event

The Dublin City Council Outdoor Cinema Club in Meeting House Square ran over four Sundays - 4th, 11th, 18th, 25th September 2022. Two child friendly films were screened each day of the event. No charge was applied to ticket bookings. There were no adverse weather conditions during any of the event screenings. No shows were replaced by walk ups however this was not ideal.

The ticket booking and uptake was as follows:

Date	Number of tickets Sold	Time tickets were completely sold out	Cost per ticket booking	% ticket No shows
Sun 4 th Sept	300	3 hrs	€0	47%
Sun 11 th Sept	300	1hr 55m	€0	45%
Sun 18 th Sept	300	1hr 25m	€0	40%
Sun 25 th Sept	300	1hr 10m	€0	42%

The statistics above indicate that even though tickets were sold out for each event very quickly, the % of no shows was in excess of 40%.

D. Recommendations to Arts and Culture SPC

1. Dublin City Council is committed to providing free public events in the city centre. Only for reasons pertaining to Health and Safety will public events be ticketed. However it is recognised that for some members of the community there may be affordability issues with ticketing prices, and in those genuine hardship cases, Dublin City Council Events will manage these situations with the utmost compassion and confidentiality.
2. Should it be determined that for safety reasons an event should be ticketed a minimal ticketing pricing in the range of €2-€5 per ticket/per group of tickets should apply.
3. The money raised from ticketing fees after the deduction of other fees, e.g. hosting/credit card charges will be ring fenced into an Events Community Fund that will be managed by Dublin City Council Events. At the end of each year the total amount received to the fund will be distributed equally amongst the five area offices in Dublin City Council, to provide additional funding to the areas community event funding programme.

4. The procedure would also apply to third party commercial and/or activation events that would be permitted in the City Centre. In this situation, Dublin City Council Events will agree with the event organiser a %/nominated value of the ticketing fees depending on the event programme and size of the event. The value would be ring fenced specifically for the Events Community Fund (The value would be separate to any Road Closure fees). An example of this would be the recent Red Bull F1 Event in the North Docklands held on 15th January 2023.
5. Members of the Arts and Culture SPC will be updated regarding any/all monies received to the Events Community Fund by means of the Events Management Update report at the Arts and Culture SPC meeting, when a change in the value of the Events Community Fund occurs.
6. Any changes/amendments to the above procedure must be approved first by the Dublin City Council Arts and Culture SPC.

**Simon Clarke,
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