

ALEO Annual Report 2018/19

Aberdeen Performing Arts



ALEO ANNUAL MONITORING REPORT



Deadline for submission 18th October 2019

Organisation: Aberdeen Performing Arts	
Year Covered:	2018-2019
Report completed by:	Jane Spiers
Position:	Chief Executive
About the organisation	
<p>Aberdeen Performing Arts is the arts charity that runs three city centre venues – the Music Hall, His Majesty’s Theatre and the Lemon Tree and three festivals - True North, Granite Noir and Light the Blue youth arts festival. We also provide a box office service for 30+ venues in the North-east, run a production company, Freshly Squeezed Productions, for young and emerging talent, and a creative learning programme Engage! in schools and communities across the city.</p> <p>Our vision is to be a creative hub at the heart of city life, inspiring, exploring and engaging through live performance and creative projects. Our mission is ‘Creating A Spark’, taking our inspiration from the sparkle in the granite.</p>	

Organisation Information	
Organisation legal structure	Company limited by guarantee with charitable status
Number of years operating	15
Name of Director/ Chief Executive	Jane Spiers
Number of venues operated	3
Number of festivals operated	3
Number of Board Members	11
Number of Full time staff	51 (average head count over the year)
Number of part time/casual staff	200 (average head count over the year)

SECTION 1 - Outcomes and outputs

Please provide a qualitative executive summary of outcomes, outputs, activities undertaken and progress made to date:

Key Achievements

AMBITION 1: City Vision: provide cultural leadership to shape city vision and a creative Scotland

Achievement 1: Business of the Year at the Northern Star Business Awards

This was announced at the Aberdeen and Grampian Chamber of Commerce Northern Star Business Awards in September 2019. It's the first time a cultural organisation has received the award and it recognises businesses which have demonstrated excellent practice and inspire others by being a market leader.

Awards and Accreditations received during 18/19

- Chartered Institute of Public Relations (CIPR) 19: **Music Hall Stepping In Campaign: Arts and Sports Campaign of the Year: Winner**
- AGCC Northern Star Business Award 18: **Making A Difference in Communities: Winner**
- AGCC Northern Star Business Award 18: **Marketing Magic for Granite Noir: Finalist**
- Trend Life with Style Awards 17+18: **Lasting Contribution to the North-east's Lifestyle Scene: Winner**
- Area Tourism Award 18: **Best Festival or Event for True North: Winner**
- Royal Incorporation of Chartered Surveyors (RICS)19: **Music Hall Community Benefit – Scottish Winner and UK Finalist**
- Royal Incorporation of Architects in Scotland 19: **Conservation and Climate Change Award Music Hall: Finalist**
- Herald Scottish Culture Awards 19: **Granite Noir for Outstanding Cultural Event: Finalist**
- Herald Scottish Culture Awards 19: **Music Hall for Outstanding Venue: Finalist**
- Herald Scottish Culture Awards 18: **True North for Outstanding Cultural Event: Finalist**
- Herald Scottish Culture Awards 18: **Lemon Tree for Outstanding Venue: Finalist**
- AGCC Northern Star Awards 19: **Eco Hero: Finalist**
- SEPA Vibes Award 19: **Engaging Scotland: Finalist**
- Scottish Design Awards 19: **Corporate Identity Rebrand: Finalist**
- Society Awards 19: **Best Contribution to Entertainment in the North-east: Finalist**
- AGCC Northern Star Awards 19: **Business of the Year: Winner**
- AGCC Northern Star Awards 19: **Lifetime Achievement Award to Chief Executive**
- Honorary Fellow of the Royal Incorporation of Architects in Scotland: **Lifetime Award to Chief Executive for contribution to arts and architecture in Scotland**

Accreditations

- Customer Service Excellence (CSE) - Government Standard: **Compliant in all 57 criteria and Compliant Plus in 17**. Aberdeen Performing Arts was the first cultural organisation in Scotland to achieve corporate compliance in this standard. *“APA remains a truly outstanding organisation and should continue to be upheld as an example of customer service excellence delivery in the NE of Scotland”*. CSE Assessor
- Healthy Working Lives: Silver Award
- Certificate of School Engagement DYWNES

Compliances

- ESOS compliance
- GDPR compliance
- PCI-DSS (cardholder data security) compliance

Achievement 2: Music Hall Transformation

The multi award winning Music Hall redevelopment has made a significant contribution to the continued investment in the city's infrastructure. We have delivered a more accessible, sustainable, environmentally friendly, customer focussed environment and experience for audiences and artists. The Music Hall now has street to seat access into and through the building to all levels for the first time in its history, a new performance studio, creative learning studio, a restored and conserved auditorium with new seating, staging, flooring and a technical refit, upgraded back of house and repairs and renewal to roofs, windows, plumbing and electrics.

All aspects of the project were managed in-house by Aberdeen Performing Arts: the architectural competition, the construction project, fit out, fundraising campaign, award winning community engagement programme, the press and pr campaign and the launch programme. There were 71 face to face opportunities for public consultation and engagement with the project – presentations, workshops, focus groups, open meetings, attended by 1,640 people.

The project was delivered on time and the Final Account was settled with the contractor within 5 weeks of completion.

In the first full Music Hall season between December 18 and 31 March 19 we sold 37,000 tickets, achieved 900+ school attendances, had 12,000 new (first time) bookers to Aberdeen Performing Arts. Visitor footfall close to 100,000.

Achievement 3: Partnerships

We are active partners, networkers and collaborators across the city, Scotland and the UK, ambassadors not just for Aberdeen Performing Arts but for Aberdeen and the arts in the city.

Chief Executive: Aberdeen and Grampian Chamber of Commerce Policy Council member, Events 365 member, Culture Aberdeen Executive member, member of the Nighttime Commission Panel, Board member of sound festival, Board member of the Sage Gateshead, Director of the UK Touring Partnership, UK Theatre member, International Society for the Performing Arts (ISPA) member, Honorary Fellow of the Royal Incorporation of Architects in Scotland, Fellow of the Royal Society of Arts (RSA)

Director of Programming and Creative Projects: Federation of Scottish Theatre board member, Creative Scotland Touring Fund assessment panel member, Aberdeen Festivals board member, Edinburgh Fringe Society Arts Industry accredited

Director of Marketing and Communications: Member of the Chartered Institute of Marketing (MCIM), Member of Creative Business Network, Arts Marketing Association (AMA) Member, Member of Aberdeen marketing focus group. Participating in knowledge sharing working group with V&A Dundee, Visit Scotland.

In 2018 we developed partnerships to expand our work with people with physical and learning disabilities. These included a project with Drake Music Scotland and pupils from Orchard Brae ASN School, and Dance with Parkinsons in partnership with Scottish Ballet, Dance Base and Citymoves. We also staged performances for and by people with disabilities with Va Va Voom, Independ-dance and Frozen Light.

Through our partnership work with Orchard Brae School and Gilcomstoun Primary School, in 2018, we were recognised by Developing the Young Workforce North East Scotland as a school partner with our certificate of School Engagement. We have subsequently developed this work further across a variety of schools, colleges and universities in the north east providing work experience opportunities, work shadowing, attending careers fairs and delivering CV workshops and advice to young people.

Achievement 4: Development and implementation of new company identity

Devised through public consultation, focus groups and research to improve our brand architecture, give us a more contemporary, flexible brand and contribute to place making/positioning Aberdeen as a vibrant, creative city.

We ran a brand development project alongside the reopening of the Music Hall, ensuring the refreshed brand identity was ready for application across the Music Hall, including brand assets and interior design such as exterior and wayfinding signage, café and bar identities, interior design aspects such as graphic wallpaper and glass manifestations and all print and digital communications.

The refreshed brand identity was launched in December 2018, across Aberdeen Performing Arts corporate identity, HMT, The Music Hall and The Lemon Tree, across all print and digital channels, including social and web channels. The refreshed brand was shortlisted for the Scottish Design Awards 2019: Corporate Identity Rebrand, Finalist.

Achievement 5: Think Digital

Investment in our communications, server and security infrastructure has laid the foundations for digital transformation across the organisation. Gigabit fibre connectivity has been installed at all three venues, with failover OpenReach circuits offering additional resilience. A new SAN has been installed and firewalls/next-gen AV are in place to strengthen the company's security posture and mitigate against threats such as ransomware. We've rolled out a secure FTP solution through NextCloud and set up VPN access for secure remote network access - all as part of our GDPR action plan.

As part of the Music Hall redevelopment, we **installed a 4.5 x 2.5m high-resolution LED wall, the Stepping In Screen**, at the entrance of the venue. Several commissions have been exhibited on the screen, including ISO Design's 'Meet Me at the Music Hall', Cliona Harmeys's 'Aberdeen Ships', 'Spinning Bits' by Andy Law and Mil Stricevic, Design and Code's 'Glisk', Bright Side Studio's 'Invisible Landscapes of Music', Ray Interactive's 'You are Here' and Charles Young's 'Assembly' - as well as in-house commissions to accompany our festival programme. In addition, Aberdeen Performing Arts worked with heritage interpretation consultant Lyndsey Clark and software developer Surface Impression to install **'The Walls Have Ears'**, a collection of stories recounting the rich history of the Music Hall using digital assets curated by archivist Alan Rennie on a new digital asset management system, Resource Space. The content can be accessed on a website and on **three touchscreen kiosks** within the venue. Aberdeen Performing Arts continues to push digital transformation through the 'Think Digital' programme of work, which is closely aligned with our 'Imagining New Futures' business plan (2018/21).

Achievement 6: People

Investing in our workforce and the future workforce of Aberdeen is key to our success. This year we were awarded the Certificate of School Engagement by Developing the Young Workforce of the North East. We continue to invest in development for our staff, with almost 200 of our staff participating in opportunities for training, learning and development throughout the year. Our team have supported numerous work experience opportunities for young people and students from across Aberdeen city/shire. Our investment in training, internal communications and in areas such as Healthy Working Lives has provided a variety of means to engage our diverse and varied workforce, showing our keen desire to retain and develop our people for the benefit of them and the organisation.

AMBITION 2: Programme: Delivering a distinctive and diverse artistic programme

Achievement 1: Festivals - True North and Granite Noir

True North was named best festival in the North-east at the Northern Star Business Awards in 2017 and went on to be a national finalist. Granite Noir was shortlisted for a Northern Star Business Award for best marketing campaign in the North-east in 2017 and 2018.

Collectively, both festivals achieved audience figures of more than 9,000 paying attenders this year spending more than £150,000 on tickets and an additional 4,000 visitors to free events and exhibitions, doubling audiences from

the previous year. 28% of the aggregated audience for both festivals comes from out-with Aberdeen and 14% stay over one or more nights in the city.

There were 51 Granite Noir events, 38 authors participated from 7 different countries and the festival was supported by the Icelandic and Norwegian Consulates.

True North welcomed 70 acts participating in 27 events including free fringe gigs, a talent programme for young bands, panels on mental health and wellbeing for artists and a fundraising panel

Both festivals are rooted in the North-east and have a strong sense of place. Both Granite Noir and True North have generated iconic images of Aberdeen which have been viewed around the world and both have acquired fantastic high-profile celebrity ambassadors who have loved the city and the festival. Both festivals are also all about developing talent in the city and community engagement. Local, aspiring artists perform alongside professionals in initiatives like 'Locals in the Limelight' and 'My First Gig' and we offer internships, volunteering opportunities, workshops and masterclasses. Both festivals run creative learning programmes for all ages. They are also about great partnerships across the city with business, with communities and with the arts and cultural sector.

Achievement 2: Music Hall Opening Season

In addition to the building transformation and the extensive community outreach work undertaken, we also saw the reopening as an opportunity to refresh and reimagine the programme at the Music Hall. We attracted signature concerts from some of the industry's biggest names, introduced new programming strands and curated work, staged worked designed to attract new and younger audiences, and responded to the new spaces within the building.

Further to opening concerts with BBC Scottish Symphony Orchestra (with conductor Alpesh Chauhan and soloist Freddy Kempff) and legendary Scottish pop band Texas, we staged signature concerts by Sir Bryn Terfel, Dame Evelyn Glennie, KT Tunstall, Heather Small, Beverley Knight, Capercaillie with Xabier Diaz, and Lau-Land. There were concerts aimed at attracting new audiences including the club night with 2manyDJs, classical concerts with the RSNO playing the music from Harry Potter and the Children's Classic Concerts playing Peter and the Wolf, plus three early years productions in the Big Sky Studio including by disabled dance company Indepen-dance. We curated a weekend of concerts, talks and workshops inspired by musical impressionism featuring pianists Bertrand Chamayou, Javier Perianes and Lucy Parham, actors Tim McInnerney and Alistair McGowan, and ensembles BBC SSO, Scottish Ensemble and Scottish Opera. The Big Sky Studio hosted writers talks, cross-art form sessions, early years performances and classical curtain-raisers from young musicians.

The transformed Music Hall also gave us a platform to commission and exhibit non-performance work, including *In Love in the Music Hall*, an exhibition of illustrated poetry created by Gray's School of Art graduate Andrew Cranston and twelve of the UK's leading poets; and a digital commission called *Meet Me at the Music Hall* created by ISO Design featuring an animated display of artefacts from the Music Hall archive.

Achievement 3: Programme Highlights

The range and calibre of our cultural programme in 2018/19 across all three of our venues embraces cultural diversity, new talent, youth, children and family - from popular entertainment to adventurous and experimental, from Fringe Firsts at The Lemon Tree to the West End in the North East at His Majesty's Theatre. Highlights in 2018/19 included:

Matthew Bourne's iconic *Swan Lake*, Scottish Ballet's *Cinderella*, the stage adaptation of *The Kite Runner*, West End hits *Beautiful*, *Jersey Boys*, *The Band*, *Calendar Girls* and *Evita*, the National Theatre's *Hedda Gabler* and *Macbeth*, North Atlantic Fiddle Convention gala concert, *Russell Brand* and Sarah Millican, our Panto *Snow White* attended by 66,000 people. We are enthusiastic festival partners with Aberdeen International Comedy Festival, Aberdeen Jazz Festival, Look Again, Dance Live and sound offering not just our venues but co-commissioning work

and programming with festival partners. At the Lemon Tree, our alternative and indie programming included – the Bollywood Brass Band, Heidi Talbot and Vasen, Yolanda Brown, Hollie McNish and our regularly sold out A Play, A Pie and A Pint seasons.

In 2019, the Lemon Tree and the Music Hall have been long-listed in the Live UK Music Industry Awards for Best Venue (Arts Centre and Concert Hall categories respectively) - nominations for these awards come from within the music industry only.

AMBITION 3: Creative Learning: Providing inspirational community engagement and participation

Achievement 1: Stepping Out and In

The Music Stepping Out project won 3 national awards: the AGCC Northern Star Award 2018 in the category 'Making A Difference', the RICS Award for Community Benefit and the CIPR award for Arts and Sports Campaign of the Year. The Music Hall Stepping Out programme during closure kept the profile of the Music Hall positive during closure with high levels of community engagement. 1,300 people of all ages and abilities took part in 10 creative projects inspired by the Music Hall equating to 24,450 participations and led by 14 artists: projects like our 60 Music Hall Babies, early years' music and drama projects, community choirs, intergenerational projects, projects for young people with disabilities, for refugees, reminiscence projects and 30 Young Ambassadors. During closure we also kept the Music Hall concert programme going. Concerts and events that would otherwise have taken place at the Music Hall were staged in 14 different venues around the city. We staged 115 events, equating to 90,043 attendances. We built a Music Hall archive from scratch and catalogued 3,500 heritage assets in a digital database and accessible to the public online. Throughout the project, in partnership with our contractor, 24 apprenticeships and 25 work placements were delivered, presentations and tours were made to 110 college and university students and 250 school pupils and we clocked up 235 volunteer hours.

Stepping In, our community opening celebration, took place on 8 December 2018 – the Music Hall reopened with a performance by Travis frontman Fran Healy singing with our community choir. In total 10 Music Hall inspired community projects took part involving 320 participants in sharings and performances on the day and 11,000 people attended the celebrations on the day. The Stepping In day had 850,000 social media hits and over the weekend in PR terms we had 145,080,092 opportunities to be seen.

See Case Studies.

Achievement 2: Creative Learning

Over the course of 2018/19, we have significantly expanded our creative learning, engagement and participatory activity and deepened our partnerships in regeneration areas and with more vulnerable and underrepresented individuals and communities. Activities have included:

- Our Music Hall Babies project, a free year long programme of arts activities for babies and their parents/carers (see case study)
- We have introduced additional early years music classes with new Imagine Tiny, Imagine Tots, Mini Maestros and Mega Maestros based in the new Tutti Studio at the Music Hall.
- Outreach classes took place with groups in SIMD areas in Aberdeen – these included our children's choir in Middlefield, classes with young mothers in Seaton and a project with the Tillydrone Boys' Club. We also undertook a project with a group of Syrian Refugees.
- Our Young Company for 18-25 year olds was formed which bridges the gap between youth theatre and further study, towards a career in the profession.
- All of our creative learning work led to a showcase at our new Light the Blue Festival, produced by Aberdeen Performing Arts and co-designed with young people– it included performances from other youth performance groups from the city, workshops and panel discussions about pursuing a career in the arts.

Achievement 3: Improvements in access to venues and services

We have achieved step change in significantly improving access to our venues and services in 18/19.

- The Music Hall is now fully accessible from street to seat with lifts and ramps installed, new reception desk, animated entrance with digital screen, new and improved social spaces, performance and exhibition spaces.
- Ramp installed at Stage Door at His Majesty's Theatre and Stage Door area remodelled to make it more welcoming and accessible.
- Introduced a state-of-the-art Wi-Fi based hearing system, Mobile Connect, in all of our venues that allows users to access a boosted sound or listen in to audio description via an app that can be downloaded on smartphones. This will sit along our current infra-red system in HMT and will be a standalone system in the Lemon Tree.
- Worked with our ticketing and CRM provider towards identifying customers with accessibility needs and to develop a booking journey for any customer wanting to book accessible seats/accessible performances in person, on the phone and online.

AMBITION 4: Talent: Be an incubator for artists and talent development in the Northeast

Achievement 1: Artistic Pathways and Professional Development

Under the banner of our producing company Freshly Squeezed Productions, we developed and delivered a range of opportunities for artists to improve their practice, develop new ideas and projects, as well as facilitating the delivery of work to full production in the city. In addition, artists and projects which we have supported in the earliest stages of development were taken on to full production elsewhere. This is an important part of the producing and talent development infrastructure in the city, offering support and avenues to artists to develop their practice and work, both locally and elsewhere. Achievements in 2018/19 included:

- A total of 284 artists were supported through our produced programme, curated programme and festivals.
- Two artist exchange residencies – *Half Way Rock* by writer Neil Cargill and sound artist Simon James is a multimedia play based on stories from the North-east and a sharing was held in August 2018. We also hosted a residency project in which an artist, Frances Davis, was embedded in the Hutton Institute to explore a creative response to environmental issues.
- One of our previous artist exchange projects, *Heroine* by Sarah Jane Graber, was developed further and a full production played at the Fringe.
- Two scratch nights were staged featured pieces of new writing alongside performances of new music, poetry and comedy.
- We worked with producer Red Bridge Arts to restage Andy Manley's early years production ***Night Light*** for a festive season run at the Lemon Tree. Our 2017 production ***Flutter***, produced with Tortoise in a Nutshell was presented again in a short Scottish tour with performances in Edinburgh, Glasgow, Dundee and Caithness.
- Seven productions of *A Play, A Pie & A Pint* were co-produced by us with Oran Mor in Glasgow and the Traverse Theatre in Edinburgh, and staged at the Lemon Tree.
- Coaching and advice was provided to 11 artists.
- The introduction of a young company for 18-25 year olds bridging the gap between youth theatre and further study/professional career.

Achievement 2: Young Ambassador Programme

30 young ambassadors over a period of six months were mentored individually and in groups by Aberdeen Performing Arts employees about all aspects of working in a venue, about what's involved in a capital project, heritage interpretation, marketing, press and pr, programming, event co-ordination, social media training and leadership. The group participated actively in the development of the Stepping In day, contributing ideas and suggestions for the content of the day. On the day, they were present throughout assisting with customer queries

and providing support to the staff team – one of the group unlocked the front door at the start of the day to mark the official opening.

Achievement 3: Associate Artists and Emerging Artist Mentoring Programme

We paired three young emerging artists - a film maker, a writer and a sound artist - with three experienced established artists. The emerging artists were mentored over a three month period. Each of the artists – experienced and emerging – created new works which were inspired by the Music Hall redevelopment. These commissions included two compositions, several short films, a walking tour, a digital film carousel, and several pieces of prose and poetry. The artists delivered workshops with local school children, and provided resources and activities for use in school.

Key Performance Indicators

INDICATOR	TARGET 18/19	ACHIEVED 18/19
Programme: Delivering a distinctive and diverse artistic programme		
Number of shows	650	685
Audience numbers across venues HMT/Lemon Tree + 3 months Music Hall (tickets sold)	320,000	320,612
Total visits	650,000	750,000
Talent: an incubator for artists and talent development in the North-east		
Number of artists participating in talent initiatives (produced, curated, commissioned and festivals development)	150	284
Number of Associate Artists (in residence in the city)	3	6
Number of emerging Artists participating in mentoring programmes	3	3
Number of local, emerging artists participating in Scratch Nights	10	10
Number of new works commissioned	5	10
Number of exhibitions commissioned	2	2
Number of sharings	6	11
Creative Learning: Providing inspirational community engagement & participation		
Stepping out - Music Hall outreach lead up programme (no. performances)	20	29
Stepping out - Music Hall outreach lead up programme (participant numbers)	20,000	24,450
Delivering 5 Youth Theatre groups Age 1-19yrs (participants)	270	468
Delivering 5 Youth Theatre groups (no. of participations)	2,700	4,680

Delivering 5 Youth Music groups Age 1-19yrs (participants)	162	196
Delivering 5 Youth Music groups Age 1-19yrs (no. of participations)	1,620	1,960
Creative Learning talks tours and school workshops (no. of participations)	200	233
Teachers Network events – No of teacher participants	10	10
No. of School Work Placements	10	12
Number of internships (students)	4	7
Number of free tickets allocated to schools charitable causes	2500	2900
Equality, Diversity and Inclusion:		
Dance For Parkinson's Participations		43 participants 306 participations
Young People with disabilities: Orchard Brae music project participations		20 participants 220 participations
Young Syrian Refugees	6 participants 18 participations	12 participants 36 participations
Intergenerational: Gilcomstoun School and Fergus House and Rosewell House Care Homes	26 participants 442 participations	46 participants 782 participations
Number of BSL signed performances	20	25
Number of captioned performances	20	20
Number of audio described performances	20	24
Number of Touch Tours	20	24
Number of relaxed performances for people on autism spectrum	2	2
City Vision: provide cultural leadership to shape city vision and a creative Scotland		
Number of awards and nominations	10	8 wins and 10 finalists
Customer Service Excellence Standard accreditations	57 compliant 15 compliant plus	57 compliant 17 compliant plus
Customer Service survey response as excellent or very good		
His Majesty's Theatre	93%	93%
The Lemon Tree	93%	93%

If you have not met the targets set, please give any reasons or explanation for this:

Have met targets.

Please provide a summary of particular successes or case studies:

Four Case Studies

Case Study One: Music Hall Babies

The Music Hall Babies project was a ground-breaking arts project for babies and their parents/carers to help improve health and wellbeing. In total 60 new-born babies, born in Aberdeen in December 2017 were signed up to the project, identified with the assistance of social work services, GP practices, community workers and health visitors. The babies participated in a free, year-long programme of arts activities, equating to 30 weekly sessions between January and December 2018. They danced with Scottish Ballet, sung with Scottish Opera and painted with the Geronimo Project. The average attendance over the course of the project was 37 babies per session

equating to 1,500 participations. The outcomes of the project for babies and families were to improve health and well-being, aid cognitive development and creativity, develop child/parent bonds, assist socialisation, provide positive experiences for babies and families, actively create a community through the project and foster long term relationships with the babies and their families in line with our aim to create a new hall for a new generation, accessible to everyone.

One year on in December 2018, 47 of our babies were first through the door into the transformed Music Hall for the Stepping In celebrations.

“The program was exactly what I needed as a young, first time mum. It has given me a support network and I have made friends for life. Thank you for this wonderful opportunity for me and my baby.”

“It has helped me learn to play and sing with my baby which is all good for his development.”

“My wee girl has had so many different, amazing opportunities and is learning new skills every week thanks to these experiences.”

“Thank you for everything, for the treasured memories and for letting our children be part of Music Hall history”

Case Study Two: Orchard Brae Music Project

This was a uniquely created music project for young people with additional and complex support needs at Orchard Brae School. We worked intensively over 6 months with 20 young people, in two groups, one group of young people with complex physical support needs and the other group with young people with autism. We set out to enable the young people to write, play and perform music using specially adapted instruments, new technologies and specialist teaching experience. There were a total of 11 sessions equating to 220 participations. All the children participating in the project performed live at the re-opening of the Music Hall in December 2018.

“Each and every youngster developed skills, gained confidence and took pleasure in being part of a group performance. In addition, the adults sporting the the pupils developed their skills and understanding of how to challenge our youngsters further.”

Orchard Brae Teacher

“So many things! Having the chance to develop inclusive music practice and to show the public our pupils' abilities (rather than their disabilities) was an amazing experience for all of us, teachers, pupils and families.” Orchard Brae Teacher

“On behalf of Orchard Brae can I thank you very much for inviting us to take part in this project – it amazed us on so many levels!” Orchard Brae Teacher

“The impact on the pupils has been considerable and the staff have also been motivated. AS the name of our piece suggests, this is ‘our time’ I look forward to further collaborative work.” Orchard Brae Teacher

Case Study Three: Spinning Songs Intergenerational Project

Spinning Songs was an **intergenerational project in regeneration areas** delivered by Aberdeen Performing Arts and Scottish Opera with pupils from Gilcomstoun School (nursery and primary) and older people resident in Fergus House and Rosewell House care homes. The aim of the project was to connect the generations through music, foster understanding across the ages and improve physical and emotional health and wellbeing through participation in the arts. 46 participants were involved in the project – 10 nursery school children, 26 primary school children and 10 care home residents. There were a total of 17 sessions, equating to 782 participations, culminating in all participants performing at the opening of the Music Hall. A film was created to document the project, and this can be seen [here](#).

“[Care Home Residents] very much enjoyed the project. They loved interacting with the children, sharing memories and singing and getting out! They benefitted from the feeling of happiness, worth, sharing, talking about their experiences and enjoyed engaging with others, listening and singing songs” Fergus House Care Home Staff Member

Case Study Four: Environmental Impacts

Mission: to be a socially responsible, environmentally sustainable, creative organisation committed to protecting people and the planet.

Over the course of 2018/19 we achieved step change to reduce our environmental impacts and to be sector leading in the arts in the city and nationally as advocates and champions for climate change. We are working closely with environmental consultancy Beyond Green to undertake mandatory ESOS compliance work. In addition, Beyond Green is analysing our energy consumption and waste production to provide an accurate baseline figure against which to monitor our KPI to reduce each by 5% year-on-year during our current business plan. The aim is to contextualise these figures against data such as weather conditions and attendance at our venues and provide a more accurate benchmark to chart our performance. The initial work will be completed in December 2019 and progress published in January 2020.

This has led to us being finalists for two environmental awards, the Northern Star Business Awards in the Eco Hero category and the National SEPA Vibes Awards. We also achieved ESOS compliance in 18/19. Sector leading initiatives have included:

- Embedded artist residency with the Hutton Institute to engage with environmentalists working on innovative and transformative science for sustainable living. The aim of the project is to find ways in which the cultural sector can address climate change, give voice and adapt.
- Brought the arts sector together in the North-east to engage with climate change through our Green Tease events supported by Creative Carbon Scotland.
- Curated a programme for Climate Week North East in March 2018 including a Scratch Night of new work and a performance of *Everything I Bought and How it Made Me Feel* with post-show discussion.
- Undertook energy audits of all three venues.
- Production of a carbon management plan.
- Introduced a programme to change all tungsten filament light fittings with LED fittings in our venues (65% complete)
- Digitised recruitment and HR functions through our new PeopleHR system.
- Introduced staff intranet page, regularly updated with news on projects and initiatives.
- Created a Responsible Visitors Charter.
- Promoted the physical well-being of staff: cycle-to-work; walk-to-the-workplace schemes; yoga sessions; subsidised eyewear; healthy food choices; participation in sporting activities - Baker Hughes 10K, Great Aberdeen Run, Ride the North; nature walking groups; book club sessions.
- Introduced a bee garden at His Majesty’s Theatre growing herbs for use in 1906 restaurant.
- Engaged with local community projects such as the Marine Conservation Society’s BeachWatch beach cleans on Aberdeen beach and Friends of Seaton Park litter picks.
- Provided live public transport information at His Majesty’s Theatre, the Music Hall and the Lemon Tree.

Please provide a summary of any problems or issues that have required attention or action:

2018/19 was an exceptional year for Aberdeen Performing Arts due to the completion of the major transformation of the Music Hall. It was a huge undertaking on top of the day job. Our team directly managed the project including the construction contract, the fit out, the community engagement, press and pr, fundraising.

Our award winning, values led, positive company culture got us through to deliver a fantastic cultural asset for the city. Our business model is reliant on being able to attract the best work to the city and to meet our audience targets.

Aberdeen Performing Arts was hugely proud to be awarded Business of the Year at the 2019 Aberdeen and Grampian Chamber of Commerce Northern Star Business Awards. The award recognises the valuable economic, social and cultural contribution we make in the city, and businesses which have demonstrated excellent practice and inspire others by being a market leader.

Delivering on Key Strategic Priorities

Please provide a summary of how your activities have delivered against key local (and national) strategic priorities relevant to your organisation

Culture Aberdeen 2018-2028 Action Plan Ambitions	Regional Economic Strategy 2018-2023 Action Plan	Creative Scotland Priorities 'Unlocking potential, embracing ambition'	Aberdeen Performing Arts Delivered Actions (a summary of achievements – more detail is located elsewhere in this report)
<p>Releasing our Creativity - <i>Our vision for Aberdeen is a city opening doors, where everyone can be transformed and inspired through engagement in the arts and culture.</i></p>		<p>Everyone can access and enjoy artistic and creative experiences</p>	<p>Distinctive and varied cultural programme; unique curated events and festivals; inspiration engagement and participation opportunities:</p> <ul style="list-style-type: none"> • 685 performances attended by 320,000+ people in our three venues and across the city, covering music, theatre, dance, opera, comedy and spoken word, literature, family. • 30,027 participations across our creative learning activity from ages 0-90 covering music and theatre (Music Hall Stepping Out/In and our yer round youth music and youth theatre programme • 3 festivals – music, literature and youth arts, 9,000 paying attenders and 4000 to free events <p>Expanding our reach to engage with under-represented groups; transforming accessibility; championing work for and by people with protected characteristics:</p> <ul style="list-style-type: none"> • 95 accessible performances (BSL interpreted, audio described, captioned, relaxed) • Projects with ethnic groups including Syrian refugees. • Projects with young people with disabilities with Orchard Brae and Drake Music Scotland. • Working with looked after children and care experienced young people with Craigielea Children’s Centre • Music Hall fully accessible for first time in history; new passenger lift and access ramp at HMT • Internal Equalities, Diversity and Inclusion group formed.

<p>Becoming Scotland's Creative Lab - <i>Our vision for Aberdeen is a city to experiment in, a home, a</i></p>		<p>Excellence and experimentation across the arts, screen and</p>	<p>Be an incubator for artists and talent development in the North-east; providing pathways to careers in the arts; create work, develop ideas and improve artistic practice in the city:</p>
<p><i>place, a destination and testing ground for artists, creative enterprises and new ideas</i></p>		<p>creative industries is recognised and valued</p>	<ul style="list-style-type: none"> • Supported 284 artists through produced programme, curated programme and festivals. • Two artist exchange residences including partnership with Creative Carbon Scotland and the James Hutton Institute. • Two scratch nights staged during featuring local writers, actors, directors, musicians and comedians. • Associate artist programme and emerging artist mentoring programme. • Music Hall Commissions programme – new worked commissioned including exhibitions, digital art, compositions, films, walking tours. • New young company formed bridging the gap from youth theatre to further study and professional career.

<p>Making All the City a Stage - <i>Our vision for Aberdeen is a city which inspires, where exciting cultural experiences are around each and every corner and where there are no creative boundaries.</i></p>	<p>Delivery & marketing of cultural, heritage and tourism attractions of national significance, and of international standard (existing and new assets) and maximising tourism potential of accredited archives.</p> <p>Support and attract events that will be of international and national significance as part of the delivery of the Aberdeen 365 events and festivals plan.</p>	<p>Places and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity</p>	<p>Refreshing and re-imagining spaces: Capital projects; Music Hall development completed and reopened in 2018.</p> <ul style="list-style-type: none"> • New performance space, new creative learning space, new digital art space, new exhibition space. • Transformed auditorium and artist/customer experience. • Extensive archive and cultural heritage projects including interactive touch screens throughout building. <p>Unique and diverse curated programmes and festivals utilising spaces across the city, developing partnerships and attracting work of global significance:</p> <ul style="list-style-type: none"> • True North – 70 artists, 27 events, 5,500+ attendances in 14 venues across the city • Granite Noir – 51 events, 3,600+ attendances in 7 venues across the city • Programming partnerships with local and national festivals including Aberdeen Jazz Festival, sound, DanceLive, Look Again, manipulate, Luminare, Puppet Animation Festival, Imagnate.
			<ul style="list-style-type: none"> • Curated programmes including Northern Arc, Big Sky programme, Reverie weekend of musical impressionism.

<p>Connecting Us to the World- <i>Our vision for Aberdeen is a city like no other, where we celebrate and promote our culture and heritage, the things we make and create.</i></p>	<p>Support and promote the arts and cultural venues of the North East to attract and promote national and international exhibitions and programmes.</p>	<p>Scotland is a distinctive creative nation connected to the world.</p>	<p>Attracting international artists and artists of global significance to our festivals and programme:</p> <ul style="list-style-type: none"> • Granite Noir featured 7 international artists from Iceland, Norway, New Zealand, USA and Canada • Two Northern Arc Sessions featuring artists from Sweden, Finland and Norway collaborating with Scottish roots musicians • A total of 28 non-British artists participated in our curated, produced and festival programmes. • Globally significant artists performed in the Music Hall opening season including Sir Bryn Terfel and Dame Evelyn Glennie. • Three productions from the National Theatre and New Adventures.
<p>Shaping our Future- <i>Our vision for Aberdeen is a city whose cultural sector is growing in ambition and confidence with a strong collective of cultural leaders collaborating to realise the city's potential.</i></p>	<p>Support development of projects and delivery of Culture Aberdeen Plan and the Aberdeen Culture Strategy.</p>	<p>Ideas are brought to life by a diverse, skilled and connected leadership and workforce</p>	<p>Active participation in city-wide initiatives; development of the cultural strategy for the city:</p> <ul style="list-style-type: none"> • Significantly contributed to the creation of the cultural strategy for the city • Membership of city-wide groups including Culture Aberdeen, Culture Aberdeen Executive, Events 365, Aberdeen Festivals, AGCC Policy Council, Absolutely marketing group, VisitAberdeenshire Tourism group <p>Staff learning and development programmes; cross-departmental working groups:</p> <ul style="list-style-type: none"> • Extensive training and development programme available for all staff. • Individual training plans which are set at annual appraisals and monitored throughout the year. • Company-wide training priorities delivered. • Big Fat Goal for the year – reopen the Music Hall – delivered!

			<ul style="list-style-type: none">• Working groups include Green Team, Healthy Working Lives, Health, Safety & Security, Equalities, Diversity & Inclusion. <p>Future proofing:</p> <ul style="list-style-type: none">• Established and delivered an ambitious, creative environmental sustainability plan.• Developed a business continuity plan and rolled out across the organisation• Continually review and update business readiness including infrastructure, information and data security, GDPR adherence, cyber security audit.
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Local Priorities:

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcome Improvement Plan and or Council Delivery plan. <https://communityplanningaberdeen.org.uk/aberdeen-citylocal-outcome-improvement-plan-2016-26/>

Aberdeen Performing Arts is not currently a statutory community planning partner but contributes and aligns to the LOIP stretch outcomes as follows (pre-revised LOIP Priorities 2018-9)

APA are also a member of Culture Aberdeen, who currently sit on the Outcome Improvement Group 'Aberdeen Prospers'.

LOIP Stretch Outcome	Key Driver	Aberdeen Performing Art Actions
Aberdeen Prospers		
Investment in Infrastructure Aberdeen City is a robust and resilient economy providing a vibrant built environment and attractive place for residents, students, business and tourists	We will regenerate our city centre to become a vibrant and attractive place to live, work and invest in	Music Hall redevelopment investment. <ul style="list-style-type: none"> • New programming opportunities for young talent, local work in new Big Sky Studio, curate exclusive signature events • Footfall evenings and weekends in city centre BID area footfall evenings, impacting positively on local business • Increase in income generation impacting positively on business sustainability. • Increase in reach and impact regionally and nationally. Positive impact on tourism development and place making
Innovation Aberdeen City has a reputation for enterprise, innovation and world class solutions	We will accelerate the transition to a more balanced economy	<ul style="list-style-type: none"> •Accelerating, balancing, growing and diversifying the economy through the cultural and creative industries. APA currently makes a major contribution to the cultural and creative industries in the city employing 250+permanent and casual staff. •Leadership (Northern Star business of the year winners) •Bringing in funding to the city from a wider range of sources inc £1m over three years we receive from Creative Scotland

<p>Inclusive economic growth - A skilled workforce for the future that provides opportunities for all our people</p>	<p>We will develop the people and skills necessary to deliver economic development and, as a result, support diversification of businesses and economy</p>	<ul style="list-style-type: none"> •Talent development programme. APA provided work opportunities and training and learning opportunities to 100+ artists and musicians in the city in 2018/19 Projects such as Locals in the Limelight, Curtain Raisers, Scratch Nights •Supporting the young workforce •APA young ambassador programme •Offering APA on the job training, work placements to students and school pupils (20 in 18/19) •APA internship programme.
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		<ul style="list-style-type: none"> •Supporting the creative and cultural sector in Aberdeen – APA currently plays a significant role as a creative hub and strategic partner
<p>Internationalisation - Aberdeen City is a location of choice for investment, high value business activity and skills</p>	<p>We will attract the best possible range of incoming exhibitions and events and showcase the city’s internationally recognised sports, arts and culture offer</p>	<p>APA programmes and signature events, festivals and unique programmes of work play a major part in the promotion and marketing of place bringing visitors to the region, contributing to quality of life, attracting a skilled workforce and attracting inward investment.</p> <ul style="list-style-type: none"> •Signature events and festivals and diverse programmes •Contributing to the offer for incoming vessels in the new Harbour •Freshly Squeezed Productions, APA producing and talent development company responsible for original work generated in Aberdeen, (ie Christmas show for under 7’s, A Play, A Pie and A Pint,, artist exchanges, festivals) and talent development (youth programmes and support to young creatives). •Contributing to city-wide partnerships developing place making projects and destination marketing for the North East of Scotland
<p>Prosperous People – Children are our future</p>		

<p>Children are our future and people are resilient, included and supported when in need</p>	<ul style="list-style-type: none"> Children have the best start in life – children in Aberdeen City are healthy, happy and safe, and enjoy the best possible childhood 	<p>Providing free and subsidised early years' programmes including for deprived and marginalised communities and families.</p> <ul style="list-style-type: none"> New Big Sky : Little Stars programme in the Music Hall Mini Maestros music programme Imagine Tiny and Imagine Tots Music Hall Babies (60 babies born in December 17 we are providing free and subsidised programmes to and had intended to continue to work with babies and families through early years <p>education programmes, activities and resources that contribute to the Curriculum for Excellence and improving attainment</p> <ul style="list-style-type: none"> Free and subsidised cultural programmes in schools –intergenerational project in priority area with Scottish Opera and project with Drake Music at Orchard Brae Teachers network, incl. training and development opportunities for teachers Providing education and training for school children (work shadowing programme)
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		<ul style="list-style-type: none"> Providing pre and post show talks for schools Subsidised tickets to school groups Providing heritage and cultural educational resources and toolkits online Providing educational tours at HMT and the Music Hall Programming subsidised work on our stages that have a direct link to the CfE
	<p>Children are safe and responsible – from all forms of harm</p>	<p>Contributing to multi agency support for vulnerable children and young people. We provide positive destinations and diversionary activity through our creative learning programmes. In 2018/9 programmes in Seaton, Torry, Woodside, Middlefield, Northfield</p>

	<p>Children are respected, included and achieving – children and young people are listened to, respected, valued and involved in the decision-making process</p>	<p>Subsidised APA creative learning programme which contributes to innovative and inclusive practice that enhances the experience of Aberdeen’s young people, involves them in decision making, co-design of services, contributes to wellbeing, helps them reach their potential, achieve positive destinations and makes them responsible and contributing citizens</p> <ul style="list-style-type: none"> • young ambassador programme which supports youth democracy and which for example played a role in the co-design of the Music Hall, the provision of services and the online campaign to promote Aberdeen as a great place for young people to live and visit. • youth theatre activity. Increased provision in 19/20 with the introduction of a new young company • youth music programme. Choirs project in regeneration areas. Imagine, Mini and Mega Maestros for early years’ and primary to Project Band for under 25’s • Free and subsidised arts and cultural projects and activities for young people with additional and complex support needs: <ul style="list-style-type: none"> • Programmes at Orchard Brae which have been so valued and appreciated by the young people, families and staff. ie our Project with Drake Music and Orchard Brae in 18/19 • Access services for young people ie relaxed performances for children on an autism spectrum and touch tours • Free and subsidised arts and cultural projects and activities that contribute to promoting equality and diversity in the city – for
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		<p>example projects in 2018/19 with the Polish community and young Syrian refugees.</p>
<p>Prosperous People – People Are Resilient, Included and supported when in need</p>		
<p>People and communities are protected from harm – Individuals and communities are made aware of the risk of harm and supported appropriately to reduce this risk.</p>	<p>We will develop systems and approaches that raise awareness of harm</p>	<p>Cultural programmes aimed at vulnerable adults and deprived communities that improve resilience, health and wellbeing and empower citizens to have choice and control over their lives</p> <ul style="list-style-type: none"> • Intergenerational project in care homes and primary schools • Your Hall Your Story living memory project in sheltered housing and care homes.

<p>People are supported to live as independently as possible – able to sustain an independent quality of life for as long as possible, take responsibility for their own health and wellbeing</p>	<p>We will empower citizens to feel they have real and meaningful choice and control over their own lives.</p>	<p>Supporting, growing and developing as a Healthy Working lives workplace for our 250+ employees.</p> <ul style="list-style-type: none"> • Continuing and increasing Dance for Parkinsons project • Two projects working with people with dementia-Dementia-Friendly opera and training to enable our community choir to become Dementia-Inclusive.
<p>Prosperous People - EMPOWERED, RESILIENT AND SUSTAINABLE COMMUNITIES</p>		
<p>People friendly city – a city where people to choose to invest, live and visit</p>	<p>Build a child friendly city to ensure that the best interests of the child is a primary consideration</p>	<p>Contributing towards achieving UNICEF Child Friendly City and Community status to community led regeneration in the city and to a diverse, vibrant economy</p> <p>Providing resource, capacity, leadership and expertise to generate the significant investment and momentum required to maintain and improve our three historic venues to ensure that the city remains an attractive and connected place to invest, live and visit and to maintain the region’s competitive advantage in the Future Cities era. The Music Hall construction project and the Stepping Out and Stepping In programme</p> <ul style="list-style-type: none"> • involving communities in shaping, reimagining and reinventing the city • encouraging community empowerment • giving young people and communities influence over the built environment • contributing to health and wellbeing.
	<p>We will be a city whose built environment is fit for keeping an ageing population safe and healthy</p>	<p>Contribution to Agenda 21 and sustainable development. APA has played a sector leading role over the last two years in raising awareness around sustainable development with projects such as our multi agency project on climate</p>
	<p>and puts the child at the centre of design</p>	<p>change with Creative Carbon Scotland, The Fierce Urgency of Now and commissions such as our youth theatre play on sustainable development co-created by young people. Eco Hero finalists 2019 Northern Star Business Awards</p>

Education:

Please provide further information in respect to any education programmes delivered.

We provide an extensive creative learning and participation programme which has education at its heart. We run five youth theatre groups, five youth music groups, a community choir, host workshops, masterclasses, panel discussions, educational tours, outreach projects and more.

We run a teachers' network which meets three times a year to see show and to work with us to shape our engagement with schools. We have regularly provided bespoke CPD sessions for teachers to enable the use of artistic and participatory practice in their teaching.

During 18/19 there were 10,639 attendances from school groups in our venues. This includes nurseries, primary and secondary schools, as well as specialist music and dance schools.

Work experience/shadowing provided for pupils/students from 9 schools, Aberdeen University and North East Scotland College.

Employment

Please give us a bit more information about your volunteers, if you have any:

What roles do your volunteers undertake within the organisation?

Fundraising, advocacy, administration, legal advice, social media content creation, marketing, events coordination

Training and Policy in action

Example of volunteer success stories such as transition to employment?

Two examples of transition to employment are:

Granite Noir Intern

We funded a paid 6 week internship in the run up to and during Granite Noir 2019 working between our marketing and production teams. This was very successful and will be repeated for GN 2020

“My role as Granite Noir intern was varied, creative and exciting. I learned new skills while also growing my experience in a number of areas which have hugely enhanced my CV: implementing creative ideas; networking and building working relationships; organising events within a larger programme; and developing my IT skills with event platforming and marketing programmes. It was fantastic to be part of a large, city-wide organisation that is valuable not just to Aberdeen, but to Scotland more widely. Within a month of the festival, I have been hired by into a competitive role in my dram field. I know the experience I gained at Granite Noir made a large contribution to securing this position and has equipped me well for starting the role!”

Young Ambassador

Following their participation and development through the Music Hall Young Ambassadors programme, two of our young ambassadors are now working with us as Front of House assistants.

“I saw the Young Ambassador Scheme advertised on Twitter and thought it would be a great opportunity for young people to be involved in the re-opening of the Music Hall. I’ve worked front of house for seven months now and really enjoying it. The best thing about my job is interacting with the public, getting to work with an excellent team and of course getting to see some of the brilliant acts that come to Aberdeen!”

“I saw an advert in the paper for the young ambassadors. I have always loved all things theatre-related so felt it was a perfect opportunity for me, and something a bit different. The best bit about my job is getting to see lots of different shows, all while doing a job I love. We deal a lot with customers and have various jobs to do before, during and after a show. Working between all three venues means that I get to see a wide range of different productions.”

Artists/ Creative practitioners Opportunities:

Please provide further detail on examples of projects or programmes which have created employment opportunities for local residents, artists and or creative practitioners.

The following projects and programmes have created employment opportunities for local residents, artists or creative practitioners:

- Artist exchange – local writer supported to develop new work.
- Scratch nights – local actors and directed engaged for each.
- Music Hall commissions – local poet, local visual artist • Associate artists - local film-maker, local emerging artists.
- True North – local support acts and fringe artists.
- Granite Noir – locals in the limelight.
- General programme – supports local productions, support acts etc.
- Creative learning programme – local tutors, creative assistants.

SECTION 2 – Audiences, Participants and Investment

Please complete this section to report on the number of participants from each of the identified areas who have participated during the year.

Participants	Target	Total 2018-19
Total number of participatory opportunities created throughout programme		24,450 Stepping Out/In participants 5,577 participants in our year round music and drama programmes Total 30,027 10,639 school audiences
Number of participatory opportunities targeted for priority groups		
Early years 0-4yrs		350 participants 1,340 participations 685 school audiences
Children 5-12yrs		6,004 participants 9,120 participations 5,158 school audiences
Children 13-17yrs		10,400 participants 12,956 participations 4,796 school audiences
Young People 18-25yrs		2,200 participants 2,740 participations
Adults 26yrs+		11,018 participants 13,313 participations
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)		43 participants 306 participations
Ethnic minority communities including Gypsy/ Travellers		12 participations 48 participations
Residents of regeneration areas within Aberdeen City		

Please complete this section to report on audience/visitor numbers in relation to your programming.

Audiences	Target	Total 201819
Total Audience Numbers	320,000	320,612
Total Visitor Numbers	650,000	750,000
Audience number from Aberdeen City		173,130
Audience number from the wider region or further		147,482
% of audience survey rating experience as 'excellent' or 'good'		

Section 3 – Support Material

We recommend you provide up to five items of support material to help demonstrate the quality and impact of your activity. This may include; case studies, photographs, videos, web links, publications, marketing material, reports, participant testimonials and feedback. If emailing please keep all support material to under 5mb. Please supply details on your support material below

Please note that any material submitted may be included within an annual Cultural Investment report and/or material promoting the Creative Funding programme. By submitting this you are providing permission for each item to be used for publication. You should ensure you have the creators consent and accreditation is provided where necessary.

Support Material 1:	Spinning Songs Video: https://www.dropbox.com/s/aukzjgwtvsxo7aq/Spinning%20Songs_FINAL.mov?dl=0
Support Material 2:	Music Hall opening season brochure
Support Material 3:	Music Hall Stepping In Video https://www.youtube.com/watch?v=6gtRE6pmJ6g
Support Material 4:	AGCC Business of the Year winners photo
Support Material 5:	

Section 4- Declaration on use of information

Aberdeen City Council collects and maintains the data on this form about your organisation for the purpose of contacting you in relation to the funding, monitoring purposes and to collate information for statistical and audit purposes. We will retain Personal Data for six years in accordance with the organisation’s Corporate Records Retention and Disposal Schedule and for the purpose of administering, processing and assessing your report.

For the purposes of processing this information Aberdeen City Council is the Data Controller. The Information Commissioner Office is the UK’s regulator of data protection law (www.ico.org.uk). More information about all of the rights you have is available on our website at: <https://www.aberdeencity.gov.uk/your-data>.

Whenever the Council processes personal data we need to make sure we have a basis for doing so. We understand our basis in GDPR to be Article 6(1)(e) as we consider that it is in our public task to collect this information under our powers set down in the Local Government and Planning (Scotland) Act, 1982 section 14, as amended by section 128 of the Local Government etc. (Scotland) Act, 1994. The act provides for us doing or contributing towards the expenses of providing or doing, anything necessary or expedient for the purpose of ensuring that there are facilities available for recreational, sporting, cultural or social activities as we consider appropriate.

To confirm that all information included in this report is accurate and that you have read and followed the terms and conditions, please sign and date below. If submitting by email an electronic signature or the typed name of the appropriate contact should be inserted.

Name: Jane Spiers
Date: 18th October 2019



AGCC Northern Star Awards 2019