

ABERDEEN CITY COUNCIL

COMMITTEE	Strategic Commissioning Committee
DATE	27 August 2020
EXEMPT	Not exempt: Covering Report; Appendix 1 Exempt: Appendix 2 – Paragraph 6
CONFIDENTIAL	No
REPORT TITLE	Christmas Village 2019 Evaluation
REPORT NUMBER	COM/20/105
CHIEF OFFICER	Richard Sweetnam – Chief Officer City Growth
REPORT AUTHOR	Stephen O'Neill, Senior City Events Officer
TERMS OF REFERENCE	4.3

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to present the evaluation on the 2019 Christmas Village as required by the Council's Funding and Service Provision Agreement with Aberdeen BID Company Ltd (trading as Aberdeen Inspired), which ran from 16 September 2019 to 20 February 2020, to enable the Committee to monitor the service delivery against expected outcomes.

2. RECOMMENDATIONS

That the Committee: -

- 2.1 monitor the Christmas Village 2019 Evaluation Report contained as Appendix 1 against the expected outcomes; and
- 2.2 note the 2019 Accounts contained as Appendix 2 for information.

3. BACKGROUND

- 3.1 The Chief Executive of Aberdeen Inspired, Adrian Watson, will attend the Committee meeting to answer any questions arising from the Christmas Village 2019 Evaluation Report.
- 3.2 The Christmas Village was first established by Aberdeen Inspired in November 2015.

The key outcomes expected of the Christmas Village were to:

- Create a festive offer in Aberdeen city centre on a par with other UK cities;
- Increase footfall in Aberdeen city centre during the festive period;
- Provide a positive economic benefit to Aberdeen city centre by encouraging the additional use of existing businesses.

3.3 Performance indicators for the Christmas Village included:

- Value of overnight stays and spend per head by visitor type;
- Day visitor numbers and spend;
- Gross Value Added of tourism in the destination economy;
- Customer satisfaction;
- Reputation measured through traditional and social media;
- Sentiment analysis.

3.4 Appendix 1 provides the detail on the evaluation undertaken by Aberdeen Inspired in relation to the Christmas Village 2019. The Committee's role is to monitor the evaluation against the expected outcomes detailed above.

4. FINANCIAL IMPLICATIONS

4.1 There are no financial implications arising from this report.

5. LEGAL IMPLICATIONS

5.1 The report ensures compliance with previous Service Level Agreement with Aberdeen BID Company trading as Aberdeen Inspired.

6. MANAGEMENT OF RISK

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
Strategic Risk	None	L	None
Compliance	None	L	None
Operational	None	L	None
Financial	None	L	None
Reputational	None	L	None
Environment / Climate	None	L	None

7. OUTCOMES

<u>COUNCIL DELIVERY PLAN</u>	
Impact of Report	
Aberdeen City Council Policy Statement	None
Aberdeen City Local Outcome Improvement Plan	
Prosperous Economy Stretch Outcomes	No direct impact, this is an evaluation report only
Prosperous People Stretch Outcomes	As above

Prosperous Place Stretch Outcomes	As above
Regional and City Strategies	None
UK and Scottish Legislative and Policy Programmes	None

8. IMPACT ASSESSMENTS

Assessment	Outcome
Impact Assessment	Full impact assessment not required
Data Protection Impact Assessment	Not required

9. BACKGROUND PAPERS

NIL

10. APPENDICES

Appendix 1 – Aberdeen Inspired Christmas Village 2019 Evaluation Report for ACC

Appendix 2 – Christmas Village 2019 Accounts

11. REPORT AUTHOR CONTACT DETAILS

Name Stephen O'Neill
Title Senior City Events Officer
Email Address Stoneill@aberdeencity.gov.uk
Tel 01224 522956