

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise Planning & Infrastructure
DATE	15 th March 2011
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	City Events Programme 2011-12
REPORT NUMBER:	EPI/11/075

1. PURPOSE OF REPORT

To seek approval for a revised City Events programme for 2011-12 following a reduction in budget of £198,000 and to advise of the transfer of the 50+ City Events Officer from the City Events Team to Social Care & Wellbeing.

2. RECOMMENDATION(S)

1. That members note the content of this report.
2. That members support the revised City Events programme due to a budgetary reduction of £198,000.
3. That members support the transfer of the 50+ City Events Officer from the City Events Team to Social Care and Wellbeing.

3. FINANCIAL IMPLICATIONS

Monies totaling £360,000 have been secured from the E P & I revenue budget and the Common Good Fund to deliver a relevant but reduced programme of City Events for Aberdeen in 2011-12.

Please see attached City Events Programme Appendix 1.

4. OTHER IMPLICATIONS

Staffing

Due to the specialist skills that individual officers in City Events have and Aberdeen City Council's requirement to meet required Health and Safety legislation in relation to safe event delivery, there is no direct correlation between the reduction in the number of events and a reduction in staffing numbers.

The proposed event programme included in this report can only be delivered by a minimum of 3 skilled Events Officers. Should this

number decrease then additional events would have to be removed to ensure safe delivery.

Nevertheless, in the event that some excess capacity materializes, this will likely be used to support our twinning activities, which are planned to be more closely aligned to our events programme, or provide additional input to other City promotion events that are being planned by external organisations or individuals.(which could increase the team's capacity to earn additional fee income)

50 + Activities

As the 50+ programme of activities has developed in recent years, obvious synergies have appeared between the work being undertaken in the City Events Team and with that of the team in Social Care and Wellbeing relating to the older population in Aberdeen.

Following positive discussions with Social Care and Wellbeing, it has been agreed that approval would be sought to transfer the post of 50+ City Events Officer from the City Events Team within E P & I to Social Care and Wellbeing by 1st April 2011.

All costs including salary, 50+ activity programme costs, stationery and admin costs are included in the £195,000 approved by the Common Good Fund for financial year 2011-12.

There will be no cost implications for Social Care and Wellbeing's existing budget.

This would allow the current 50+ programme of activities to be reviewed and developed further by accommodating a wider demographic in the city. Also existing knowledge and research that Social Care and Wellbeing have accumulated could influence the introduction of new activities to encourage new participants and greater engagement with Aberdeen's population in the future.

City Twinning

During the recent restructuring of Economic & Business Development, it was decided that the activities associated with Aberdeen City Council's Twinning responsibilities would be aligned with the work of the City Events Team, since many twinning activities are organised to coincide with major City Events.

Following confirmation from the Common Good Fund of these monies continuing in 2011-12, the twinning function will benefit from being included In the City Events Team and that existing working relationship's with our external twinning partners will be strengthened and mutually beneficial in future years when resources and budgets are challenged.

5. BACKGROUND/MAIN ISSUES

During the development of the Enterprise, Planning & Infrastructure Service Five Year Priority Based Business Plan, it was determined that the City Events Team would face a reduction in its revenue budget in the coming years.

This report outlines the proposed programme of events the City Events Team will undertake in 2011-12 taking into consideration the reduction in budget available.

The Aberdeen City Council City Events Team have for years provided internal and external advice and support to event organisers to ensure that safe, secure and enjoyable events are delivered in the city for the local residents, surrounding population and those visiting the city for business or leisure purposes.

The City Events Team work with Aberdeen City and Shire Hotels Association and Aberdeen City Centre Association to ensure that events that are attracted to Aberdeen support local business and offer exciting activities to support the weekend leisure break market.

The events detailed in the City Events programme contribute to the Common Good of the city, are all- inclusive, maintain and develop the city's continued Civic Pride and showcase Aberdeen's ability to attract and host major cultural and sporting events.

In order to address the reduction in funding in 2011-12, City Events Officers will look to develop a suitable charging regime for each event in an effort to gradually reduce the cost of delivering future events to Aberdeen City Council.

The team will also explore ways to maximise income through sponsorship and the recovery of fees for advice and consultancy time allocated to support external event organisers who run commercial activities in the city.

6. IMPACT

Corporate

Vibrant Dynamic & Forward Looking

- Continue to support the best city festivals.
- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination.
- Promote the City as a tourist destination.
- Economic promotion of Aberdeen locally, nationally and internationally, promoting all aspects of city life, wherever the City is represented.

Single Outcome Agreement

- National Outcome 1: We live in a Scotland that is the most attractive place for doing business in Europe.
- National Outcome 12: We value and enjoy our built and natural environment and enhance it for future generations.
- National Outcome 13: We take pride in a strong, fair and inclusive national identity.

Community Plan

- 10 % increase in the numbers of recreational and business tourists by 2011.
- Work with other agencies, including Visit Scotland, to encourage tourism and the provision of facilities for tourists.

7. BACKGROUND PAPERS

None.

8. REPORT AUTHOR DETAILS

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City Events Programme 2011-2012 Appendix 1

CITY EVENTS

Actual Budget 2011-12

Salaries (1 x G13 , 2 x G12)	£120,000
BP Big Screens	£10,000
Highland Games	£40,000
British Armed Forces & Veterans Day	£7,000
Tartan Day & Wallace Celebrations	£28,000
Fireworks Display	£23,000
Xmas Lights Switch On	£25,000
Santa Parade	£4,000
Nativity Scene	£3,000
Weekend of Festive Entertainment	£10,000
Xmas Tree	£7,000
Xmas Carol Concert	£4,000
Hogmanay Community Grants	£29,000
Galas	£6,000
Equipment	£10,000
Summer/Winter Promotions	£30,000
Events Training	£4,000

Total	£360,000
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Additional Event Support

Battle of Harlaw-Common Good 2011-12 only	£20,000
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Proposed Stop/Reduce Events

Hogmanay Fireworks Celebrations	£50,000
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St Andrews Day Celebrations	£50,000
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Contribution to Ward Lighting	£30,000
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Contribution to Clydesdale Horse Show	£3,000
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City Centre Entertainment	£7,000
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Reduction in Hogmanay Community Grants	£5,000
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Reduction in Equipment Budget	£2,000
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Reduction in Winter Festival Budget	£51,000
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Total	£198,000
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