

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise Planning & Infrastructure
DATE	15 th March 2011
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	City Promotions 2011-12
REPORT NUMBER:	EPI/11/074

1. PURPOSE OF REPORT

To advise members of the work of the City Promotions Team in relation to the promotion of Aberdeen in 2011-12 and to agree a budget of £100,000 for Regional Identity activities that ACSEF can bid to for project support.

2. RECOMMENDATION(S)

1. That members note the content of this report.
2. That members support a budget of £100,000 to be used for Regional Identity activities in 2011-12.
3. That members agree the initial contribution of £30,000 for Phase 2 of the ACSEF regional promotion campaign from the Regional Identity budget with the remaining £70,000 to be bid for by ACSEF when relevant projects are identified.
4. That members note that the final City Promotions activity programme for 2011-12 will be presented to a future Enterprise, Planning & Infrastructure Committee, as part of the Economic & Business Development Business Plan

3. FINANCIAL IMPLICATIONS

£70,000 from the existing Economic & Business Development budget in Enterprise, Planning and Infrastructure is currently allocated to City Promotions to undertake all promotional activity that positions Aberdeen as the city of choice for investment, to live and work, to study and to visit.

£100,000 from the existing Economic & Business Development budget in Enterprise, Planning and Infrastructure is currently allocated to the Regional Identity to support relevant joint promotions undertaken by ACSEF to strengthen the regions position and key strategies including

anchoring the energy industry, promoting regional industry strengths and skills development.

4. OTHER IMPLICATIONS

Regional Identity

In 2009, Aberdeen City Council took the decision to dissolve the position of Regional Identity Brand Manager with the work associated with the initiative being subsumed into the daily activities of the City Promotions Team.

In the 5 years that the Regional Identity has been in place Aberdeen City Council has provided over £500,000 of financial support and considerable officer time to ensure that the regional identity was adopted appropriately by a significant number of our partners and managed effectively as a tool for promoting the region and its strengths in conjunction with Aberdeenshire Council.

However in the current financial climate and with growing pressure on resources, Aberdeen City Council requires to focus its efforts on its ongoing programme of promotional activities to ensure that the city does not lose ground on its competitor cities as a desirable place to invest, live and work, study and visit.

In 2010-11, ACSEF commenced with Phase 1 of a Regional Campaign which will reach completion at the end of March 2011 and support is support for Phase 2 of the project which will commence in April 2011.

£30,000 from the Regional Identity budget is being sought to support Aberdeen City's input into the campaign.

In light of this, it is proposed that Aberdeen City Council again ring fence £100,000 of £170,000 available for City promotion to support regional identity activities.

However, it is proposed that only £30,000 of this will be allocated to the ACSEF led Regional Campaign. The remaining £70,000 would be retained by City Promotions to fund other regional identity projects, subject to ACSEF identifying projects that fit with both Aberdeen City and ACSEF priorities.

This will enable Officers within the City Promotions Team to use their discretion to determine if/when the regional identity should be applied to promotional activities being undertaken on behalf of Aberdeen City Council.

VisitExpo 2011, Offshore Europe 2011 and the Aberdeen City and Shire Business Guide provide examples of the type of Aberdeen City

Council promotional activities that may lend themselves to the application of the regional Identity in 2011.

5. BACKGROUND/MAIN ISSUES

Recent research shows that Aberdeen is perceived as a desirable place to live, work, invest, study and visit.

In order to capitalise on this position, the City Promotions Team within Aberdeen City Council will continue to focus their efforts in 2011-12 on attracting Investors, skilled workers, potential students and visitors to the city.

Investors will get a sense of place from Aberdeen and have an awareness of the city's reputation for knowledge, technology and research and development. The city has very powerful business networks and is a globally recognised energy centre that other cities nationally and internationally envy.

By communicating with companies already in the city

With a significant infrastructure development programme planned for the next 30 years, Aberdeen will be a sound investment for a large number of companies looking for security in these challenging economic times.

Aberdeen's unique skills base offers an existing talented workforce and also many opportunities to skilled workers looking to relocate. Aberdeen continues to support and development its educational offering to support the thriving student population and produce the employees of the future.

For those who live and work in Aberdeen a dynamic career is matched by the excellent quality of life and the easy to reach region of Aberdeenshire where an active, outdoor lifestyle affords the perfect balance between work and play.

Finally for the business and leisure visitor, Aberdeen is a very cosmopolitan compact city that is memorable as much for its culture and festivals as the beautiful natural heritage in and around it.

The team will also seek to support the proposed Civic Pride campaign currently being developed by the Civic Office to encourage the local citizens of Aberdeen to take pride in their city and seek opportunities to promote the city's many positive attributes to local residents.

As part of the 5 Year Business Plan, a strategy for Economic & Business Development is currently being drafted and within the City Promotions business plan focused activity will aim to attract high value investors to the city, encourage business growth and job creation and

the promotion of Aberdeen as a business and leisure tourist destination.

The City Promotions Team will ensure that all activity undertaken to promote Aberdeen and its core strengths to the identified target markets will seek to maximise cross selling of promotional opportunities from visit to sector led campaigns, ensuring that marketing activities are not fragmented and achieve best value for the authority.

Previous activity has been underfunded and has presented confusing messages to our target markets whereas a more succinct city-wide approach will shape perceptions of Aberdeen across all groups.

In conjunction with the service teams of Business Growth & International Trade and Projects and Partnership, the City Promotions Team will develop a programme of relevant trade development events including exhibitions, conferences and inward/outward trade missions to local, national and international target markets as identified by our local business community. The recent completion of the Export Survey for Aberdeen City and Shire will provide the invaluable data to direct future trade and business activities.

Initially a new marketing brochure will be produced to position Aberdeen as a compact city with creativity, innovation and ongoing development at its core.

A marketing and communications plan will also be developed to assist with partnership working on directing the promotional strategy for the city.

It is our ambition that all the activity undertaken by the City Promotions Team become a driver for overall economic development activity of the city.

The final City Promotions programme for 2011-12 will be presented to a future Enterprise, Planning & Infrastructure Committee as part of the Economic & Business Development Business Plan.

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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