

APPENDIX 3

ABERDEEN BID **(BUSINESS IMPROVEMENT DISTRICT)**

**Aberdeen City Council and Grampian Police
Baseline Services Statements**

Produced in conjunction with

**Directorate of Housing & Environment
Directorate of Enterprise, Planning &
Infrastructure
Directorate of Corporate Governance
Grampian Police Services**

A. Preamble

The Baseline Services Statements contained in this document represent Part 2 of the Schedule to the Operating Agreement between Aberdeen City Council and Aberdeen BID Development Co Ltd.

Each Baseline Service Statement has been developed in conjunction with the service provider representative responsible for delivery of the service remit on behalf of the relevant Directorate of Aberdeen City Council.

The definition of the service delivery associated with each Baseline Service Statement has been verified by the service provider and authorised by the head of the service remit in each case.

Subject to notification to the Aberdeen BID Development Co Ltd of any changes to the delivery of the Baseline Services defined in Part 2 of the Schedule to the Agreement the definition of the services delivered herein are extant at the date of verification and authorisation.

B. Introduction

The Baseline Services defined in Part 2 of the Schedule to the Operating Agreement are those services delivered by Aberdeen City Council within the Aberdeen City Centre. These services are delivered throughout the BID area with the exception of those services delivered by the service operators responsible for delivering services within enclosed retail spaces.

Part 2 of the Schedule to the Operating Agreement contains 26 No. Baseline Services Statements in Section C covering the range of services delivered within the BID area. The Baseline Services comprise two key components; the minimum legislative services and the additional [voluntary] services. No distinction is made between these two components in the Baseline Services Statements.

C. Baseline Services Statement Structure

Each Baseline Services Statement contains the following headings enabling a description of the service delivery including provision for potential gaps or improvements.

D. Baseline Services Statements

Baseline Services Statements are provided in the following for each of the relevant Aberdeen City Council Directorates listed below responsible for delivering services within the BID area.

Directorate of Housing & Environment
Directorate of Enterprise, Planning & Infrastructure
Directorate of Corporate Governance

Directorate of Housing & Environment

1. Baseline Information - Street Cleansing

Lead: Head of Environment Services (Contact: Steven Shaw) **Date:** June 2010

Baseline Specification: Street cleaning including mechanical sweeping, manual street sweeping, pavement scrubbing, power-washing, litter bin emptying and fly posting removal.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources:

Mechanical Sweeping (large Brush)

Monday to Friday – 1 brush, 0630 – 0830

Saturday / Sunday – 2 brush, 0600 – 1130

Mechanical Sweeping (Swingo Brush)

Monday to Friday – 1 brush, 0630 – 0830

Saturday / Sunday – 2 brush, 0600 – 1130

Mechanical Sweeping (Street Scrubbers)

Monday to Friday – 2 brush, 0500 – 1300

Saturday / Sunday – 1 brush, 0500 – 1100

Mechanical Sweeping (Pavement Sweepers)

Monday to Friday – 1 brush, 0800 – 1500

Saturday / Sunday – 1 brush, 0800 – 1230

Manual Sweeping

Monday to Friday – 8 beats, 0630 – 1430

Monday to Friday – 4 beats, 1430 - 1930

Saturday / Sunday – 2 beats, 0930 – 1930

Saturday / Sunday – 1 beat, 1000 – 1800

Service Standards: Mechanical sweeping operates within area 7 days a week on a programmed basis with ad hoc sweeping as required.

All locations within BID area are categorised as Zone 1 areas and so far as is practical, Grade A should be achieved after servicing. If this falls to Grade B, the street should be restored to an acceptable standard within 6 hours. Similarly if the area falls to Grade C it must be restored to Grade A within 3 hours and if Grade D, restored within 1 hour to Grade Service standards are based on the Environmental Protection Act 1990, Code of Practice on Litter and Refuse.

Performance Measure: The Environmental Protection Act 1990 and Code of Practice on Litter and Refuse grading system used are:

- A. is clear of all litter and detritus
- B. is light
- C. is significant
- D. is heavy

Environment Services undertakes its own internal performance monitoring using PAC (Percentage of Streets Achieving Cleanliness) ratings. This monitoring sees all streets within the BID area monitored on a weekly basis with scores reported monthly to the Housing and Environment Committee. The current target for the City Centre is 93 and recent monitoring reports show that the target is being met.

In addition the Council is graded through the Keep Scotland Beautiful Cleanliness Index. Aberdeen has returned the following scores in recent years:

- 2008/09 - 70
- 2007/08 - 72
- 2006/07 - 69

These scores put Aberdeen as the cleanest city in Scotland.

Existing Value of Service: Approximately £550,000

Gaps in Service: The street sweeping service is reduced at weekends and public holidays. All sweeping Monday to Friday finishes at 7.30pm.

Possible Improvements to Service: Service improvements would see additional resources working to cover weekends and public holidays. Further improvements would be achieved by stretching the working day through to 2100/2200.

Additional street washing and the addition of additional street sweeping plant (Green Machines) would improve performance.

Cost of Additional Service: Dependant on what additions are asked for. Costs available on request.

Notes: Note that these resources are not solely dedicated to the BID area – they encompass the core city centre neighbourhood which takes in some adjacent streets.

2. Baseline Information - Graffiti and Flypost Removal

Lead: Head of Environment Services (Contact: Steven Shaw)

Date: June 2010

Baseline Specification: Removal of / painting over graffiti. Service also undertakes painting of street furniture and play equipment and also removes flyposting.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: Monday – Friday 8.00am – 3.30pm. Resources include 2 squads consisting of 1 x Environmental Driver and 1 x Environmental Operative.

Squads use fully stocked (paints, cleaning materials, paint removal chemicals etc) vans towing water bowsers.

Performance Measure: Targets for the removal of graffiti are within 20 working days for all graffiti and 2 days for offensive graffiti. This KPI measure is to be reported to Housing and Environment Committee from June 2010.

Existing Value of Service: £155,000 (City Wide Service).

Gaps in Service: Currently permission required to remove graffiti from private areas. This policy slows down the process of removing the graffiti. All business within the BID require to sign up to a policy that permits the removal of all graffiti from within the BID area regardless of location.

Possible Improvements to Service: Service improvements would see an additional squad that would take on responsibility for graffiti removal, bin washing, fly-posting removal, street sign washing, bus

shelter cleaning and any other cleaning task required. The addition to resources would also allow for target times to be reduced. Squads could potentially be staggered to cover 7 days.

Cost of Additional Service: Dependant on what additions are asked for. Costs are available on request.

Notes: Note that these resources are not solely dedicated to the BID area but are a city wide service.

3. Baseline Information - Chewing Gum Removal

Lead: Head of Environment Services (Contact: Steven Shaw)

Date: June 2010

Baseline Specification: Low pressure, steam cleaning chewing gum removal from road and pavement areas.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: Contract for chewing gum removal currently tendered. Contract covers 55,000m².

The removal of chewing gum is undertaken from road and pavement areas. Contractor is also used to clean areas of animal faeces, fast food, blood and other spillages, litter bin washing, and deep cleaning of hot spot areas.

Performance Measure: No statutory performance measure for chewing gum removal. Chewing gum build up and hot spot areas are recorded during internal PAC monitoring and LEAMS surveys.

Existing Value of Service: £65,000

Gaps in Service: Restricted budget means the service is limited to areas that can be covered and also frequency of visits could be significantly expanded with the gum removal covering a wider area and also returning to hot spot areas throughout the year.

Cost of Additional Service:

Dependent on what additional areas are being added.

Possible Improvements to Service: Service improvements would see the service significantly expanded with the gum removal covering a wider area and also returning to hot spot areas throughout the year.

Notes: Note that these resources are not solely dedicated to the BID area – they encompass the core city centre neighbourhood which takes in some adjacent streets.

4. Baseline Information - Public Toilets

Lead: Head of Environment Services (Contact: Steven Shaw)

Date: June 2010

Baseline Specification: Public Toilets

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: Public toilet sites within BID area –

- Upperkirkgate
- Chapel Street
- Spa Street

- Skene Street (APC)

Public toilets open between the hours of 0800 – 1800. Automatic Public Convenience (APC) Skene Street is 24 hour. Toilets (APC excluded) are manned by an attendant who is responsible for the cleaning and general maintenance of the facility.

Performance Measure: KPI measure of facility management is to be reported to Housing and Environment Committee from June 2010.

Existing Value of Service: £336,000 (City Wide). **Gaps in Service:** Limited availability of toilets 24 hours.

Cost of Additional Service:
Dependent on what additional areas are being added.

Possible Improvements to Service: Facilities open 24 hours.

Notes: Note that the budget given represents the city wide budget allocated to public toilets.

5. Baseline Information - Grounds Maintenance

Lead: Head of Environment Services (Contact: Steven Shaw)

Date: June 2010

Baseline Specification: Grounds maintenance works: herbicide spraying, maintenance of bedding areas incl. planters and hanging baskets, maintenance of street trees, maintenance of shrub beds, maintenance of rose beds, and maintenance of grassed areas.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: City wide Grounds Team undertakes maintenance of City Centre area.

10,850m² of grass areas cut on 21 occasions per annum
 2192m² of grass edges strimmed on 2 occasions per annum
 1200m² of shrub areas pruned, forked and treated with herbicide from June
 224m² of rose areas pruned during February-June, forked & fertilized during June, sprayed on 8 occasions with fungicide, insecticide & foliar feed from June, hoed on 6 occasions from June.
 All above areas litter picked on an ongoing basis
 42m of hedges pruned in September / October
 366 hanging baskets & 182 No. planters planted up or set out from June to October to enhance the visual impact of the area
 412m² of bedding areas planted up from late June to enhance the visual impact of the area
 Herbicide application on hard surfaces – 2 occasions in June & August

Performance Measure: KPI measure LAMS (Land Audit Management System) is to be reported to Housing and Environment Committee from June 2010.

Existing Value of Service: Maintenance costs approx. £87,258.00 per annum

Gaps in Service: Review of all planter requirements to be carried out. New planters to replace “tired” looking units. Costs to be borne through savings to existing service.

Manual weed removal not currently undertaken.

Possible Improvements to Service: Additional floral display could be added with planters, hanging baskets etc.

Improve / increase weed removal.

Cost of Additional Service:

Dependent on what additional areas are being added.

Notes: City wide Grounds Team undertakes maintenance of City Centre area.

6. Baseline Information - Street Litter Bins

Lead: Head of Environment Services (Contact: Steven Shaw)

Date: June 2010

Baseline Specification: Daily emptying of litter bins within BID area. Bins also undergo regular maintenance checks and twice a year are washed inside and out.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: There are currently 125 free-standing litter bins sited within the City Centre Neighbourhood.

The majority of these bins are either the Grampian Bin or Derby Bin at a cost of £350 per unit.

The bins are emptied daily seven days a week.

Performance Measure: Bin emptying and condition of bins is monitored on a weekly basis.

Existing Value of Service: The unit capital costs are as detailed above thereafter maintenance is covered as part of the service budget.

Gaps in Service: Additional bins required in the BID area with more frequent emptying in the hot spot areas. There is also a variety in the design of litter bins in the BID area.

This service is also reduced at weekends and public holidays.

There is clearly a major gap in provision of recycling facilities for commercial premises and the public.

Possible Improvements to Service: Service improvements would see additional resources working to cover weekends and public holidays.

Additional bins would be added with bins standardised or branded throughout the area.

Introduce recycling to commercial users and the public i.e. reverse recycling bins.

Cost of Additional Service: Dependent on what additional areas are being added.

Costs per additional unit – approx £350 per unit.

Notes: Note that these resources are not solely dedicated to the BID area – they encompass the core city centre neighbourhood which takes in some adjacent streets.

7. Baseline Information – City Wardens

Lead: Head of Housing and Community Safety (Contact: Neil Carnegie)

Date: June 2010

Baseline Specification: City Wardens are deployed throughout the city of Aberdeen from Mon - Fri 07:00 to 22:30, Sat 08:00 to 22:30, and Sun 09:00 to 22:30. This includes, a) Sat - Wed with a total of 24 wardens, 8 on shift from 07:00 (08:00 and 09:00 Sat and Sun respectively) to 16:30, 8 from 09:30 to 18:30 and 8 from 12:30 to 22.30, and b) Thu – Fri with a total of 32 wardens deployed on similar shift patterns.

Area Coverage: City Centre Neighbourhood.

Service Detail / Resources: The central neighbourhood area (larger than city centre) has 42 wardens and a coordinator (central area). Typically, 6 to 10 City Wardens patrol the City Centre neighbourhood every day.

Mission

The City Wardens mission is to provide an excellent, customer focused, visible and accessible service to help ensure safety, cleanliness and a free flow of traffic in the communities.

Objectives

- To achieve high standards of customer care and satisfaction;
- To improve cleanliness, making effective use of enforcement powers when appropriate;
- To enforce parking regulations to ensure the free flow of traffic and improve road safety;
- To reduce antisocial behaviour, crime and fear of crime;
- To work in partnership with communities and partner agencies;
- To maintain a high profile with in the communities

The City Wardens address a wide range of issues including litter, graffiti and dog fouling and use their enforcement powers when appropriate and take immediate action on such issues including littering and parking offences.

Performance Measure: Presence and duration of the requisite number of City Wardens in compliance with stated requirements and commitments.

Existing Value of Service: Based on an average deployment of 8 wardens per day the cost for provision of City Wardens within the City Centre neighbourhood is approximately £250,000 per year.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: The provision of City Wardens within the City of Aberdeen has been seen to have delivered an effective service response to currently perceived needs.

As has been provided in a number of other Scottish cities where BIDs currently operate it has been suggested that Aberdeen consider the possible use of 'Ambassadors' deployed in the central area to fulfill a similar function but without the enforcement powers delegated to City Wardens.

Should this suggestion gain currency it has been proposed that the most cost effective means by which 'Ambassadors' could be created would be to re-deploy a number of City Wardens into this 'ambassadorial' role by providing them with an identifiable ambassadorial identity in the form of unique uniforms. The 'Ambassadors' would thus remain under the management and control of the local authority whilst simultaneously fulfilling the objectives of the Aberdeen BID.

Cost of Additional Service: Subject to detailed assessment and evaluation however it is conceivable that the payroll costs for provision of the 'Ambassadors' could be met by Aberdeen City Council whilst the roll-out costs for the 'Ambassadors' could be met by the Aberdeen BID.

Notes: The City Warden concept derived from an amalgam of the successful development of the former Community Warden, Parking Enforcement Officer and Environmental Warden Services. The possible deployment of 'Ambassadors' would be an extension of and complementary to the City Warden Service.

8. Baseline Information – Transport Marshals

Lead: Head of Housing and Community Safety (Contact: Neil Carnegie)

Date: June 2010

Baseline Specification: Friday and Saturday 00:00 to 04:00 (or later depending on service demand). Additional provision made on Bank Holidays and the week prior to Christmas.

Area Coverage: 3 taxi ranks located on Union Street

Service Detail / Resources: 3 taxi ranks are covered with 7 transport marshals and 1 superintendent overall.

Performance Measure: Presence and duration of the requisite number of City Wardens in compliance with stated requirements and commitments.

Existing Value of Service: £70,000 per year

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: The Council will be consulting this year (2010) about introducing an additional night rank located on Union Street. Should this be approved then it would be highly desirable to deploy Transport Marshals at this rank consistent with existing arrangements on Friday and Saturday nights.

Cost of Additional Service: Approximately £20,000

Notes: There is no current (May 2010) budget provision for additional Transport Marshals

9. Baseline Information – Portable Public Conveniences

Lead: Head of Housing and Community Safety (Contact: Steven Shaw/Neil Carnegie)

Date: June 2010

Baseline Specification: Friday and Saturday nights. Deployed at approximately 23:00hrs and collected at approximately 05:00hrs the following morning.

Area Coverage: City Centre locations

Service Detail / Resources: 6 urinals. Overall management under the control of Community Safety, Aberdeen City Council supported by supported by Environmental Services.

Performance Measure: Presence and duration of the requisite number of portable public conveniences in the designated locations in compliance with stated requirements and commitments.

Existing Value of Service: £8,000

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: Potential to deploy possible additional units. Deploying alternative units with doors would cost approximately £2,000 each with further costs associated with deploying, collecting and cleaning.

Cost of Additional Service: N/A

10. Baseline Information – Safer Aberdeen

Lead: Head of Housing and Community Safety (Contact: Neil Carnegie)

Date: June, 2010

Baseline Specification: The provision of management, organisational input and resources necessary to operate, coordinate and deliver the Safer Aberdeen scheme on behalf of scheme Members.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Full time Safer Aberdeen Programme Manager reporting to the Community Safety Manager.

Performance Measure: Compliance with the stated aims and objectives of the Safer Aberdeen Scheme including; responsibility for attending Safer Aberdeen Steering Group meetings; responsibility for attending the meetings of those initiatives as listed below and the provision to Safer Aberdeen Scheme members of regular bulletins and newsletters.

Alternative Giving Scheme;
Bar Watch 24/7;
Best Bar None Award Scheme;
Unight Aberdeen;
Begging Boxes

Existing Value of Service: £50,000

Gaps in Service: Delivery of this service is subject to regular review and assessment and in consequence is constantly changing shape and evolving. No gaps in the delivery of the existing service levels within the central area are currently perceived.

Possible Improvements to Service: Launch of the BID following a successful ballot will provide the vehicle by which the City Centre business community will be enabled to work together as an integrated whole and in greater harmony as a single unified entity. This will create the opportunity to; a) work more closely with Safer Aberdeen and its partners (see below) to support the aims and objectives of Safer Aberdeen, and b) to provide possible shared funding for future initiatives in this area.

Members of the Safer Aberdeen Scheme include:
Aberdeen City Council

Grampian Police
Scottish Business Crime Centre
Aberdeen Community Safety Partnership
Joint Alcohol & Drug Action Team

Cost of Additional Service: Subject to the identification, acceptance and roll-out of possible future initiatives to enhance the Safer Aberdeen Scheme. Scope exists for the Aberdeen BID to a) contribute toward direct funding of such initiatives, or b) contribute toward the cost of promoting a re-launch of existing initiatives.

Directorate of Enterprise, Planning & Infrastructure

1. Baseline Information – Direction, Non-Direction and Tourist Signage

Lead: Head of Asset Management and Operations (Contact: Doug Ritchie)

Date: June, 2010

Baseline Specification: Provision and maintenance of direction, non-direction and tourist signage.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Aberdeen City council maintain the integrity of the signage throughout the City in accordance with the Statutory Instrument, The Traffic Signs Regulations and General Directions 2002, a duty bestowed on the Council as Roads Authority to comply with current legislation and signing strategies.

Reviewing existing signage is crucial to maintain the safe access of all vehicles, private and commercial, and pedestrians throughout the City and beyond. Signing is also a primary means by which driver confusion can be reduced over the roads network. Maintaining clear and compliant signage can be expected to produce a corresponding improvement of driver behaviour resulting in fewer road traffic collisions reducing City centre congestion and improving air quality.

Direction, Non-direction and tourist signs are inspected on a regular basis and maintained or replaced if damaged. Existing signage originally implemented but now superseded are also reviewed. New “High-tech” vehicle activated signage is introduced as an aid to improve driver behaviour on our roads.

The introduction of new “high-tech” signage brings about its own benefits in the drive to improve driver behaviour on our roads. Vehicle activated signs relating to vehicle speeds effectively reduce traffic speeds. Reduced speeds invariably reduce the number and severity of collisions and in particular the severity of any injuries sustained in these collisions.

Performance Measure: No quantifiable performance measure for the provision of and maintenance of street and tourist signs is set.

However Aberdeen City Council must comply with current legislation and continue with its signage strategies otherwise there is a serious risk that the signage on the road network will not comply with The Traffic Signs Regulations and General Directions 2002 resulting in safety implications to the roads network.

Failure to comply with the appropriate signage regulations within the controlled parking areas may result in ACC being open to further appeals and having to refund penalty charges, controlled parking areas could become unenforceable and therefore result in a considerable increase in indiscriminate parking.

Existing Value of Service: Having the appropriate signage helps to improve Aberdeen’s transport infrastructure and to reduce the number of people / children killed or seriously injured on our roads. It contributes towards the way we live our lives safe from crime, disorder and danger and we live in well designed, sustainable places where we are able to access the amenities and services we need.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps, changes to the legislation, improvements to service delivery and making sure that we comply with current legislation and signing strategies.

Possible Improvements to Service: In conjunction with the BID it is possible that a tourist signage upgrade programme could be implemented following a review of the potential benefits and options available. It is possible that the review could include the provision of interactive tourist information and destination facilities located in strategic areas to complement static signs.

Other schemes that could be considered are:

- Further sites for the provision of Variable message and vehicle activated signage.
- City Centre Gold Zones – Provision of new signage and gateway entry treatments.
- Rationalisation and upgrading of the controlled parking zone signage.
- Improvements to tourist, direction signage and pedestrian finger post signage throughout the city centre.
- Rationalisation and upgrading of existing pay & display / residents parking signage.
- Review directional signage to the Harbour and Ferry Terminal.

Cost of Additional Service: Subject to the continual review of the existing signage and any new requirements.

Notes: The provision of existing tourist signage has been selected to conform to the requirements of the historical and architectural heritage of the city. Any possible future plans to implement a tourist signage upgrade programme would need to be consistent with these objectives. This would involve a process of consultation with all interested stakeholders before an outcome compatible with the views and opinions of the stakeholders could be achieved.

2. Baseline Information – Street Lighting

Lead: Head of Asset Management and Operations (Contact: Brian Strachan)

Date: June, 2010

Baseline Specification: Street lighting to a variety of different designs and standards is provided in the following locations of the BID area. See also

Area Coverage: BID area and wider City Centre

Service Detail / Resources:

Performance Measure: Performance measurement is a function of the inspection frequency an mean time to repair or replace (MTTR) failed lighting units within Aberdeen City Centre benchmarked against the performance of local authorities across the UK as a whole.

Existing Value of Service: The capital and operational costs (including maintenance) associated with the provision street lighting systems are borne by Aberdeen City Council. Electricity to power street lighting in the central area is delivered and paid for by Aberdeen City Council under the Scottish Government National [Bulk Purchase] Contract.

Gaps in Service: Scope exists for the possible enhancement of street lighting levels in certain key areas where existing lighting levels are considered to be inconsistent with the deterrence of anti-social behaviour and crime.

This requires the possible installation of additional luminaires and alternative luminaires with a greater output specification (lumens/watt). The provision of possible additional luminaries is subject to detailed assessment and review. Where additional monies allow decorative lighting may be utilized.

Possible Improvements to Service: Aberdeen City Council will continue to increase levels of funding for the City's lighting infrastructure. In compliance with the Carbon Management Action Plan Aberdeen City Council will continue to replace obsolete lantern and lighting systems with energy efficient units. All improvements to the street lighting will involve the use of white light to assist with CCTV.

Cost of Additional Service: Subject to the outcome of survey activity currently underway.

3. Baseline Information – CCTV (Coverage, Installation & Maintenance)

Lead: Head of Asset Management and Operations (Contact: Colin Walker)

Date: June, 2010

Baseline Specification: Provision of fixed installation and portable CCTV cameras throughout the central area. Aberdeen City Council maintains the fibre optic infrastructure whilst Grampian Police maintain and replace cameras and ancillary equipment as required.

Area Coverage: Full City Centre CCTV layout is provided in the areas indicated below within which the boundary of the BID area contains the whole of the CCTV layout.

Service Detail / Resources: Grampian Police operate a Control Room that currently monitors all the public space CCTV cameras in the City Centre 24 hours per day. The monitoring of the CCTV camera transmissions across the City Centre enhances safety and the perceptions of safety in the minds of the general public and assists in the protection of fixed and moveable public and private assets. The cameras are a valuable tool that increases the likelihood of identifying and detecting offenders.

Performance Measure: Performance in terms of the impact of the provision of CCTV cameras within the City Centre on the number and frequency of anti-social behavioural incidents and criminal activity is not considered to be directly measurable since the increase or decrease of such incidents is generally linked to a number of independent but linked contributory factors (see 'Notes' below). There is evidence to show that where cameras are installed, crime and antisocial behaviour decreases however there is an element of displacement also.

Existing Value of Service: The capital and operational costs associated with the provision of the CCTV camera system are borne by Aberdeen City Council. Operation of the CCTV cameras and the 24 / 7 / 52 continuous monitoring function is undertaken by Grampian Police. The replacement value of the current system is estimated to at £2m to £3m.

Gaps in Service: Scope exists for the possible increased deployment of portable CCTV camera units in key 'hot spots' and routes used by late night revelers as they leave the city centre on foot.

Possible Improvements to Service: Aberdeen City Council will continue to work through bodies such as the Aberdeen Community Safety Partnership and Grampian Police to expand the use of CCTV on public transport and support CCTV coverage of public transport interchanges and shelters as well as in the City Centre to reduce the threat of violence and vandalism and improve feelings of safety [Source: Aberdeen Local Transport Strategy 2008-2012, published June 2008]. Investigation is underway to ascertain the benefits of using current technology such as WiFi.

The possibility of modernising the existing system is currently under consideration [May 2010]. An Invitation to Quote document [Public Space CCTV Modernisation – Consultancy Phase, 17th May 2010] has been prepared with the intention of inviting specialist contractors in the CCTV field to submit proposals to provide costed options to modernise the existing system.

Cost of Additional Service:

Notes: The provision of CCTV coverage represents just one layer of protection in the hierarchy of protective measures which in descending order includes street lighting, CCTV camera coverage, local authority run safeguarding initiatives, police protection and the provision of emergency response services.

4. Baseline Information – Car Parking – Off-Street

Lead: Head of Asset Management and Operations (Contact: Doug Ritchie)

Date: June, 2010

Baseline Specification: City Centre car parking provision – off street

Area Coverage: BID Area and wider City Centre

Service Detail / Resources: The Council operates a number of off-street car parks located around the city centre. Within the defined BID area [see boundary], there is one long stay car park, Chapel Street, which has 500 parking spaces, and one short stay surface car park at Summer Street which has 18 parking spaces. The management of Golden Square Inner Circle car park is soon to be transferred to the Council and this will provide a further 32 short stay off-street parking spaces. There are two part time (Thursday & Saturday) short stay car parks at St Nicholas House, on Broad Street and on Flourmill Lane.

Chapel Street has secured parking facilities for motorcycles and bicycles, parent and child bays and dedicated spaces are provided for blue badge holders. Summer Street has dedicated bays for blue badge holders and motorcycles. Chapel Street is manned 6 days a week. The car parks are lit by internal illumination or street lighting from the surrounding areas. Each car park is monitored by Closed Circuit Television Cameras.

The car parks operate 8am – 6pm Mon – Sat, 1 – 5pm Sunday, however, proposals have been approved to extend the daytime operational hours until 8pm Mon – Sat, with the introduction of an overnight charge of £1.50 for parking at any time between 8pm and 8am.

Situated just outside the boundary of the BID, but serving the City Centre area, are the Denburn (326 Space) and West North Street (160 space) long stay, enclosed car parks, and the Mearns Street (46 space) long stay surface car park. There are also the Gallowgate (138 space) and East North Street (72 Space) short stay surface car parks.

Performance Measure: There is the potential to develop these car parks with the objective of obtaining Park Mark certification, the British Parking Association accreditation scheme.

Existing Value of Service: Provision of off-street parking facilities provides the public with safe and secure parking for vehicles.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. The

Possible Improvements to Service: To upgrade the car parks to accreditation standards it is likely that there would be a requirement to upgrade the lighting, CCTV, lifts and improvements to the enclosed environments. The possibility of developing cashless payment systems such as credit card, mobile phone or smart card could also be considered.

Cost of Additional Service: The extent of costs would depend on the type and extent of any proposals, and there would also be ongoing membership costs for the Park Mark accreditation.

Possible Improvements to Service: None currently perceived.

Cost of Additional Service: N/A

Notes: The number of off-street car parking spaces (public and private) within the City Centre currently exceeds demand during peak and off-peak periods. As a consequence there is limited scope to offer users more competitive car parking charges during off-peak periods to encourage them into the City Centre.

5. Baseline Information – On-Street Parking

Lead: Head of Asset Management and Operations (Contact: Doug Ritchie)

Date: June, 2010

Baseline Specification: City Centre car parking provision – on-street

Area Coverage: BID Area and wider City Centre (Zones A, B, C, E, F, G, H, J, K, L, M, N, P)

Service Detail / Resources: On-street parking provision is available throughout the City Centre in the form of designated pay & display parking bays. These bays restrict the maximum duration of stay to one, two or, in some places, three hours; encouraging parking turnover for the clients and customers of the city centre businesses. Where alternative means of transport are considered undesirable or believed impractical, drivers requiring longer duration parking are encouraged to use the off-street parking facilities.

In addition, where parking bays cannot be permitted, on road safety or traffic management grounds, or where businesses may require areas to provide specific loading areas, waiting restrictions are introduced.

Despite being exempt from charge and also from the restrictions on duration of stay within the pay & display bays, dedicated Blue and Green Badge spaces are provided for badge holders. The Green Badge scheme is local to Aberdeen City and is aimed at providing close proximity parking for drivers with more severe disabilities. Green Badge bays are larger and have physical features such as dropped kerbs to allow greater accessibility in the city centre.

Dedicated on-street bays have been provided for motorcycle parking at various locations throughout the city centre. In some locations these dedicated bays have been supplemented by physical measures allowing for a more secure method of parking

The Directorate of Enterprise, Planning & Infrastructure is responsible for ensuring that residents, visitors and businesses utilising the on-road parking and waiting facilities within the City Centre do so in line with the restrictions in place. This allows for free flow of traffic and helps avoid congestion caused by inconsiderate and indiscriminate parking and as such contributes towards road safety.

Employees engaged in this service are responsible to the Head of Asset Management and Operations. The resources engaged in the operation and maintenance of on-street car parking facilities is deployed between 8:00am and 8:00pm, Monday to Saturday, 1.00 and 5.00pm on Sundays. In order to facilitate this requirement a team of parking attendants (City Wardens) patrols the City Centre on a daily basis to ensure compliance (see Baseline Information – City wardens).

Pay & Display Units: Operation and maintenance of on-road pay and display parking machines.

Tariff: City Centre tariff: approx. 75p per 20 minutes in one hour bays, approx 65p per 20 minutes in two hour bays, approx 75p per hour in three hour bays.

Removal Vehicles: The Council has the authority to remove vehicles which are parked obstructively or are in contravention of the traffic regulation orders. Whilst this facility has never been used, the Council has recently approved the implementation of these existing powers

Performance Measure: Performance is measured in terms of compliance with the requirement to a) undertake regular inspection and maintenance of on-street pay and display parking machines, and b) to collect the revenue from each machine at a fixed pre-determined frequency.

Existing Value of Service: In addition to improving road safety and aiding traffic flow, parking restrictions create turnover of parking, improving opportunities for the customers and clients of City Centre

businesses. Revenue received from parking is used to cover the costs of administration, maintenance, and enforcement of restrictions and for improvements to traffic management around the city.

Gaps in Service: Delivery of this service is subject to regular review of the scope available for amending or extending the provision of pay & display units within the City Centre.

Possible Improvements to Service: There are various improvements to the service which could be considered from the review of the types and locations of parking and waiting restrictions, to the introduction of physical features such as secure parking for bicycles and motorbikes. The possibility of developing forms of cashless payment could be progressed particularly in areas of high demand

Cost of Additional Service: The extent of costs would depend on the type and extent of any proposals

6. Baseline Information – Local Bus Travel Provision

Lead: Head of Asset Management and Operations (Contact: Andrew Stokes)

Date: June 2010

Baseline Specification: Local bus transportation to/from the City Centre is provided by First Ltd (First Bus) under a renewable contract agreement with Aberdeen City Council. The contract contains a Service Level Agreement which stipulates the number of routes, the number of buses per route, their frequency and reliability of service. Provision exists within the Terms and Conditions of contract for the service delivery to be amended should circumstances dictate.

Area Coverage: BID Area and wider City Centre

Service Detail / Resources: Under the above contract agreement Aberdeen City Council provides the operational framework to deliver transport services together with limited financial resources to First Bus to subsidise certain routes deemed to be less cost effective.

Performance Measure: Performance measurement is undertaken by regular review of the requirements as defined in the Service Level Agreement and the identification and quantification of any non-compliance followed by an agreement to undertake corrective action.

Existing Value of Service: The contract with First Ltd effectively outsources the provision of this service to a private contractor with Aberdeen City Council performing a contract monitoring and compliance role.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: None perceived.

Cost of Additional Service: N/A

7. Baseline Information – City Centre Floodlighting Strategy

Lead: Head of Asset Management and Operations (Contact: Brian Strachan)

Date: June 2010

Baseline Specification: City Centre lighting strategy provides specialist lighting at night to highlight a range of public and private buildings of particular historic and architectural interest.

Area Coverage: BID area and wider City Centre associated with the buildings, bridges statues and parks as listed below:

Buildings

Marischal College & Greyfriars Church
Town House and Tolbooth Towers
Provost Ross's House
Salvation Army Citadel, Castlegate
Bank of Scotland, 53, Castle Street
St Andrews Cathedral, King Street
Medico-Chirurgical Building, King Street
Arts Centre
North Church of St Andrews, Queens Street
Provost Skene's House
Royal Bank of Scotland, 78 Union Street
St Nicholas Church and Spire
Aberdeen City Hotel, 43 Market Street,
Kirk House, Belmont Street
Town School, Little Belmont Street
Former Aberdeen Academy, Schoolhill

James Dun's House
The Auld Hoose, Robert Gordon's College
Art Gallery,
Cowdray Hall
Central Library
St Mark's Church
Commercial Union, 1 Union Terrace
Station Hotel, Guild Street
Bank of Scotland, 201 Union Street/Crown Street
St Mary's Church, Huntley Street
Ernst & Young, Huntly Street
Paull & Williamsons, 214, Union Street
Clydesdale Bank, 62 Union Street
Holburn Church Central, Holburn Street
Prince Regent Hotel, 20 Waverley Place

Bridges Statues & Parks:

Union Terrace Gardens
Prince Albert Statue & Gardens
St Nicholas Churchyard & Screen
The Mannie, Castlegate
Wallace Statue, Union Terrace/Rosemount Viaduct
Burns Statue, Union Terrace

Service Detail / Resources: In association with Aberdeen City Centre Partnership (ACCP) and Aberdeen City Council

Performance Measure: Performance measurement is a function of the inspection frequency and mean time to repair or replace (MTTR) failed lighting units bench marked across the UK as a whole. However, for floodlights provided for local authority owned and operated buildings floodlight maintenance is not subject to statutory operating and maintenance conditions and thus are maintained under a different maintenance strategy (see also 'Note' below).

Existing Value of Service: This equates to presenting a more attractive appearance to the City Centre at night with the effect of boosting the night time economy.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. The provision of funding to improve / enhance / maintain floodlighting units is an issue and this is one area where the BID could provide potential support.

Possible Improvements to Service: None currently perceived.

Cost of Additional Service: N/A

Notes: A number of the buildings listed in 'Area Coverage' above are private buildings. As a consequence the provision of floodlighting units and their maintenance are the responsibility of the owner as opposed to the local authority. However, for those buildings owned and operated by the local authority

the floodlights are provided by and are maintained by the local authority under its floodlighting maintenance contract.

8. Baseline Information – City Centre Roads Maintenance

Lead: Head of Asset Management and Operations (Contact: Richard Blain)

Date: June 2010

Baseline Specification: Aberdeen City Council undertakes road and curbside maintenance activity in accordance with appropriate legislation and guidance notably the Roads (Scotland) Act 1984 and 'Delivering Best Value in Highway Maintenance' respectively.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Direct Labour resource [roads maintenance] together with supporting contract organisations.

Performance Measure: Performance measurement is a function of the mean time to repair (MTTR) damaged road surfaces (due to the effects of traffic loading / weather conditions) following regular inspection and the receipt of damage reports.

Existing Value of Service: This equates to ensuring that city centre traffic flows freely without the potential to cause delays in the delivery of goods to City Centre retail outlets, potential vehicular damage and possible consequential accident events.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: None currently perceived.

Cost of Additional Service: N/A

9. Baseline Information – City Centre Winter Maintenance

Lead: Head of Asset Management and Operations (Contact: Richard Blain)

Date: June 2010

Baseline Specification: Aberdeen City Council implements winter maintenance operations associated with the removal of obstructions caused by winter debris, fallen trees/branches, gritting of pavements, roads and the removal of snow.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Direct Labour resource [roads maintenance] together with supporting contract organisations.

Performance Measure: Performance measurement is a function of the delivery response associated with forecast weather conditions, its criticality and effects.

Existing Value of Service: This equates to ensuring that city centre traffic flows freely without the potential to cause delays in the delivery of goods to City Centre retail outlets, potential vehicular damage and possible consequential accident events.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: Aberdeen City Council will examine opportunities to achieve Best Value through working with Aberdeenshire and Moray Councils on winter maintenance activities and will lobby for further investment in winter maintenance relative to needs caused by the North East climate.

Cost of Additional Service: Subject to further evaluation.

10. Baseline Information – City Centre Road Safety & Traffic Management

Lead: Head of Asset Management and Operations (Contact: Doug Ritchie)

Date: June 2010

Baseline Specification: Aberdeen City Council implements various small scale improvements and initiatives in conjunction with safety for vulnerable road users across the City as a rolling programme of works prioritised in accordance with Council approved procedures. These schemes will assist the Council's requirements to meet national accident reduction targets as well as the objectives set out in the Local Transport Strategy.

In Aberdeen we are fiercely proud of the reductions we've made to our road casualty figures and through a combination of encouragement, enforcement, education and engineering measures we have improved road safety and reduced casualty levels for all groups. The Government has set reduction targets for all local authorities to be met, or better still, improved upon. However, we cannot and must not be complacent as no price tag can be put on the suffering and loss caused.

These traffic management improvements / road safety related schemes all contribute towards improving Aberdeen's transport infrastructure and to encourage walking and cycling within the City. They include the promotion of 20mph initiatives and road safety improvements such as pedestrian crossings, traffic islands, zebra crossings, junction improvements and speed reduction measures in order to improve road safety for all road users.

The traffic management schemes generally involve the introduction or amendment to various "At any time" or timed waiting restrictions, modifications to controlled parking areas, speed limit adjustments, "One Way" systems and the provision of markings at Schools throughout the City.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Aberdeen City Council is working with our partners to ensure that the traffic in the city centre is as safe and free moving as possible. In order to achieve this we have to:

- Make the best use of existing roads for all users
- Develop a 'Regional Casualty Reduction Strategy' and reduce the number of accidents and improve safety on the road network
- Restrain the demand for travel by private cars particularly for commuting at peak hours
- Encourage responsible car usage and promote the use of public transport, walking and cycling
- Encourage operators of the public transport network to provide an integrated system to a high standard

- Provide travelers with advance information on major roadworks and events in order to minimise disruption and delays
- Assist the safe and efficient movement of freight traffic on the road network
- Improve the road network to assist public transport services
- Improve the environment with a focus on areas of high pedestrian activity
- Promote the provision for public transport, cycling and walking in all developments
- Provide for the needs of mobility impaired people.

Performance Measure: The measure of our success is that we have managed to meet several government targets already and have set our own, more stringent, local targets to maintain the impetus towards making vehicular and pedestrian road accidents as rare as possible and guard against complacency.

When you consider the unnecessary hurt and loss that road traffic accidents cause to victims and their families, all new road safety improvements are of huge significance and while our statistics are encouraging, the current accident figures remind us that more progress still needs to be made.

Vehicle and pedestrian traffic accident frequency and locations are logged and reviewed regularly to reveal potential risk areas and accident causes, to evaluate the benefits of implemented risk reduction measures, and thus prioritise funding.

Existing Value of Service: This equates to ensuring that the potential risk of personal injuries, fatalities and asset damage due to pedestrian and vehicular traffic related accidents within the City Centre is reduced to as low as reasonably practicable.

Having a safe environment for both pedestrians and vehicular traffic on the road network helps to improve Aberdeen's transport infrastructure and to reduce the number of people / children killed or seriously injured on our roads and encourage a modal shift to walking and cycling. It contributes towards the way we live our lives safe from crime, disorder and danger and we live in well designed, sustainable places where we are able to access the amenities and services we need. Aberdeen City Council is also a partner in the 'Safe Drive, Stay Alive' campaign.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: Aberdeen City Council will continue to monitor accident frequencies, their causes and locations within the City Centre to determine if further risk reduction measures are necessary and justified. Waiting and parking restrictions will continue to be reviewed with further restrictions added or removed as the city centre changes and develops.

Cost of Additional Service: Subject to the continual review of the existing network and any new requirements and identified improvements.

11. Baseline Information – Festive Lighting

Lead: Head of Asset Management and Operations (Contact: Brian Strachan)

Date: June 2010

Baseline Specification: Provision of festive lighting installations in the central area including Union Street, St Nicholas Street, Castle Gate and other areas. This includes installation, monitoring, maintenance, dismantling and purchase of all festive lighting.

Area Coverage: BID area and wider city centre

Service Detail / Resources: Festive lighting is erected by a dedicated assigned to the Head of Asset Management and Operations

Performance Measure: A range of response times are included in the current 3 year contact [which expires after Christmas 2010].

Existing Value of Service: The value of the service has a direct benefit to the city and business community and is normally expressed in cost benefit terms.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery.

Improvements in festive lighting displays could be considered in all areas including replacement of existing effects with more technological displays. The justification for such improvements could be assessed and evaluated on the basis of criterion consisting of increased footfall, visitor numbers, hotel occupancy rates, retail trading turnover etc., which are expressed in terms of key performance indicators (KPI's). These KPI's could then be independently collated and compared on a regular basis to assess the cost effectiveness of the improvements over time.

Possible Improvements to Service: Access to funding from the Aberdeen BID could present opportunities to implement improved festive lighting features on a shared funding basis.

12. Baseline Information – Development and Regeneration Activity

Lead: Head of Planning and Sustainable Development

Date: June 2010

Baseline Specification: Provision of development and statutory planning responsibilities in the public realm.

In the fulfillment of these responsibilities Aberdeen City Council shall consult with the Aberdeen BID development Co Ltd in the following typical planning matters:

Local Plan / Development Framework, Development plans / frameworks, Development and regeneration proposals, Master plans, Planning applications, Domestic accommodation, transport, car parks, leisure, commercial and other projects.

Area Coverage: BID area and wider city centre

Service Detail / Resources: Dedicated resource assigned to Head of Planning and Sustainable Development responsible for planning and delivery of development and regeneration proposals in the public realm as contained within typical Aberdeen City Council publications such as the following:

'Aberdeen City and Shire Structure Plan'; 'Aberdeen Local Plan'; and, 'City Centre Development Framework'

Performance Measure: On the assumption that one or more of the development and regeneration proposals as outlined are carried forward to implementation a range of performance measurement criteria have been established to assess the performance response of implemented development and regeneration proposals. Typically, the criterion consists of measures which include footfall, visitor numbers, hotel occupancy rates,

retail trading turnover etc., which are expressed in terms of key performance indicators (KPI's). These KPI's are independently collated and compared on a regular basis to assess the impact of the event activity over time.

Existing Value of Service: The value of the service has a direct benefit to the city and business community and is normally expressed in cost benefit terms.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: Access to funding from the Aberdeen BID could present opportunities to implement certain development and regeneration proposals on a shared funding basis.

Cost of Additional Service: Subject to the outcome of the above agreement.

13. Baseline Information – Marketing & Branding

Lead: Director of Economic and Business Development

Date: June 2010

Baseline Specification: City marketing and branding investment (intra-agency)

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Marketing and branding of the City is undertaken by a dedicated team assigned to the Head of Communities, Culture and Sport.

Marketing Details:

Funding Body	Activity	Budget
Aberdeen City Council	Visit Scotland (Marketing)	£
Total Budget		

Details of Contract or Service: The above table details all funding currently allocated by Aberdeen City Council to marketing and branding activity.

Performance Measure: A range of performance measurement criteria have been established to assess the performance response of the overall marketing and branding activity undertaken. Typically, the criterion consists of measures which include footfall, visitor numbers, hotel occupancy rates, retail trading turnover etc., which are expressed in terms of key performance indicators (KPI's). These KPI's are independently collated and compared on a regular basis to assess the impact of the branding and marketing activity over time.

Existing Value of Service: The value of the service has a direct benefit to the city and business community and is normally expressed in cost benefit terms.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived. However, access to additional funding from the Aberdeen BID could present further opportunities to undertake marketing and branding synergies which could result in increased cost effective benefits.

Possible Improvements to Service: It is suggested that the above synergies and potential benefits be explored in conjunction with the Aberdeen BID with the objective of developing a mutually agreeable strategy going forward.

Cost of Additional Service: Subject to the outcome of the above agreement.

14. Baseline Information – Events

Lead: Director of Economic and Business Development

Date: June 2010

Baseline Specification: Event functions are held throughout the year across the city and involve a wide range of event activities (see Aberdeen City Council – City Events – Events List 2010). These events are sponsored by the public and private sectors or in some cases are jointly funded.

Area Coverage: BID area and wider City Centre

Service Detail / Resources: Events are organized by a dedicated team assigned to the Head of Communities, Culture and Sport.

Performance Measure: A range of performance measurement criteria have been established to assess the performance response of the event activity undertaken. Typically, the criterion consists of measures which include footfall, visitor numbers, hotel occupancy rates, retail trading turnover etc., which are expressed in terms of key performance indicators (KPI's). These KPI's are independently collated and compared on a regular basis to assess the impact of the event activity over time.

Existing Value of Service: The value of the service has a direct benefit to the city and business community and is normally expressed in cost benefit terms.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: Access to funding from the Aberdeen BID could present opportunities to launch further events on a shared funding basis.

Cost of Additional Service: Subject to the outcome of the above agreement.

Notes: The events listed in (Aberdeen City Council – City Events – Events List 2010) represent the programme events for the city during 2010 as a whole and attract funding from a variety of entities from within the private and public sectors including Aberdeen City Council.

15. Baseline Information – Promotional Banners

Lead: Director of Economic and Business Development

Date: June 2010

Baseline Specification: Promotional banner initiatives operate year round with various promotional campaigns throughout the year. This includes installation, monitoring, maintenance, dismantling and purchase of all banners.

Area Coverage: BID area and wider city centre

Service Detail / Resources: Promotional banners are erected by a dedicated team assigned to the Head of Communities, Culture and Sport.

Performance Measure: A range of performance measurement criteria have been established to assess the performance response of the promotional banner activity undertaken. Typically, the criterion consists of measures which include footfall, visitor numbers, hotel occupancy rates, retail trading turnover etc., which are expressed in terms of key performance indicators (KPI's). These KPI's are independently collated and compared on a regular basis to assess the impact of the event activity over time.

Existing Value of Service: The value of the service has a direct benefit to the city and business community and is normally expressed in cost benefit terms.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. New and more advanced infrastructure required on lamp columns including banner infrastructure.

Possible Improvements to Service: Access to funding from the Aberdeen BID could present opportunities to launch further promotional banner events on a shared funding basis.

Cost of Additional Service: Subject to the outcome of the above agreement.

Directorate of Corporate Governance

1. Baseline Information – Street Entertainment/Street Trading

1. Baseline Information – Street Entertainment/Street Trading

Lead: Head of Legal and Democratic Services (Contact: Raymond Moffat)

Date: June 2010

Baseline Specification: Licensing and enforcement of street activities/markets and judicious implementation of Aberdeen City Council's policy on street entertainment and street trading applications. This includes:

Annual renewal of contract to trade

Official street trading site (with all statutory approvals)

Rental collection

240V electrical supply

Street enforcement patrols to prevent illegal street trading

Area Coverage: BID area and wider city centre

Service Detail / Resources: Current policy towards street entertainment and street trading is that each application is considered by the Licensing Board on a case by case basis. However as a general statement, new licenses are unlikely to be granted unless, a) it is felt that there is sufficient market demand within the area, or b) it can be demonstrated that the product or service offered is not currently available within the city centre.

Performance Measure: The administration associated with the Licensing Board provides details of the various permits and licenses required prior to an enterprise setting up entertainment, vending or other facilities on the street as well as guidance on street performing from a neighbourhood business perspective.

Existing Value of Service: Annual rental income from street traders.

Gaps in Service: N/A

Possible Improvements to Service: It is suggested that synergies and potential benefits be explored in conjunction with the Aberdeen BID with the objective of developing a mutually agreeable strategy for street trading going forward.

Cost of Additional Service: N/A

Baseline Information – Policing Services

Lead Organisation: Grampian Police.

Date: June 2010

Baseline Specification: The City Centre Unit (CCU) is the defined community based policing team for the City Centre. The Unit structure comprises 2 inspectors, 5 sergeants and 36 constables. The CCU provides coverage on a 24/7 basis.

The CCU is supported by a pool of 10 Special Constables during the evenings and at weekends.

During Friday and Saturday evenings additional resource via the Weekend Policing Plan (WPP) is deployed comprising 1 inspector, 5 sergeants and 30 constables. In general 4 to 6 of the officers in the WPP will be sourced from the 'on-duty' CCU staff.'

Area Coverage: Aberdeen City Centre is covered by Beat Code AC3A, AC3B and AC3C (see attached map which defines the boundaries of the City Centre Policing Area covered by the above Beat Codes).

Service Detail / Resources: See attached letter dated 10th June 2010 received from Adrian Watson, Divisional Commander Grampian Police.

Performance Measure: Not defined

Existing Value of Service: A detailed breakdown of total value of the service resource delivered is not available. However 1 inspector is wholly funded by Aberdeen City Council under a linked Service Level Agreement.

Gaps in Service: Delivery of this service is subject to regular review and assessment with the objective of identifying possible gaps or improvements to service delivery. No gaps in the delivery of the existing service levels are currently perceived.

Possible Improvements to Service: None defined.

Cost of Additional Service: N/A

Notes: 1. In terms of the level of baseline services outlined above, given the nature of policing, the above figures June be subject to change or amendment and are by no means fixed however they provide a basic overview structure. 2. Given the proposed 'footprint' of the BID Area with other Local Policing Areas there June be a degree of overlap from the City Centre Policing Area with other Local Policing Areas.