

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise Planning & Infrastructure
DATE	15 th November 2011
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	City Events & Twinning Programme 2012-13
REPORT NUMBER:	EPI/11/310

1. PURPOSE OF REPORT

To seek approval for the City Events & Twinning Programme of events and activity for 2012-13.

2. RECOMMENDATION(S)

1. That members note the content of this report.
2. That members support the revised City Events & Twinning Programme of events and activity for 2012-13.
3. That members support an increase in financial support from the Common Good Fund as detailed in the report, to ensure the continued success of Aberdeen's existing annual events programme and additional activities that grow and develop the city's events offering.
4. That this report is referred to Finance & Resource Committee to consider the request for monies from the Common Good Fund.

3. FINANCIAL IMPLICATIONS

Monies totaling £313,000 have been secured from the E P & I revenue budget and a further £292,352 has been requested from the Common Good Fund.

It should be noted that additional monies have been requested from the Common Good Fund in addition to previous allocations to support the increased delivery costs of key city events and also to deliver new events in 2012.

Please see attached City Events & Twinning Programme 2012-13 Appendix 1.

4. OTHER IMPLICATIONS

The proposed City Events & Twinning programme included in this report can only be delivered by a minimum of 3 skilled event officers. Should this number decrease then additional events could not be accommodated to ensure continued safe delivery of existing events.

Since the recent appointment of the International Partnerships Officer, the work associated with twinning activity, is planned to be more closely aligned to the events programme to provide additional input and possibly increase the teams capacity to earn additional income.

At present, resource levels in the City Events & Twinning Team means there is no capacity available to devote time to bidding for events of scale that would have significant economic impact for Aberdeen.

Also, in order to address the ongoing reduction in funding, the City Events Team will look to develop and introduce in 2012, a suitable charging structure for each event delivered in the city, in an effort to offset the increase in costs of delivering events in Aberdeen in the future.

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

5. BACKGROUND/MAIN ISSUES

Taking into consideration Enterprise Planning & Infrastructure's Priority Based Budget Plan, the City Events & Twinning Programme of events and activity for 2012-13 continues to reflect the services reduction in revenue budget.

Despite the reduction in staffing numbers and revenue budget the city Events Team continue to provide internal and external advice and support to event organisers to ensure that safe, deliverable and enjoyable events are staged in the city for the local residents, surrounding population and those visiting the city for leisure and business purposes.

The events detailed in Appendix 1 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 sporting and cultural events.

It should also be noted that there are a number of potential new events proposed for 2012 including the Queens Diamond Jubilee, an additional BP Big Screen event to support the 2012 Olympics and also the ongoing financial commitment to the Olympic Torch Relay 2012.

Again, it should be noted that although a sponsor has been identified for the City of Aberdeen Hogmanay Fireworks Display in 2012, the

monies agreed do not meet the full cost of delivering a safe and enjoyable event and there is no financial or staff commitment from the City Events Team allocated to support the delivery of the event.

Aberdeen City Council agreed previously that it would provide a financial contribution to ensure the delivery of the 2011 event but that no further monies would be available to support the event in the future.

6. IMPACT

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 number of recreational and business tourists by 2011.
- Work with other agencies, including VisitScotland, to encourage tourism and the provision of facilities for tourists.

7. BACKGROUND PAPERS

No background papers were used in the production of this report.

9. REPORT AUTHOR DETAILS

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Appendix 1-City Events & Twinning Programme 2012-13

City Events	Revenue Budget	Common Good Fund
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Salaries (1 X G14, 2 X G12)	£130,000	
Galas		£6,000
Summer & Winter Promotions	£30,000	
BP Big Screens x 2 (1 additional event in 2012-13)	£10,000	£10,000
Queens Diamond Jubilee (2012-13 only)		£50,000
Olympic Torch Relay (2012-13 only)		£30,000
Highland Games	£40,000	
British Armed Forces & Veterans Day		£10,000
Tartan Day & Wallace Day Celebrations		£28,000
Fireworks Display	£14,000	£14,000
Xmas Lights Switch On	£25,000	
Santa Parade	£4,000	
Nativity Scene		£3,000
Weekend of Festive Entertainment	£10,000	
Xmas Tree Switch On	£7,000	
Xmas Carol Concert	£4,000	
Hogmanay Community Grants	£25,000	£4,000
Equipment & Maintenance	£10,000	
Training	£4,000	
Twining		
Salaries (1 X G11)		£35,000
Projects		£102,352
Sub-Total	£313,000	£292,352
Total		£605,352