

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise Planning & Infrastructure
DATE	15 November 2011
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Aberdeen Destination Marketing Organisation (DMO)
REPORT NUMBER:	EPI/11/312

1. PURPOSE OF REPORT

This report provides an update on the current position in relation to the establishment of Visit Aberdeen Ltd a Destination Marketing Organisation (DMO) for Aberdeen.

2. RECOMMENDATION(S)

It is recommended that members:

1. Note the content of this report.
2. Note that regular reports on Visit Aberdeen Ltd will be provided to E P & I Committee for consideration and where appropriate action.
3. E P & I Committee to agree 3 Council members as Directors on the new Visit Aberdeen Ltd Board.

3. FINANCIAL IMPLICATIONS

Following approval to establish an Aberdeen DMO at 13 September E P & I Committee, Aberdeen City Council has agreed to provide Phase 1 establishment costs of £297,000 from 1 April – 30 September 2012.

In order to ensure Aberdeen City Council's financial commitment is utilised efficiently and effectively, it is essential that 3 Council members are represented on the Visit Aberdeen Ltd Board going forward.

If Aberdeen City Council does not exercise its right to have Council members on the Visit Aberdeen Ltd Board then achieving best value for our financial contribution may not be achieved.

4. OTHER IMPLICATIONS

There are no known equipment implications arising from this report.

Memorandum and Articles of Association of Visit Aberdeen Ltd have been drafted to establish the organisation as a private company limited by guarantee.

5. BACKGROUND/MAIN ISSUES

Following E P & I Committee on the 13 September arrangements relating to the formation of Visit Aberdeen Ltd the DMO for Aberdeen have moved at pace.

A shadow board has been established comprising of representatives from Aberdeen City Council, Aberdeen BID Company, the Aberdeen City and Shire Hotels Association, VisitScotland, AECC, Aberdeen and Grampian Chamber of Commerce and BAA Aberdeen Airport.

To date the shadow board has been concerned with the management and delivery of the following responsibilities:

- Recruitment of the Chief Executive for Visit Aberdeen Ltd
- Formation of the Visit Aberdeen Board
- Development of the transition plan for the formation of Visit Aberdeen Ltd

Recruitment of the Chief Executive for Visit Aberdeen Ltd

Following detailed discussions in relation to the job description and person specification relating to the role of Chief Executive, a recruitment agency has now been appointed to identify suitable candidates for the role.

It is anticipated that suitable candidates will be available for interview and assessment by the Visit Aberdeen Ltd Board by January 2012.

A meeting with representatives from the Bid Company Board was also held where discussions on the respective roles and responsibilities of the 2 entities were discussed and clarified.

It was agreed that synergies in work practice would be explored further at a later date, when both organisations are fully established.

Formation of the Visit Aberdeen Ltd Board

It was agreed that the Visit Aberdeen Ltd Board would consist of the following directors:

- 3 Directors from Aberdeen City Council
- 2 Directors from the Aberdeen BID Company
- 1 Director from the Aberdeen City and Shire Hotels Association

- 3 Non-executive Directors appointed through public advertisement
- Visit Aberdeen Ltd Chief Executive
- Visit Aberdeen Ltd Chairman appointed from private sector

As indicated in the report recommendations, Aberdeen City Council is required to identify 3 Council members to participate on the Visit Aberdeen Ltd Board.

A candidate to assume the role of Chairman for 12 months has been identified and dialogue has commenced to establish interest and an advert to recruit Non-executive Directors is currently being drafted.

Development of the transition plan for the formation of Visit Aberdeen Ltd

A timeline detailing critical deadlines is currently being drafted that highlights the actions that need to be undertaken prior to the establishment of the Visit Aberdeen Ltd Board and the appointment of the Visit Aberdeen Ltd Chief Executive.

Aberdeen City Council and VisitScotland Aberdeen City and Shire have also met to discuss the ongoing management of the Aberdeen Convention Bureau during phase 1 establishment of the Visit Aberdeen Ltd.

Aberdeen Convention Bureau (ACB) will remain under the guidance of VisitScotland Aberdeen City and Shire until September 2012, with the Visit Aberdeen Ltd Chief Executive managing the ACB contract from 1st April 2012 onwards until such a time that Visit Aberdeen Ltd is in a position to assume full responsibility for business tourism services in Aberdeen.

6. IMPACT

Corporate

- 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.
- Support the economic promotion of Aberdeen locally, nationally and internationally, promoting all aspects of 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

- Work with other agencies, including VisitScotland to encourage tourism and the provision of facilities for tourists.

7. BACKGROUND PAPERS

There are no background papers relating to this report.

8. REPORT AUTHOR DETAILS

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