

ABERDEEN CITY COUNCIL

---

COMMITTEE	Enterprise Planning & Infrastructure
DATE	31 <sup>st</sup> May 2012
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Olympic Torch Relay 2012
REPORT NUMBER:	EPI/12/127

---

1. PURPOSE OF REPORT

To provide details of the actual cost of hosting the Olympic Torch Relay 2012 and to request additional funds to ensure the efficient and effective delivery of this event in Aberdeen on Monday 11<sup>th</sup> and Tuesday 12<sup>th</sup> June 2012.

2. RECOMMENDATION(S)

1. To provide a further £45,000 from the Common Good Fund to support the organisation and safe delivery of the Olympic Torch Relay in Aberdeen. £35,000 has already been secured from the Common Good Fund following the approval of Full Council on 23<sup>rd</sup> February 2011.

These monies are sought from the Common Good Fund one off saving made in financial year 2011/12 of £80,000 from the International Partnerships & Twinning Budget due to a staff vacancy and reduction in project applications.

2. If the E P & I Committee is unable to approve these monies from the Common Good Fund, support is sought to call an Urgent Business Committee to consider a request for funding from another budget.

3. FINANCIAL IMPLICATIONS

Further to the report on 23<sup>rd</sup> February 2011 , the final cost of hosting the Torch Relay in Aberdeen is detailed below.

The Olympic Torch Relay has two elements; the Torch Relay and a large evening celebration for 14,000 at the Castlegate.

**Olympic Torch Relay 2012**

Traffic Management (11 <sup>th</sup> & 12 <sup>th</sup> June)	£33,000
-includes Temporary Traffic Restriction Order, Hire of Variable Message Signs,	
Event Safety Stewards	£ 11,000
Portable Conveniences	£ 7,000
Second Screen, Feed and PA Equipment	£ 6,000
Local Entertainment	£ 5,500
Welfare-First Aid/Ambulance Service	£ 3,700
Event Safety Coordinator	£ 3,000
Support Staff	£ 2,000
Wristbands	£ 2,000
Generators & Safety Equipment	£ 1,500
Backstage Facilities	£ 1,000
Performing Rights Society for Music	£ 1,000
Licences-Public Entertainment/Raised Structure	£ 500
Meeting costs	£ 1,500
Cleansing	£ 500
<b>Total</b>	<b>£79,200</b>

Stage, Lighting, Performers and associated equipment including the cauldron and torch will be supplied by the Olympic Torch Relay organisers.

It had been hoped that Aberdeen City Council would be able to raise sponsorship monies in support of the event however, the London Olympic Games Organising Committee (LOGOC) advised that there are strong restrictions associated with local sponsorship that severely restricted our ability to sell the benefit of support to potential contributors.

Local sponsors are not able to receive any branding sites at the event or have any designation to be affiliated with the Olympic Torch Relay. The council can choose to thank local supporters in the media but it would have to come from the council only and they can't be associated with London 2012 or the Olympic movement.

#### 4. OTHER IMPLICATIONS

Aberdeen City Council entered into a legal agreement with the London Olympic Games Organising Committee (LOGOC) to host the Olympic Torch Relay in 2011 and since then the City Events Team within Economic & Business Development have been working in conjunction with LOGOC to ensure the safe delivery of the event when it arrives in Aberdeen on Monday 11<sup>th</sup> and Tuesday 12<sup>th</sup> June 2012.

#### 5. BACKGROUND/MAIN ISSUES

Since LOGOC's initial approach to Aberdeen City Council in 2012, officers within the City Events Team have been working to deliver a truly once in a lifetime opportunity for the city as an Olympic event host and also a great opportunity for visitors and residents of Aberdeen City and Shire to support local torchbearers who have been recognised for their outstanding achievements in the fields of charity, sport and youth work.

By hosting this event, Aberdeen will be presented to a global viewing audience of three billion people and will forever be associated with the London 2012 Olympics. A number of broadcasting opportunities are also available to Aberdeen to promote the event and those who have been chosen to act as torchbearers in the region.

From 6.24pm on Monday 11<sup>th</sup> June the Olympic Torch will arrive in Peterculter before travelling through Bielside at 6.39pm, Cults at 6.52pm and passing along Holburn Street before arriving at the city's evening celebrations in the Castlegate at 8pm.

As well as the Olympic Torch Relay, Aberdeen in conjunction with the Presenting Partners Coca Cola, Samsung and the Bank of Scotland and Supporting Partner BP will deliver an evening of personalities, entertainment and music that has never been staged in the city before. From 5-8.30pm, 14,000 people will witness Emeli Sande headline a family focussed event in the city centre that will make Aberdeen proud and provide exposure on a local, national and international scale that could otherwise never be achieved.

On Tuesday 12<sup>th</sup> June, the Olympic Torch Relay will set off at around 7.20am from BP's headquarters in Dyce, making its way via Bucksburn, the Haudagain Roundabout then onto Hilton Drive where the first torchbearer of the day will carry the Olympic Flame. The relay will then continue via North Anderson Drive and Anderson Drive, heading to the Bridge of Dee area and then onto the A90.

Specific information relating to the relay and evening celebrations continues to be confidential to ensure the integrity of the event but will be released when approved by LOGOC in the coming weeks.

To support the safe delivery of the Olympic Torch Relay across the region a Strategic Coordinating Group has been established to ensure clear, concise messages from all relevant agencies are released to businesses and the public to allow those wishing to attend the celebrations to make the necessary arrangements safely.

Information on the Olympic Torch Relay in Moray, Aberdeen City and Aberdeenshire can be found at [www.readygrampian.org](http://www.readygrampian.org)

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

## Public

This will be a public event and it will be fully accessible to residents and visitors to Aberdeen on the 11<sup>th</sup> and 12<sup>th</sup> June 2012.

## 7. BACKGROUND PAPERS

None

## 8. REPORT AUTHOR DETAILS

Dawn Schultz  
City Promotions Manager  
Tel: 01224 522767  
Email: [Dschultz@aberdeencity.gov.uk](mailto:Dschultz@aberdeencity.gov.uk)