

## ABERDEEN CITY COUNCIL

---

COMMITTEE	<b>Council</b>
DATE	<b>13<sup>th</sup> June 2012</b>
LEAD OFFICER	<b>Valerie Watts Chief Executive</b>
TITLE OF REPORT	<b>UK City of Culture 2017</b>
REPORT NUMBER:	<b>OCE/12/012</b>

---

### 1. PURPOSE OF REPORT

This report presents information on the potential social and economic benefits of a proposed bid for UK City of Culture 2017, and the financial requirements to prepare a bid, as requested by the Lord Provost's Motion to Council 14/12/2011.

A bid from Aberdeen for UK City of Culture represents a significant commitment to and investment in the city and its citizens, through the life changing experience of culture and participation, to bring lasting benefits beyond the City of Culture year itself.

The bid for UK City of Culture, if successful, would begin a four year process of step-change to transform the city through developing opportunities to engage in cultural experiences and to raise the city's profile as a great place to live, work, study and visit.

### 2. RECOMMENDATION(S)

That the Council:

- i. Instructs officers to prepare and submit a bid for UK City of Culture 2017;
- ii. Instructs officers to further research the potential social and economic benefits of UK City of Culture status for Aberdeen City;
- iii. Instructs officers to work with local and national cultural partners on themes to structure the bid;
- iv. **Approves the financial cost details in tables 1 and 2**
- v. **Meets costs of £150,000 (part year costs for 2012/13 for the bid team as laid out in tables 1 and 2) through earmarked reserves, and that it be referred to the budget process for inclusion within the 2013/14 budget.**
- vi. Delegates powers, as appropriate, to scope and recruit a bid development team;
- vii. Instructs officers to update Council regularly on progress;
- viii. Instructs officers to commence discussion with potential investors to ascertain financial support;

- ix. Instructs officers to commission, as appropriate, research to support the bid development
- x. Consider identifying an appropriate cultural champion to provide leadership and act as a figurehead

### 3. FINANCIAL IMPLICATIONS

The main resource implications for Aberdeen City Council in developing a bid would be:

Table 1: Culture Bid Development Team

Post	Proposed Grade	18 Month Estimated Cost (Inclusive of On costs)	Part year costs 2012/13
Bid Manager	G16	£100,000	32,476
Artistic Programme Manager	G15	£85,000	18,954
Funding/International Officer	G14	£67,000	16,571
Marketing/Comms Officer	G14	£67,000	12,429
Cultural Policy Officer	G14	£67,000	8,286
Admin Officer	G11	£45,000	5,539
<b>Total</b>		<b>£431,000</b>	<b>94,255</b>

Table 2: Support costs

Recruitment	£14,500	£14,500
Office IT and Telephone (at a cost of £3200 per officer)	£19,200	£15,865
Public Engagement Activity	£15,000	£4,000
PR and Comms	£10,000	£3,000
Developmental Programming	£50,000	£15,000
<b>Total</b>	<b>£94,200</b>	<b>£55,365</b>

#### Additional support

- Dedicated staff time to support the bid team as required across all directorates
- The existing contribution to culture and sport commissioned services and staff time
- The current council investment in cultural and sports grants valued at £479,029 in 2011/12 will support the community based cultural organisations to achieve the step change required

#### External support

- Creative Scotland has committed additional financial support of £250,000 to support the bid thematic development. This funding will also support required research.