

ABERDEEN CITY COUNCIL

COMMITTEE Enterprise Planning & Infrastructure
DATE 11 September 2012
DIRECTOR Gordon McIntosh
TITLE OF REPORT City of Aberdeen Hogmanay Celebrations
REPORT NUMBER: EPI/12/180

1. PURPOSE OF REPORT

To inform Committee of the current position with Aberdeen's Hogmanay 2012 celebrations and seek their approval for recommendations aimed at providing the city with a new Hogmanay event in 2013.

2. RECOMMENDATION(S)

1. To recognise the city's desire to include a Hogmanay event in its Festivals and Events programme in support of Aberdeen's bid for UK City of Culture.
2. To confirm committees agreement that due to a lack of financial support and time available to organise an appropriate event there will be no Hogmanay celebration in 2012.
3. To confirm committees support for the development of a new family event at Hogmanay in Aberdeen in 2013.
4. To note that Officers will submit a report to Council before end February 2013, assessing the potential for a 2013 event and requesting approval of an appropriate budget to deliver a safe, inclusive and enjoyable family event in 2013.

3. FINANCIAL IMPLICATIONS

Detailed below are the costs associated with delivery of the 2011 Hogmanay fireworks event:

Temporary Traffic Restriction Order (TTRO)	£ 750.00
Provision and firing of fireworks	£10,000.00
Music Hall welfare room hire	£ 300.00
HMT-Hire of firing venue	£ 300.00
Building Projection-Countdown Clock	£ 2500.00

Steward Service	£14,000.00
Ambulance & Emergency Staff Cover	£ 2,000.00
Traffic Management	£10,000.00
Project Management & Staffing	£ 6,500.00
Photographer	£ 300.00
Medical Provision	£ 740.00
Street Clean	£ 500.00
Advertising & Promotion	£ 2,000.00
Total	£49, 890.00

In 2011, a sponsor was secured to provide £30,000 per annum for two years to support the delivery of The City of Aberdeen Hogmanay Fireworks celebrations.

Aberdeen City Council agreed to meet the shortfall for the event in year one with responsibility for the full costs lying with the sponsor in year two.

Following the delivery of the event in 2011, the sponsor advised that it would not be continuing with its support in year two due to responsibilities placed on it to secure additional funding to deliver the event in full and also due to the lack of promotional opportunities that the 2012 event realised for the sponsors.

4. OTHER IMPLICATIONS

An external contractor was sought in 2011 to support the delivery of the event. As a result the Hogmanay celebrations have not been included in the City Events Team work programme for 2012-13 because it was believed the same model would be applied in 2012, utilising sponsorship monies secured.

5. BACKGROUND/MAIN ISSUES

On the 15th March 2011, the Enterprise Planning & Infrastructure Committee agreed the programme of City Events for 2011-1, in line with budget savings required to be met from the Economic & Business Development Service. As a result of these budget savings the existing Hogmanay Fireworks event was cancelled resulting in a saving of £50,000.

Following committee's decision, an approach was made by Rainbow City Taxis & Central Coaches in August 2011, to provide financial support of £30,000 towards the delivery of the event for two years.

Aberdeen City Council met the shortfall associated with the delivery of the event in 2011 but confirmed that additional external funding would

require to be sought in 2012 to ensure the events continued organisation.

Having considered their support of the event in 2011, the sponsor subsequently advised Aberdeen City Council that it would not be continuing with its support of the fireworks in 2012.

In recent years, this event has not acted as a driver for people to travel into the city centre. Rather it provides additional entertainment for those who are already in the city centre enjoying alternative Hogmanay celebrations in venues and licensed premises.

Inclement weather and accessibility have also taken their toll on the event and numbers attending have decreased significantly, with people staying at the event for shorter periods of time.

Similarly, without supplementary activities planned around the event there are fewer opportunities for sponsors to brand the event and achieve the recognition for their support that would be expected for a financial contribution of this size.

As a result, the current expenditure and intensive resource requirements are not reflected in the attendance figures, which amounted to approximately 2,000 people in 2011.

Significant additional expenditure would be required to increase the current offering by including a stage for local entertainment and delivering a programme of activities across a longer period of time, as a means of encouraging people to come into the city specifically to attend an event of this type.

Taking into consideration the timescale available to organise and deliver the same event again in 2012, and to secure the necessary financial support, this event does not represent best value for the city and does not currently enhance the events offering in Aberdeen that is already provided by our Winter Festival.

However, Economic & Business Development service recognises Aberdeen City Council and the city's desire to deliver an event at Hogmanay in support of the UK City of Culture bid and would seek to revisit the proposed event offering for 2013, with the aim of making it a more family focused event.

Working in conjunction with other city organisations, including the Aberdeen BID and local venues, the City Events Team would look to utilise available resources to deliver a new inclusive offering that would be staged across the course of the day and link to events planned to support the night time economy.

6. IMPACT

Corporate

Aberdeen – the Smarter City

- We will promote Aberdeen as a great place to live, bring up a family, do business and visit.
- We will ensure that Union Street regains its position as the heart of the city and move cultural activity centre-stage through re-invigorated cultural leadership.

Smarter Living (Quality of Life)

- We aspire to be recognised as a City of Culture, a place of excellence for culture and arts by promoting Aberdeen as a cultural centre hosting high quality diverse cultural events for the whole community and beyond.

Smarter Economy (Competitiveness)

- We will work with partners to promote the city as a place to invest, live, work and export from.

Community Plan

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

7. BACKGROUND PAPERS

No background papers have been supplied in support of this report.

9. REPORT AUTHOR DETAILS

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