

ABERDEEN CITY COUNCIL

COMMITTEE	Full Council
DATE	26 June 2013
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Aberdeen's Winter Festival & Hogmanay Celebrations - Addendum
REPORT NUMBER:	EPI/13/068

1. PURPOSE OF REPORT

To inform Council of the options available to expand Aberdeen's Winter Festival into Union Terrace Gardens, to seek approval for recommendations aimed at providing additional programme activities and to confirm plans for Aberdeen's Hogmanay Celebrations.

2. RECOMMENDATION(S)

1. That Council notes the content of this report.
2. To confirm Council's support for Aberdeen's Hogmanay celebrations in 2013, as detailed in this report.
3. That Council approves the inclusion of a Xmas Tree, Santa's Grotto, Temporary Stage and supporting entertainment programme and additional Festive Light Switch-On activity in Aberdeen's Winter Festival programme in Union Terrace Gardens.

3. FINANCIAL IMPLICATIONS

Aberdeen City Council's Finance and Resources agreed that up to £200,000 would be available in 2013 to support the enhancement of Aberdeen's Winter Festival and the delivery of Aberdeen's Hogmanay celebrations.

Following discussions with members, detailed below are outline costs associated with the options identified:

Developing Festive/Community Content in Festive Light Switch On Parade

Inclusion of 5 new additional elements*	£5,000
Total	£5,000

*£1,000 per community /entertainment group that covers costumes, materials, charitable donation etc.

Temporary Stage in Union Terrace Gardens

Temporary Staging	£2,000
PA System/Licences/Support Services	£1,000
Staffing and security	£3,000
Total	£6,000

Costs are approximate and will differ depending on agreed period of hire. Our costs are based on hire from 25 November 2013 – 5 January 2014.

Programme of Entertainment in Union Terrace Gardens

Entertainment*	£8,000
Stage/Programme Manager	£1,500
Security	£1,000
Event equipment ie seating	£ 500
Equipment storage on site	£1,000
Total	£12,000

*Based on a maximum of 4 festive weekends @ £2,000 per weekend with 6 slots per day, 45 mins per performance.

Santa's Grotto

Purchase of Grotto*	£1,200
Support Services**	£3,500
Entertainment and craft activities***	£2,500
Staffing and security	£2,500
Total	£9,700

Costs are approximate and will differ depending on agreed period of installation. Our costs are based on hire from 25 November 2013 – 5 January 2014.

*Unable to identify a company who would hire a grotto to Aberdeen City Council.

**Costs include transportation, installation and dismantling, power, licences, barriers, storage if agreed to purchase etc.

***Inclusion of a programme of activity in support of the Grotto that will make interaction with the installation an experience for children.

Christmas Tree in Union Terrace Gardens

Purchase of tree	£750
Transportation	£250
Crane	£400
Tree Squad	£1,000
Barriers	£350
Anti-climb paint	£250
Entertainment to support Xmas Tree Switch-On	£1,500
Total	£4,500

Tree socket and power supply already exist at the site.

Aberdeen's Hogmanay Celebrations

Temporary Traffic Restriction Order (TTRO)	£ 850
Provision and firing of fireworks	£10,000
Music Hall welfare room hire	£ 300
HMT-Hire of firing venue	£ 300
Star Hire Mobile Stage on Union Bridge	£10,000
Building Projection-Countdown Clock	£ 2,500
Steward Service	£15,800
Ambulance & Emergency Staff Cover	£ 2,000
Traffic Management	£12,000
Project Management & Staffing	£ 3,000
Medical Provision	£ 750
Street Clean	£ 500
Advertising & Promotion	£ 2,000
Total	£60,000

The total of all activities identified is £97,200 before additional essential expenditure on securing the infrastructure in and around the Union Terrace Gardens site and marketing and promotion relating to the additional activities included in Aberdeen's Winter Festival.

4. OTHER IMPLICATIONS

As detailed in the original report, it is essential that monies are invested in Union Terrace Gardens going forward to bring the site into better use in the coming years.

This is not an exhaustive list but the securing of the balustrade and arches, lighting in and around the site, ingress and egress, power supplies, hard standing and toilet facilities need to be addressed so the site can be better used as an event venue.

A separate report from the appropriate service should be provided to committee in the future for consideration.

5. MAIN CONSIDERATIONS

See original report for information.

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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