

## ABERDEEN CITY COUNCIL

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COMMITTEE: Enterprise, Planning and Infrastructure

DATE: 26 November 2009

CORPORATE DIRECTOR: Gordon McIntosh,  
Enterprise, Planning and Infrastructure

TITLE OF REPORT: Offshore Northern Seas, Stavanger, August 2010

REPORT NUMBER EPI/09/122

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### 1. PURPOSE OF REPORT

This report outlines an opportunity for the city to enhance its usual profile at the Offshore Northern Seas (ONS) Conference and Exhibition in Stavanger in August 2010 by taking part in the ONS Festival. In 2010, the cities of Aberdeen and Stavanger will celebrate the 20<sup>th</sup> anniversary of becoming twin cities and Stavanger have invited the city of Aberdeen to take part in the 2010 festival. It is proposed that the cost of taking part could be covered partially by the twinning budget and the remainder being covered by seeking sponsors from the private sector.

### 2. RECOMMENDATION(S)

That members:

1. Approve the participation of the city council in the ONS Exhibition and Conference subject to the budget process.
2. Approve the participation of the city in the ONS Festival subject to the necessary sponsorship being raised.
3. Approve the allocation of £10,000 from the twinning budget for use in participating in the festival subject to the budget process.
4. Approve the attendance of the Lord Provost, and the Leader of the Council and four officers from Enterprise Planning & Infrastructure to cover activities at the exhibition and festival.

### 3. FINANCIAL IMPLICATIONS

Existing budgets cover the biannual attendance at the ONS Exhibition where the city and shire have a stand to promote the region and to assist local businesses to enter the market. This budget includes the attendance of the Council Leader and two officers.

Attendance at the festival will have significant cost implications and it is proposed to seek private sector support to cover these costs with the Council supporting the delivery of our presence through a commitment to make officer time available. In 2008 we were successful in achieving sufficient sponsorship to realise our participation at the event. It is proposed that £10,000 be allocated from the twinning budget to support attendance and to allow for celebration of the 20<sup>th</sup> anniversary of the twinning link with Stavanger.

The content of Aberdeen's participation will be determined by our ability to raise sufficient sponsorship; existing sponsors have been approached already and are keen to support the initiative. In addition, the ONS Festival will cover a number of the basic costs relating to attendance at the festival. Approximate costs of attendance at the Festival could reach £60,000

### 4. SERVICE & COMMUNITY IMPACT

#### *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 by 2011.
- Work with other agencies, including Visit Scotland, to encourage tourism and the provision of facilities for tourists.

## 5. OTHER IMPLICATIONS

The work relating to the delivery of this will be accommodated within existing staff work programs.

## 6. REPORT

### **ONS Conference & Exhibition**

As an integral part of Aberdeen City Council's overseas trade development activities which aims to facilitate businesses' entry into global markets and provide access to new opportunities, a request for exhibition space at Offshore Northern Seas (ONS) 2010 has been made to Scottish Development International (SDI).

Demand for exhibition space at this event has reached unprecedented levels, however following subsequent discussions with SDI, it has been confirmed that Aberdeen City Council in conjunction with Aberdeenshire Council, has been successful in securing space in a premium position within the Scottish Pavilion at this event.

Subject to First Minister approval, it is our intention to work closely with Aberdeenshire Council, to encourage 4 local SME'S to participate on the Aberdeen City and Shire stand at this exhibition with the intention of assisting these companies in gaining competitive advantage in overseas markets. The presence of these organisations within our exhibition space will also provide an ideal platform to support our promotion of Aberdeen City and Shire as a global energy hub, an ideal inward investment location and a centre of business excellence.

Aberdeen City Council's ongoing business development and international positioning activities continue to ensure economic growth and increased employment opportunities, consequently improving the economic sustainability of the city. It is vital therefore that we maintain our attendance at the ONS exhibition in 2010.

### **ONS Festival**

The ONS Festival is a biannual event held around the harbour in Stavanger city centre during the biannual Offshore Northern Seas (ONS) Conference and Exhibition. ONS attracts in the region of 35,000 delegates to the city and in the evening most of those attending the conference will come to the harbour area to eat, drink, socialise and enjoy the entertainment provided by the various guest cities and Stavanger itself.

In 2008 Stavanger had the status of European Capital of Culture and Aberdeen took part in the festival as a guest city along with Houston, Torshaven, and other Scandinavian cities. In 2010 it is the 20<sup>th</sup> anniversary of Aberdeen's twin city link with Stavanger and participation in the festival is seen as a significant opportunity

to celebrate this achievement. It is anticipated that a number of other cities will again participate in the 2010 festival.

The festival takes place from the 24<sup>th</sup> – 26<sup>th</sup> August 2010 and the city pavilions in the Harbour are open from 5pm till midnight each evening. In addition they can be open until 1.30am for private events. Alongside the city pavilions there are additional energy company pavilions which help to attract delegates to the quayside. On the Thursday evening (26<sup>th</sup> Aug 08) the city put on a live stage performance by a top act in the harbour followed by fireworks at 10.30pm. This is seen as the closing event for ONS and as such is attended by the majority of delegates and many citizens of Stavanger.

The ONS Festival organisers provide the basic infrastructure for the city pavilions however the guest city must provide staff, sound system, entertainment, catering facilities, food and drink for sale etc.

It is also possible for the city to bring along a boat to be moored alongside the pavilion in the harbour itself which can be used for both storage and entertaining.

In 2008 the organisers of the festival provided significant assistance to Aberdeen which included linking with various groups and organisations able to provide assistance with the arrangements.

To support the additional activity at the ONS Festival it is recommended that both officer and elected member attendance is enhanced to maximise opportunities and critically to manage the associated events. This would require the presence of the Lord Provost and an additional two officers.

#### *Sponsorship Packages*

It is envisaged that packages will be devised that will offer sponsorship opportunities to a number of public bodies, private sector companies and media partners. It is not thought that one sponsor would be willing to cover all the costs of the event but that a mixture of sponsors will be required. We would also need to ensure that sponsors are not competing brands and that they compliment each other. Aberdeenshire Council would also be approached for their support in the delivery of this initiative. In 2008 we were successful in achieving sponsorship and the support of Aberdeenshire Council. It is anticipated that this can again be achieved for 2010.

## 7. REPORT AUTHOR DETAILS

Louise Scott  
Head of Corporate Communications  
 01224 522577  
 [loscott@aberdeencity.gov.uk](mailto:loscott@aberdeencity.gov.uk)

## 8. BACKGROUND PAPERS