

ABERDEEN CITY COUNCIL

COMMITTEE	Urgent Business Committee
DATE	17 March 2014
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Aberdeen Football Club Scottish League Cup Celebration Parade, Sunday 23 rd March 2013
REPORT NUMBER:	ESPI/

1. PURPOSE OF REPORT

Following Aberdeen Football Club's (AFC) success in the Scottish League Cup Final on Sunday 16th March 2014, this report seeks Aberdeen City Council's support in funding, organising and delivering a celebration parade down Union Street on Sunday 23rd March 2014 at 1pm.

2. RECOMMENDATIONS

- i) Members are asked to note the content of this report;
- ii) Members are asked to agree funding up to £25,000 from the Common Good Fund in support of a celebration parade for Aberdeen Football Club and its supporters in Aberdeen.

3. FINANCIAL IMPLICATIONS

The costs for a celebration parade are as follows:

Stewarding	£8,000
Traffic Management incl. TTRO	£9,000
Medical & Welfare Provision	£3,000
Cleansing & Waste Management	£1,000
Welfare Facilities	£ 200
Photography	£ 500
Pipe Band	£ 600
Total	£22,300

4. OTHER IMPLICATIONS

There are no other implications identified at this time.

5. BACKGROUND/MAIN ISSUES

Following Aberdeen Football Club's progress through the rounds of the Scottish League Cup, Aberdeen City Council approached the management team at Pittodrie Stadium to discuss proposed celebration plans, should the club be successful in winning its first piece of silverware in 19 years.

Without wishing to preempt the outcome of the Final on Sunday 16th March 2014, discreet discussions were held with all relevant operational support partners to discuss the organisation of a celebration parade on Union Street in Aberdeen for the supporters of AFC, residents of and visitors to Aberdeen supporting the city's civic pride in its local football team.

Following a productive meeting at AFC, it was agreed that the existing model currently deployed for other parades in Aberdeen across the year would be deployed but with increased security and medical and welfare provision. This would address the need to deal with the anticipated large number of people who would wish to view the parade and celebrate in Aberdeen city centre on this special occasion.

All partner agencies have agreed their role and responsibilities and a timeline for the parade has been agreed commencing at 1pm from Albyn Place and will terminate outside Aberdeen's Town House at approx 1.50pm.

The parade will provide safe photographic opportunities along the route for supporters to capture this celebrated moment.

Following the parade, AFC staff, management team, players and ACC invited guests will enjoy a Civic Reception in the Town House from 2-3pm with all AFC representatives departing soon after this time.

Civic hospitality for this occasion has already been agreed under Aberdeen City Council's delegated powers.

Subject to Aberdeen City Council's agreement, final preparations will now be made to ensure that a safe and enjoyable occasion is provided for all who wish to join and support AFC's Scottish League Cup winning celebrations on Sunday 23rd March 2014.

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 embrace the distinctive pride the people of Aberdeen take in their city and work with them to enhance the sense of

well-being here, building strong communities which look out for, and look after one another.

Smarter Governance (Participation)

- We will seek to develop a sense of community in Aberdeen based on the principles of openness, fairness, reciprocity and responsibility.

Smarter Living (Quality of Life)

- We will enhance the physical and emotional well-being of all our citizens by offering support and activities which promote independence, resilience, confidence and self-esteem.

Smarter Economy (Competitiveness)

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

7. BACKGROUND PAPERS

No background papers were used in the preparation of this report.

8. REPORT AUTHOR DETAILS

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