

ABERDEEN CITY COUNCIL

COMMITTEE	Education, Culture and Sport
DATE	7th January 2010
DIRECTOR	Annette Bruton
TITLE OF REPORT	Opening Ceremonies Protocol
REPORT NUMBER:	ECS/09/081

1. PURPOSE OF REPORT

The 3Rs Project will result in two new secondary Schools and seven new and one refurbished Primary Schools.

It is proposed to commemorate the opening of these buildings by formal and/or informal ceremonies.

This Report includes a protocol to guide for all stakeholders on the format and arrangements for ceremonies to commemorate such events.

The protocol could also be used in ceremonies to commemorate the closure of establishments where this is deemed appropriate.

2. RECOMMENDATION(S)

It is recommended that the Committee

- Notes the content of the Report and the Protocol therein
- Endorses implementation of the Protocol with immediate effect.

3. FINANCIAL IMPLICATIONS

There are no significant financial implications for the Council or any Service of the Council arising from this Report.

There will be minimal expenditure by individual establishments in terms of catering for events and staff time in making arrangements. These should be covered by existing devolved budgets.

4. SERVICE & COMMUNITY IMPACT

This proposal fits with the vision in the Community Plan to develop Aberdeen as a 'City of Learning'. It is congruent with *Vibrant Dynamic and Forward Looking* and the Single Outcome Agreement.

The Report relates to the following Priorities within '*Vibrant Dynamic and Forward Looking*'.

Priority 2 Ensure Aberdeen's pupils and teachers have school buildings fit for 21st century

Priority 3 Ensure expenditure on education delivers maximum benefit to pupils' education

Priority 4 Continue to involve parents and pupils in their schools

Priority 5 Continue work to improve attainment across city schools

The Report also relates to the following aspects of the Single Outcome Agreement:

Priority 3 We are better educated, more skilled and more successful, renowned for our research and innovation.

Priority 4 Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

Priority 5 Our children have the best start in life and are ready to succeed.

5. OTHER IMPLICATIONS

There are no other direct implications arising from this Report.

6. REPORT

See attached proposed Protocol on School Opening Ceremonies.

7. REPORT AUTHOR DETAILS

Derek Samson
Secondee – Learning Estate
dsamson@aberdeencity.gov.uk
Education, Culture and Sport
Aberdeen City Council
2nd Floor
Summerhill Education Centre
Stronsay Drive
Aberdeen
AB15 6JA
(01224) 346315

8. BACKGROUND PAPERS

There are no additional background papers attached to this Report.

ABERDEEN CITY COUNCIL
DIRECTORATE of EDUCATION, CULTURE and SPORT
PROTOCOL on CEREMONIES to ACKNOWLEDGE ESTABLISHMENT and/or
ENDING of NEW SCHOOL BUILDING or FACILITIES

1. General

Provision of a ceremony will be considered for all openings of new or refurbished facilities/establishments or closures of facilities/establishments. It should be noted that the exact format and guest list of any event will be specific to each establishment and that this protocol is intended to assist in making arrangements.

1.1 Types of Ceremony

There are normally two types of ceremony. The first is a relatively informal event, usually on the first day on which the establishment delivers the service (e.g. the first day pupils attend a new school building). This is known as the '**Informal Event**'. The second is a more formal event which normally takes place once the establishment is up and running and may include unveiling of a commemorative plaque by a dignitary. This is known as the '**Formal Event**'.

1.2 Responsibilities

The Head of Establishment (Head Teacher) will have normally responsibility for making necessary arrangements for both events. The Education Officer will be responsible for the overview of arrangements to ensure adherence to the procedures outlined below. Any financial implications must be agreed at the start of the process of making arrangements and budgetary codes identified before any expenditure is incurred.

1.3 Issues

The main issues for consideration are timing, invitations, programme and publicity for these events.

2. The Informal Event

2.1 Timing

Early planning and communication is important. Decisions on the format must be made well in advance of the opening. The Head Teacher and the Education Officer should discuss whether it is appropriate to hold an event on the first day the building opens. Sufficient time to respond to invitations should be given to invitees to allow diary commitments to be met. Invitations should be sent out at least two months in advance to increase the likelihood of availability. It is often helpful to check that the event does not clash with major Council events such as a meeting of the relevant Committee or full Council.

2.2 Format and Programme

This will normally take the form of a relatively low-key event during which any negatively impact upon the work of the school is minimised. This is particularly important at a time when there will be additional pressures on staff and pupils working within an unfamiliar building.

One possible model:

- 1) On the first day, one hour after the establishment is operational, an informal gathering is held within the building at which time the Head Teacher briefly welcomes guests, (see below)

- 2) An opportunity is made for a brief response by the Leader of the Council or, if not available, Convener of Education, Culture and Sport Committee or then Vice Convener.
- 3) The press are invited to ask questions on the new facility.
- 4) A brief guided tour is made of the facility with photo opportunities, conducted by school staff or involving a small number of pupils.
- 5) The whole event should be planned to last for as short a time as possible and ideally be of no more than two hours duration.

Once the format has been agreed, a programme for the event should be drawn up by the Head Teacher and agreed with the Education Officer. This should include detailed arrangements for who will be asked to provide any speeches and any appropriate catering arrangements.

2.3 Guest List

The guest list of invitations should then be drawn up with consideration of the overall size of the event.

The following should be notified/invited

- Lord Provost (or nominee)
- Chief Executive
- Leader of the Council
- Director of Education, Culture and Sport
- Chair of 3Rs Board (if a 3Rs School)
- Director for Corporate Governance (Resources)
- Community Learning & Development Manager
- Local Elected Members
- Director of Enterprise, Planning and Infrastructure
- Head of Service, Non-Housing Property Services
- Convenor and Vice-Convenor of Education, Culture and Sport Committee
- Heads of Service - Education, Culture and Sport
- Education Officer
- Service Manager - Schools and Children's Services
- Chair of Parent Council
- Local press and, where appropriate, television

2.4 Pupil Participation

No arrangements for the formal participation of pupils/students/learners should be made at this time.

2.5 Additional Participation

A representative of any body directly involved in fund-raising activities (such as PTA or equivalent body) should be invited to the event.

Other external partner agencies, such as Business Links should also be invited.

2.6 Invitations

The Service, normally the Education Officer, will arrange for invitation letters to be sent to the agreed guests.

2.7 Adherence to Corporate Protocols

In cases where notifications lead to invitations to the Chief Executive, the Minister and/or MPs/MSPs, the invitation will be arranged by the Service, normally the Education Officer, in liaison with the Director of Education, Culture and Sport and the Office of the Chief Executive.

It is essential that the protocol for informing councillors and others of Ministerial visits from the Westminster and Scottish Parliaments, as per **Guidance on Corporate Administrative Processes & Procedures**, updated June 2005 which should be adhered to throughout.

2.8 Notification

Copies of the invitation list and programme should be sent by the Education Officer to the Convenor of the Education, Culture and Sport Committee, the Director of Education, Culture and Sport Committee and Corporate Communications.

3. The Formal Event

3.1 Timing

As for the informal event, early planning and communication is important. Decisions on the format must be made well in advance of the opening so that invitees have an opportunity to respond. The Head Teacher and the Education Officer should discuss whether it is appropriate to hold an event on the first day the building opens.

Sufficient time to respond to invitations should be given to invitees to allow diary commitments to be met. Invitations should be sent out at least two months in advance to increase the likelihood of availability. It is often helpful to check that the event does not clash with major Council events such as a meeting of the relevant Committee or full Council.

It is likely that this event will take place several weeks after the school has opened to pupils and teething problems have been addressed. It may also take place at a time convenient to a visiting dignitary, should such a guest be invited.

3.1 Format and Programme

This will normally take the form of a formal event which may have an impact on the normal running of the school.

One possible model:

- 1) On the agreed day, one hour after the pupils have registered, a formal ceremony is held within the building at which time the Head Teacher briefly welcomes guests, (see below).
- 2) An opportunity is made for a response by the Convenor of the Committee (or their representative), a senior member of the Council or Directorate.
- 3) A vote of thanks to all agencies involved in providing the facility should be made.
- 4) The press are invited to ask questions on the new facility.
- 5) Pupils of the school may be invited to make a presentation or convey their views of the new building.
- 6) The level of involvement of pupils, parents and staff will be decided upon by the school.
- 7) A guided tour is made of the facility with photo opportunities.
- 8) The whole event should last no more than one hour.

Once the format has been agreed, a programme for the event should be drawn up by the Head of Establishment and agreed with the Education Officer. This should include detailed arrangements for who will be asked to provide any speeches and any appropriate catering arrangements.

3.3 Guest List

The guest list of invitations should then be drawn up with consideration of the overall size of the event.

The following should be notified/invited

- Lord Provost (or nominee)
- Chief Executive
- Leader of the Council
- Director of Education, Culture and Sport
- Chair of 3Rs Board (if a 3Rs School)
- Director for Corporate Governance (Resources)
- Head of Service, Non-Housing Property Services
- Community Learning & Development Manager
- Local Elected Members
- Director of Enterprise, Planning and Infrastructure
- Convenor and Vice-Convenor of Education, Culture and Sport Committee
- Heads of Service - Education, Culture and Sport
- Education Officer
- Service Manager - Schools and Children's Services
- Chair of Parent Council
- The Developer and, where appropriate, the Operator of the facility
- Local press and, where appropriate, television

An official “platform” party should be identified and this may, where appropriate, include pupils.

Where invitation of a royal dignitary is deemed appropriate, the Office of the Chief Executive should make all necessary arrangements as the Chief Executive is the 'Clerk to the Lieutenancy'.

3.4 Pupil Participation

Appropriate arrangements for the participation of pupils/students/learners should be made. This will acknowledge the importance of the learners within the facilities.

3.5 Additional Participation

A representative of any body directly involved in fund-raising activities (such as PTA or equivalent body) should be invited to the event.

Other external partner agencies, such as Business Links should also be invited.

3.6 Invitations

The Service, normally the Education Officer, will arrange for invitation letters to be sent to the agreed guests.

3.7 Adherence to Corporate Protocols

In cases where notifications lead to invitations to the Chief Executive, the Minister and/or MPs/MSPs, the invitation will be arranged by the Service, normally the Education Officer, in liaison with the Director of Education, Culture and Sport and the Office of the Chief Executive.

It is essential that the protocol for informing councillors and others of Ministerial visits from the Westminster and Scottish Parliaments, as per ***Guidance on Corporate Administrative Processes & Procedures***, updated June 2005 which should be adhered to throughout.

3.8 Notification

Copies of the invitation list and programme should be sent by the Education Officer to the Convenor of the Education, Culture and Sport Committee, the Director of Education, Culture and Sport Committee and Corporate Communications.

3.9 Subsequent Event(s)

Each establishment may wish to consider having 'open evening(s)' so that local public, parents/carers etc may visit the premises.

4. Checklist

A checklist is appended to the above Protocol which should be amended to meet the requirements of each individual event.

5. Publicity

All publicity must be directed through Corporate Communications.

Head Teachers should consider participating in corporate training on dealing with the media.

**ABERDEEN CITY COUNCIL
DIRECTORATE of EDUCATION, CULTURE and SPORT**

CLOSURE/OPENING/REFURBISHMENT CHECKLIST

Establishment(s)/Facility(ies) to be opened/closed:

.....

1. PROPOSED DATE: **TIME:**

Brief description of proposed event. **Informal/Formal Event** (delete as appropriate)

Please include a provisional invitation list.

Signature of Head of Establishment:Date

2. AGREEMENT TO PROCEED TO DETAILED PROGRAMME

Signature of Officer: Date

Comments:

N.B. Agree whether the Head of Establishment or the Education Officer has overall responsibility. (See Para. 1.2 above)

3. BUDGET

Budget	Responsible Person	Notes
Funding source - school - local authority		
Additional hours for janitor and administrative staff		
Cleaning and catering contract		
Printing and Postage		
Telephones		

N.B. level of expenditure and coding must be agreed at the start of the planning process.

4. CHECKLIST FOR INVITATION and/or DETAILED PROGRAMME

	Invitation Sent	Reply Received	Programme Sent
Director of Education, Culture and Sport			
Local Councillors <ul style="list-style-type: none"> ▪ ▪ ▪ ▪ 			
Director of Enterprise, Planning and Infrastructure			
Convenor and/or Vice-Convenor of Policy & Strategy (Education) or Education Committee			
Education Officer			
Service Manager - Schools and Children's Services			
Chair of Parent Council			
Facilities Officer			
Architects			
Other Officers			
Staff			
PTA			
Service Users			
Former Pupils			
* Leader of the Council			
* Lord Provost			
*Chief Executive, Press Office and Council Photographer			
* Minister			
* MSP			
* MP			
* HMIE			
Other Parties			

Attach the programme for the event. Describe the “platform” group. Describe arrangements for pupil participation.

- * Only to be invited if “opening” a new establishment or service. The press office will routinely notify the Leader, the Provost and the Chief Executive if informed of a smaller event. Invitations to be agreed with the Officer before being sent.

5. ORGANISATION CHECKLIST

Housekeeping	Responsible Person	Notes
Security Arrangements		
Car Parking		
Facilities - Janitorial Cover - Catering - Cleaning		
Seating arrangements		
Toilets		
Any disabled special needs		
Gifts for participants (if appropriate)		
Gifts for guests (if appropriate)		
Notify parents of changes to school day, e.g. early finish		
Other		

Copy to
 Director of Education, Culture and Sport
 Education Officer and
 Programme sent to participants.

Signature of Head of Establishment:

Date: