

ABERDEEN 365 EVENTS STRATEGY

HORSENS, DENMARK www.horsenskom.dk/OmKommunen



Photo: Kuben



Photo: Prison concert

Overview:

- ▶ One major successful event changed residents perceptions of city
- ▶ Horsens has changed from negative 'prison' brand, to one of major events and concerts
- ▶ Public/private partnership organisation delivers – and funds - major events programme
- ▶ City council and residents fully behind events strategy
- ▶ City council in-house team delivers city events programme
- ▶ Continued investment in enhancing city event spaces.

Area	Findings	Learning for Aberdeen
Introduction – Background	<p>Danish city Horsens, (located in east Jutland coast (pop 85,000) Gained national reputation for presenting over 200 large-scale concerts and events annually.</p> <p>Horsens has re-invented itself, changed a negative brand as a city dominated by a prison and a lack of civic pride and identity, to one associated with culture, large events and concerts. The process was initiated by a national event in 1996 by the City Council and Horsens New Theatre. Success of events strategy is founded on co-operation between politicians, the municipality, private businesses and volunteers. The process has been financed by a combination of business tax and private funding. Reputation as events city enhanced by Council promoting festivals and celebrations throughout the year to create a vibrant cultural backdrop.</p>	<p>One successful large event changed residents' perceptions and built a self-confidence and pride.</p> <p>Concerts, festivals and events have changed both residents and external perceptions giving a profile as a vibrant city.</p>
Key festivals and events	<p>'Horsens & Friends' major open air concerts have attracted Bob Dylan, Madonna, Metallica, Bruce Springsteen and The Rolling Stones - audiences of 40,000.</p> <p>Europe's biggest Medieval Festival (80,000–100,000 visitors); Theatre Festival for young audiences (12,000); International Crime Fiction (5,000); Holmboe classical music, (1,500). Major sporting events include: Giro d'Italia in 2012, FIM Speedway GP.</p>	<p>Co-operative public / private collaboration delivering major events attracting global stars.</p> <p>City delivers major cultural (non pop)and sporting events</p>
How City engages with festivals and events	<p>In 2007, Horsens Theatre transferred events programming to Horsens and Friends, established as a not for profit public limited company with an investment of €2 million, 1/3 from the city and 2/3 from 20 local private companies. Since then, up to 100 private companies have donated €8,000</p>	<p>Shared investment by public private sector for wider good of city.</p>

	<p>annually.</p> <p>The concept of concerts and events could only be accomplished with active participation of large numbers of volunteers (1,000 at major concerts) and by a general acceptance of events strategy by citizens. This has encouraged political support.</p>	<p>Positive messages that events are for the benefit of citizens and delivers positive outcomes for them and their families.</p>
<p>Services provided by Events Office</p> <p>-Team and Responsibilities</p>	<p>City cultural team of approx. 10 staff undertake city's and events programming + marketing. Also provide consultancy advice for new events, and administer grants.</p> <p>Council provide services (highways, parking, logistics, etc.) and charge commercial events but rarely community organisations.</p>	<p>Team consists of in-house events professionals manages the city's events programme.</p>
Funding Policy	<p>Council set annual budgets and also decide on annual events programme. Funding for events is also available through a PR pool – for specifically promoting the city.</p>	<p>Additional funding available for external promotion of key events .</p>
Venues & Spaces	<p>Focus for events run by Council is now at FÆNGSLET, (The Prison) 15 mins walk from town centre. Key cultural institution for festivals, concerts, also a hotel. Courtyard has capacity of 10k live events with space for 30k outside walls.</p> <p>The council has also developed and financed public outdoor structures and venues to support the project: Lunden – open air park stage (3,000 capacity), football stadium suitable for open air concerts - AC/DC in 2010 (25,000 cap).</p> <p>KUBEN: a 6x6x6m transparent glass cube, which functions as a year round venue for cultural events in city centre. Free to hire for citizens it is a key element in making city centre a vibrant and entertaining place.</p>	<p>Uses unusual venues to great effect.</p> <p>Parks provide festival concert venues.</p> <p>Striking architectural inside event space in central city square a focus for whole community.</p>

Promotion & Marketing	Objective is to positively develop city's image and strengthen idea of Horsens as an attractive city to live for its current residents and businesses, students and employees in other parts of Denmark who might consider moving to Horsens.	Events actively used in creating image of Horsens as an attractive place to live, work and visit.
Governance	<p>Horsens & Friends a not for profit company which organises events for the benefit for citizens of Horsens.</p> <p>Cultural festivals are managed in-house by City Council Events Office.</p> <p>Prison is now constituted as an independently managed foundation.</p>	City and independent sector works in partnership to deliver events strategy.