

ABERDEEN 365 EVENTS STRATEGY

STAVANGER, NORWAY www.regionstavanger.com/en/events



Photo: Offshore Northern Seas

Overview:

- ▶ Quality of life and profile is priority for events programme to attract people and business
- ▶ Council funds but external organisations deliver programme of events
- ▶ Festival criteria focussed on quality and sustainability
- ▶ Key spaces are harbour and city centre
- ▶ City bids /promotes international sporting events

Area	Findings	Learning for Aberdeen
Introduction – Background	<p>130,000 residents - 4th largest municipality in Norway</p> <p>European City of Culture 2008 (with Liverpool). Aim of programme was to promote culture and raise the city's profile. Open Port theme: ambition to build international links, attract major artists to city work with local artists, and local people to make their own art which saw sizeable investment in local cultural infrastructure</p> <p>Festival and events are not major tourism drivers, most attendees are from metropolitan area. However, quality of life and that Stavanger is seen as an attractive place for people to want to live, work and do business is crucial to economic success and events seen as supporting that.</p>	<p>Used ECoC to create new international connections and deliver better cultural opportunities for the benefit of local citizens</p> <p>Priority target audience is residents. Tourism is a by-product. Profile of city is key objective.</p>
Key festivals and events	<p>City has a portfolio of 7 major events and 20 – 25 small community festivals that are volunteer run.</p> <p>3 highest profile arts festivals in City:</p> <ul style="list-style-type: none"> • Nuart - international contemporary street and urban art festival (September) • Mai Jazz • International Chamber Music (August) <p>Major events –externally delivered:</p> <ul style="list-style-type: none"> • Gladmat, Scandinavia's leading food festival (July) • Beach Volleyball Continental Cup (June) • Tour des Fjords cycle road race + sportive (Aug/Sept) • ONS (Aug/September) with a large public festival of concerts and events, inc. 4k road race. 	<p>Focus on quality and location has developed events with a national impact</p>

How City engages with festivals and events	Kommune supports independent promoters but does not manage or deliver any festivals or events. Cultural Department supports the arts/cultural events portfolio. Policy and funding decisions made by cultural committee elected councillors. Major events are situated within the Mayor's office.	Council maintains distance re programming, delivery and promotion. Big budgeted events with greatest impact overseen at highest level of Council
Services provided by Events Office -Team and Responsibilities	Provides advice to new festivals; and can offer grant funding. Coordinates festival knowledge sharing network meetings. Transport, road closures and services provided by depts. across Kommune.	Council provides central co-ordinating and logistics role.
Funding Policy	Funding applications made annually - by 1 November the preceding year. Key criterion is quality – not quantity. Events also have to demonstrate sustainability. Aim in future is to support for first 3 years only. Cultural funding in Norway based on tripartite funding policy of national regional and municipal. Jazz, Nuart and Chamber music receive significant funding from national arts council and regional Rogaland County.	Festival criteria focussed on quality and sustainability Cultural policy recognises benefits of city/region public multi-funding alliance.
Governance	All festivals and events are promoted by independent organisations. Cultural events policy and funding decisions are made by a Cultural Committee of elected councillors. The Mayor's office oversees relationship and funding discussion with major events.	Events delivered externally to council by other organisations. Council has logistical and strategic role.
Venues & Spaces	Key outdoor spaces are the harbour-side and adjacent city centre Following ECoC investment went into new cultural buildings. Venue based cultural organisations do not engage with festivals and events except through use of venues and some programming. Concert Hall is the home of the city's major cultural organisation, Stavanger Symphony Orchestra.	Use of harbour/city as co-locations for events.

Promotion & Marketing	<p>The regional tourism organisation does not proactively promote festivals and events – very focussed on conference market. There is a desire to change this.</p> <p>City-wide/harbourside Gladmat Food Festival biggest draw attracting 250k visitors – predominantly regional and rest of Norway</p>	Recognition that festivals and events offer opportunities for promoting city.
Budgets	<p>Total events budget is £1.25million</p> <p>Gladmat receives biggest grant of £125k via Mayor's office.</p> <p>Biggest Cultural Dept. grants are: MaiJazz £66k; Chamber Music £60k.</p> <p>Community festivals average grants approx. £1,500</p>	