

ABERDEEN CITY COUNCIL

COMMITTEE	Council
DATE	5 March 2018
REPORT TITLE	Relaxation of Drinking in Public Places Byelaws for BP Big Screens 2018
REPORT NUMBER	CHI/18/010
DIRECTOR	Bernadette Marjoram
REPORT AUTHOR	Stephen O'Neill

1. PURPOSE OF REPORT:-

- 1.1 To seek permission to approach the Scottish Government to confirm the suspension of the operation of the Aberdeen City Council Drinking in Public Places Byelaws 2009. This will permit the responsible consumption of alcohol within the boundaries of the main grass area of Duthie Park for BP Big Screens, Verdi's "La Boheme" on Tuesday 26 June 2018 from 1700 – 2300hrs.

2. RECOMMENDATION(S)

The Council is recommended to:

- (i) Instruct the Chief Officer – Governance to carry out the necessary advertising of the proposed suspension; and
- (ii) Instruct the Chief Officer – Governance to request confirmation from the Scottish Government that the Aberdeen City Council Drinking in Public Places Byelaws 2009 be suspended within the boundaries of the Duthie Park on Tuesday 26 June 2018 from 1700 – 2300hrs.

3. BACKGROUND/MAIN ISSUES

- 3.1 BP Big Screens will return to Aberdeen on Tuesday 26 June 2018 with the opera "La Boheme" The live transmission will be relayed direct to Aberdeen from the Royal Opera House, Covent Garden, London. The event is sponsored by BP, supported by Aberdeen City Council and will be displayed on a 40 x 40 foot screen in the park complete with sound. The event is a free non-ticketed event which attracts approx. 3,000 people across all age ranges.

- 3.2 This will be the 13th year this event has taken place in Aberdeen and each year this well established occasion attracts a core group of attendees as its popularity has grown. A limited catering offer is provided by BP at the event, and although alcohol will not be on sale, it is normal for members of the public to bring a picnic with them which may include alcohol. Stewards, First Aid, medical and welfare facilities and portable toilets will all be available for the comfort of the public.
- 3.3 In all previous years, this event has passed with no noted incidents or accidents reported in relation to alcohol.
- 3.4 The BP Big Screens concept aims to:
- Introduce opera in relaxed surroundings to new audiences;
 - Give people an opportunity to see the world's best talent;
 - To provide free world class entertainment to families who might otherwise not be able to access cultural activities.
- 3.5 The existing Aberdeen City Council Drinking in Public Places Byelaws 2009 will require to be suspended to allow the consumption of alcohol at this event. This will involve the creation of a new byelaw which enacts a temporary suspension of the existing byelaws. The local authority must advertise their intention to apply for confirmation of the proposed byelaws in a local paper, and make the proposed byelaws and plans available for public inspection, for at least one month, in accordance with section 202 of the Local Government (Scotland) Act 1973 Act.
- 3.6 Following the completion of the consultation period, the new byelaw will then require the approval of the Scottish Government.

4. FINANCIAL IMPLICATIONS

- 4.1 There are advertising costs associated with the publicising of the temporary suspension. Two notices will need to be published in the local press – the first notice advising of the intention to temporarily suspend the byelaw, and assuming the Scottish Ministers confirm the temporary suspension, a second notice advising of the confirmation of the temporary suspension. The cost for this in 2017 was £349.

5. LEGAL IMPLICATIONS

- 5.1 The risk to the Council would be managed through a specific contract for this event between the organiser and the Council. This would be drafted in conjunction with the Chief Officer - City Growth,, the Chief Officer - Governance and the Head of Commercial and Procurement Services.
- 5.2 Any such agreement will seek to mitigate financial risk to the Council and the necessary procurement processes will be undertaken to adhere to

procurement legislation and the internal Procurement Regulations as well as the Financial Regulations.

- 5.3 There is a reputational risk to the Council if an event does not develop as planned. This is mitigated by the experience of Council officers in securing and supporting the delivery of local, national and international events, and a robust internal and external communications plan for any and all events.
- 5.4 Aberdeen's city events programme is key to the destination promotion that Aberdeen City Council, Aberdeenshire Council, VisitAberdeenshire, Aberdeen Inspired and VisitScotland currently undertake.
- 5.5 Should this diverse and engaging programme not continue, then Aberdeen could potentially cease to be an attractive destination for visitors and local residents with economic spend being distributed elsewhere in Scotland and event organisers considering alternative delivery locations

6. MANAGEMENT OF RISK

6.1 Financial

- 6.1.1 Any event contracts will seek to mitigate financial risk to the Council and the necessary procurement processes when appropriate will be undertaken to adhere to procurement legislation and the internal procurement regulations.

6.2 Employee

- 6.2.1 This event will be delivered by the City Events Team who develop, manage and deliver the annual programme of agreed events on behalf of Aberdeen City Council.

Relevant health and safety audits and associated risk assessments will be carried out and tested through the Aberdeen City Council Safety Advisory Group (SAG), which includes representation from blue light partners and internal council services, prior to the staging of the event.

The most recent suspension of the byelaws was in support of the BP Big Screens, Verdi's "La Traviata" on Tuesday 4 July 2017.

- 6.2.2 Events are a core part of Aberdeen City Council's business as a large number of services are responsible for supporting the organisation, management and delivery of the annual events programme, which is a key strand of the Regional Economic Strategy.
- 6.2.3 To ensure the most appropriate use of staff time and resources in delivering events in Aberdeen, officers from the team work with colleagues in other Council services including Economic Development, Cultural Services, Licensing, Environmental Services and Traffic Management to ensure the safe coordination and delivery of events.

6.2.4 The City Events team also works closely with a number of partners including EventScotland, VisitScotland, Aberdeenshire Council, Visit Aberdeenshire, the Aberdeen City and Shire Hotels Association (ASCHA) and Aberdeen Inspired so that events held in Aberdeen present opportunities accessible to local business, and offer exciting activities to support the week day and weekend leisure destination break market to maximise the opportunities for securing net additional benefit to businesses in the city and wider region.

6.3 **Customer/Citizen**

6.3.1 Events and participation by the Council provide an opportunity to promote and enhance the long-term economic prosperity of Aberdeen and the wider region by attracting additional visitors to the city on account of the event. In turn this attracts additional commercial activity in the city and officers will work with business customers to maximise both the benefit of the event on city-centre businesses and provide information on the event itself.

6.3.2 Supporting and delivering a diverse programme of city events is expected to improve the customer experience by:

- Enhancing the reputation of the city for staging local, national and international festivals and events;
- Better positioning of Aberdeen as a leisure tourism destination for those looking for new and unique event experiences
- Providing city infrastructure that attracts and supports external event organisers.

6.4 **Environmental**

Efforts are made to recycle the waste accumulated at this event.

6.5 **Technological**

No risks identified.

6.6 **Legal**

6.6.1 Appropriate control measures will be put in place. Audience members will be asked to drink in a responsible manner and event stewards from an approved Security Industry Authority (SIA) contractor will be in attendance.

6.6.2 Responsible drinking is encouraged at the event and stewards support the City Events Team in ensuring public conduct is managed throughout the event. This will include a bag searching operation at the entry to the event.

6.7 **Reputational**

6.7.1 Collaborating with local, regional and national partners improves our use of resources and maximising financial leverage to secure an event. By working in partnership the Council is able to share the workload and take lead or supporting roles where appropriate, without compromising the level of service delivered.

6.7.2 The Council is a member of VisitAberdeenshire and Aberdeen Inspired boards. At a strategic level, it has a key role in the long-term development of tourism in the city and north east of Scotland. Aligned to this, is its corporate role in providing confidence to the events market that the Council supports the attraction of the 'right' event for the city, and the contribution to wider economic, tourism and City Centre Masterplan objectives.

7. IMPACT SECTION

7.1 This section demonstrates how the proposals within this report impact on the strategic themes of Aberdeen City Council and Community Planning Aberdeen, as set out in the [Aberdeen City Local Outcome Improvement Plan 2016-26](#) and the [Aberdeen City Council Strategic Business Plan](#).

7.2 Economy

7.2.1 Aberdeen City Council continues to grow its events programme, and will look to develop opportunities to secure sources of external funding to support an events programme that maximises economic benefit for the city and wider region, while creating a legacy that showcases the region's capability on the national and international event stage.

7.2.2 The City Events Team will work with BP and the Royal Opera House to identify measurable benefits from the hosting of this event including increased leisure traffic on the evening of the event in businesses at/close to the venue, numbers of people attending the event, anecdotal feedback from those in attendance, and the impact of BP schools cultural engagement activity.

7.3 People

Neither a Equality and Human Rights Impact Assessment nor a Privacy Impact Assessment is required for this report. There may be some public/media interest in the parts of the city events programme that involve participation by Elected members and/or officers.

7.4 Place

7.4.1 As well as the benefits of this approach to the delivery of the events programme itself, outwith the region it will provide a positive signal that Aberdeen is a nationally and internationally competitive location for specific events (international, national and regional).

7.4.2 Aberdeen's city events programme is key to the destination promotion that Aberdeen City Council, VisitAberdeenshire, Aberdeen Inspired and VisitScotland currently undertake.

7.4.3 Should this diverse and engaging programme not continue, then Aberdeen could potentially cease to be an attractive destination for visitors and local residents with economic spend being distributed elsewhere in Scotland and event organisers considering alternative delivery locations.

7.5 **Technology**

The use of technology in the development and delivery of events in the city will be given consideration, as the Council develops its relationship with the newly appointed digital partner.

8. **BACKGROUND PAPERS**

None

9. **APPENDICES**

9.1 Correspondence to support the Byelaws suspension is attached from:

- Chief Constable, Police Scotland
- Assistant Procurator Fiscal, Grampian Highlands & Islands

10. **REPORT AUTHOR DETAILS**

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