

## ABERDEEN CITY COUNCIL

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<b>COMMITTEE</b>	City Growth and Resources
<b>DATE</b>	18 September 2018
<b>REPORT TITLE</b>	Christmas Village 2017 Feedback
<b>REPORT NUMBER</b>	PLA/18/2018
<b>DIRECTOR</b>	
<b>CHIEF OFFICER</b>	Richard Sweetnam
<b>REPORT AUTHOR</b>	Dawn Schultz
<b>TERMS OF REFERENCE</b>	2.3 & 3.2

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### **1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to provide members with feedback on the Christmas Village 2017 as set out in the Council's Funding and Service Provision Agreement 2016 – 2019 with Aberdeen BID Company Limited trading as Aberdeen Inspired which runs from 1<sup>st</sup> August 2016 to 30<sup>th</sup> January 2019.

### **2. RECOMMENDATION(S)**

That Committee:

- 2.1 note the evaluation of the Christmas Village 2017;
- 2.2 seeks annual feedback in the form of a committee report from Aberdeen Inspired annually in line with the Funding and Service Provision Agreement from August 2016-January 2019.
- 2.3 notes this is the final year of the Christmas Village Funding and Service Provision Agreement with Aberdeen Inspired. This is the penultimate report relating to the feedback for the Christmas Village as requested by the Finance Policy and Resources Committee. Future delivery of the Christmas Village to be discussed by Aberdeen City Council before the budget setting process in 2019.

### **3. BACKGROUND**

- 3.1 Project Executive, Kate Timperley, will attend the Committee meeting to answer any questions arising from the Christmas Village 2017 feedback report.

3.2 The Christmas Village was first established by Aberdeen Inspired in November 2015.

The key objectives of the Christmas Village are:

- Create a festive offer in Aberdeen city centre on a par with other UK cities;
- Increase footfall in Aberdeen city centre during the festive period;
- Provide a positive economic benefit to Aberdeen city centre by encouraging the additional use of existing businesses.

3.3 Performance indicators for the Christmas Village include:

- Value of overnight stays and spend per head by visitor type;
- Day visitor numbers and spend;
- Gross Value Added of tourism in the destination economy;
- Customer satisfaction;
- Reputation measured through traditional and social media;
- Sentiment analysis.

3.4 Appendix 1 provides the detail on the research and analysis undertaken by Aberdeen & Grampian Chamber of Commerce on behalf of Aberdeen Inspired in relation to the Christmas Village.

3.5 Appendix 2 provides the accounts for the 2017 Christmas Village.

3.6 Forthcoming priorities / next steps:

- Developing the layout/ location of the Christmas Village in 2018;
- Building on the Christmas narrative with the development of a strong marketing campaign for the city, and region in conjunction with Visit Aberdeenshire;
- Ongoing engagement with city centre businesses to enhance the Christmas Village offer while showcasing local, quality products through supply chain development.

#### **4. FINANCIAL IMPLICATIONS**

4.1 The Council contributes a total of £150,000 per annum to Aberdeen Inspired towards the delivery of the Christmas Village.

4.2 The Funding and Service Provision Agreement with Aberdeen Inspired sets out the City Council's three-year contribution to the Christmas Village. This is the final year of the Service Level Agreement with Aberdeen Inspired.

#### **5. LEGAL IMPLICATIONS**

5.1 The risk to the Council is minimised as each event is governed by a specific contract/Funding and Service Provision Agreement between the organiser and the Council. This has been finalised in conjunction with the Chief Officer – City Growth, City Officer – Governance and Chief Officer – Finance. Any such agreement mitigates against any financial risk to the Council.

## 6. MANAGEMENT OF RISK

	Risk	Low (L), Medium (M), High (H)	Mitigation
<b>Financial</b>	None	L	
<b>Legal</b>	None	L	
<b>Employee</b>	Staff within the Council's City Growth Service work closely with colleagues in Customer and Operations to improve the city's economic and tourism performance and make it an even more attractive city to live, work, invest and visit.	L	The Chief Officer – City Growth will identify and allocate resources to deliver the programme of Christmas activities taking into consideration the wellbeing of relevant officers.
<b>Customer</b>	Aberdeen's city events programme is key to the destination promotion that Aberdeen City Council, Visit Aberdeenshire, Aberdeen Inspired and Visit Scotland currently undertake.	L	Should this diverse and engaging programme not continue, then Aberdeen could potentially cease to be an attractive destination for visitors and residents with economic spend being distributed elsewhere in Scotland and event organisers considering alternative delivery locations.
<b>Environment</b>	None		
<b>Technology</b>	None		
<b>Reputational</b>	Aberdeen City Council and Aberdeen Inspired uphold the principles of the Common Good Fund. The cessation of this event could result in the breakdown of projects 'which are good for the community as a whole'.	L	This is mitigated by the experience of Council officers in securing and supporting the delivery of events by the local authority and external event organisers.

	There is a reputational risk to the Council if an event does not develop as planned.		
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## 7. OUTCOMES

<b>Local Outcome Improvement Plan Themes</b>	
	<b>Impact of Report</b>
<b>Prosperous Economy</b>	Events supported 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 because of the event. In turn this attracts additional commercial activity in the city. Officers work with partners including Visit Aberdeenshire and Aberdeen Inspired to maximise both the benefit of events on city-centre businesses and provide information on the event itself.
<b>Prosperous People</b>	Supporting and delivering a diverse programme of city events is expected to improve the customer experience by: <ul style="list-style-type: none"> <li>•Enhancing the reputation of the city for staging local, national and international festivals and events;</li> <li>•Better positioning of Aberdeen as a leisure tourism destination for those looking for new and unique event experiences;</li> <li>•Providing city infrastructure that attracts and supports external event organisers.</li> </ul>
<b>Prosperous Place</b>	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.

<b>Design Principles of Target Operating Model</b>	
	<b>Impact of Report</b>

<b>Governance</b>	<p>Representation on the Aberdeen Inspired Board ensures the Council can play a key role in the long-term development of Aberdeen city centre.</p> <p>Participation in Aberdeen Inspired Board improves the use of resources by ensuring that at a strategic level we fully understand the needs of destination development and marketing to help support economic and tourism growth, and delivery of the objectives in the City Centre Masterplan and the Regional Economic Strategy.</p> <p>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 administrative objectives.</p>
<b>Partnerships and Alliances</b>	<p>Collaborating with local, regional and national partners improves our use of resources and maximising financial leverage to secure events. 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.</p> <p>Aberdeen Inspired has a significant role to play in promoting the activities arising from the City Centre Masterplan and their importance to city centre businesses.</p>

## 8. IMPACT ASSESSMENTS

<b>Assessment</b>	<b>Outcome</b>
<b>Equality &amp; Human Rights Impact Assessment</b>	Not required
<b>Privacy Impact Assessment</b>	Not required
<a href="#"><u>Children's Rights Impact Assessment/Duty of Due Regard</u></a>	Not applicable

**9. BACKGROUND PAPERS**

9.1 None

**10. APPENDICES (if applicable)**

Appendix 1 – Aberdeen & Grampian Chamber of Commerce Christmas  
Christmas Village Research & verbatim comments

Appendix 2 – Aberdeen Inspired Christmas Village accounts

**11. REPORT AUTHOR CONTACT DETAILS**

Dawn Schultz  
City Promotions & Events Manager  
[Dschultz@aberdeencity.gov.uk](mailto:Dschultz@aberdeencity.gov.uk)  
01224 522767