

ABERDEEN CITY COUNCIL

COMMITTEE	Strategic Commissioning Committee
DATE	28 May 2019
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	Christmas Village 2018 Evaluation
REPORT NUMBER	PLA/19/283
DIRECTOR	
CHIEF OFFICER	Richard Sweetnam – Chief Officer City Growth
REPORT AUTHOR	Stephen O’Neill, Senior City Events Officer
TERMS OF REFERENCE	5.5

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to present the evaluation on the Christmas Village 2018 as required by the Council’s Funding and Service Provision Agreement with Aberdeen BID Company Ltd (trading as Aberdeen Inspired) which ran from 1st August 2016 to 31st January 2019 to enable the Committee to monitor the service delivery against expected outcomes.

2. RECOMMENDATION(S)

That the Committee: -

- 2.1 monitor the Christmas Village 2018 Research Report contained as Appendix 1 against the expected outcomes.

3. BACKGROUND

- 3.1 The Chief Executive of Aberdeen Inspired, Adrian Watson, will attend the Committee meeting to answer any questions arising from the Christmas Village 2018 evaluation report.
- 3.2 The Christmas Village was first established by Aberdeen Inspired in November 2015.

The key outcomes expected of the Christmas Village were to:

- 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 included:

- 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 undertaken by Aberdeen and Grampian Chamber of Commerce on behalf of Aberdeen Inspired in relation to the Christmas Village 2018. The Committee's role is to monitor the evaluation against the expected outcomes detailed above.

4. FINANCIAL IMPLICATIONS

4.1 There are no financial implications arising from this report.

5. LEGAL IMPLICATIONS

5.1 The report ensures compliance with previous Service Level Agreement with Aberdeen BID Company trading as Aberdeen Inspired.

6. MANAGEMENT OF RISK

	Risk	Low (L), Medium (M), High (H)	Mitigation
Financial	None	L	None
Legal	None	L	None
Employee	None	L	None
Customer	None	L	None
Environment	None	L	None
Technology	None	L	None
Reputational	None	L	None

7. OUTCOMES

Local Outcome Improvement Plan Themes	
	Impact of Report
Prosperous Economy	No direct impact, this in an evaluation report only
Prosperous People	
Prosperous Place	

8. IMPACT ASSESSMENTS

Assessment	Outcome
Equality & Human Rights Impact Assessment	Not required
Privacy Impact Assessment	Not required
Children's Rights Impact Assessment/Duty of Due Regard	Not applicable

9. BACKGROUND PAPERS

NIL

10. APPENDICES (if applicable)

Appendix 1 – Aberdeen & Grampian Chamber of Commerce (AGCC)
Christmas Village 2018 Research Report

11. REPORT AUTHOR CONTACT DETAILS

Name Stephen O'Neill
Title Senior City Events Officer
Email Address Stoneill@aberdeencity.gov.uk
Tel 01224 522956