

REPORT TO THE GARIOCH AREA COMMITTEE - 9 OCTOBER 2018

STRATEGIC GAC BUDGET - WE ARE INVERURIE CHRISTMAS MARKETING CAMPAIGN

1 Recommendations

The Committee is recommended to approve the award of a £5,500 grant towards the costs of the “We Are Inverurie Christmas Marketing Campaign” from the Area Committee Strategic Budget.

2 Background / Discussion

2.1 At its meeting on 17 April 2018, The Garioch Area Committee agreed to:-

1. allocate £15,000 of the Garioch Area Committee Budget 2018/19 to the Garioch Area Initiatives Fund, in line with the eligibly criteria outlined in Sections 2.3-2.11 of this report, to promote the development of community-based initiatives supporting the delivery of the following themes:

Theme	
Improving the appearance and maintenance of towns and villages	£15,000
Healthy Communities	
Strong Communities	
Safe Communities	

2. allocate £5,000 of the Garioch Area Committee Budget 2018/19 to the Garioch Rural Partnership Small Grant Initiative: and
3. utilise the remaining £60,000 of the Garioch Area Committee budget for projects which have a strategic impact across Garioch.

2.1.1 The £60,000 allocated to strategic projects is now known as the Area Committee Strategic Budget.

2.2 We Are Inverurie are a Business Improvement District, made up of 210 levy payers who are the BIDs members. Operations began on the 22nd August 2017 and the business plan will run for a five year period. The aim of We Are INverurie is to deliver a series of projects and services that will improve the trading environment in Inverurie to benefit business, their customers, clients and visitors.

2.2 We Are INverurie work with a range of partners and community groups to ensure that a variety of projects are initiated and delivered in line with what is set out within the business plan. The first theme within the business plan is Marketing and Promotion and the third action within this theme is events. We Are INverurie partner and fund Inverurie events to deliver three key events per year and the main focus within these key events is Christmas.

- 2.3 Each year Inverurie events deliver an event for the Christmas light switch on which sees an estimated crowd of 5000 over the course of the weekend. Partnering with We Are INverurie and the Business Association the plan this year is to extend the event from 2 days to 9 days as well as adding events throughout the town for the month of December. The BID board intend to triple footfall this year with the intention of putting Inverurie on the map as the place to visit in December in Aberdeenshire.
- 2.4 Plans are in place to put an Ice Rink into the town centre from the 1st - 9th December. Food and drink and local produce will be an important aspect of the Christmas festival with stalls being sited around the town centre to create a Christmas market feel. The intention is to promote local food & drink at the same time as offering stalls to business owners from Inverurie to showcase the products on offer within the shop.
- 2.5 The benefits of the additional events are:
- Ice Rink should bring many visitors to the Town during our Christmas Events and bring extra business to the traders in the Town Centre.
 - Stalls, sited in town centre promoting local food & drink will also be available to businesses and will be an opportunity for testing the market for new up and coming businesses.
 - This event will support local food and drink producers
 - Advertising/marketing campaign will focus on trying to bring people from outside the Inverurie area.
- 2.6 This application is for the part funding of the marketing and PR campaign.

Total Marketing Costs estimated at £15,500

Sources of Fund

Inverurie BID	£10,000
Garioch Area Committee	<u>£ 5,500</u>
Total funding	<u>£15,500</u>

As well as contracting a PR company, there will be other methods of marketing used as well as advertising and radio advertising leading up to December. The PR Company will also be tasked with marketing the additional stalls to potential local food and drink producers throughout the 9 days that the skating rink will be in situ. We Are INverurie have a following of 2,500 face book followers and are looking to learn from the work that the PR Company can do in order to increase learning for future events.

- 2.x The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments have been incorporated and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

3 Scheme of Governance

- 3.1 The Committee is able to consider this item in terms of Section B.6.3 of the List of Committee Powers in Part 2A of the Scheme of Governance as it relates to authorise expenditure from the Garioch Area Committee Budget.

4 Implications and Risk

- 4.1 An equality impact assessment is not required because this allocation of funding will not have an impact on any of the protected characteristics.
- 4.2 There are no staffing implications directly arising from this report.
- 4.3 The Garioch Area Committee Strategic Fund 2018/19 stands at £56,175.00 should the Area Committee be minded to agree the amount requested this will leave a remaining balance of £50,675.00.
- 4.4 The following Risks have been identified as relevant to this matter on a Corporate Level : Budget Pressures; Working with other organisations (e.g. supply chains, outsourcing and partnership working). No Risks have been identified as relevant to this matter on a Strategic Level
- 4.5 A Town Centre Impact Assessment was carried out and there is a positive impact as follows: Increase in visitors to the town centre and opportunity to increase footfall for local business/attractions in the town and is contained in Appendix 1.

Stephen Archer
Director of Infrastructure Services

Report prepared by Douglas Rennie, Business Development Executive
Date 27 September 2018

TOWN CENTRE FIRST IMPACT ASSESSMENT (TCFIA)

Aberdeenshire Council recognises that town centres have an important role to play in the sustainable development of local economies.

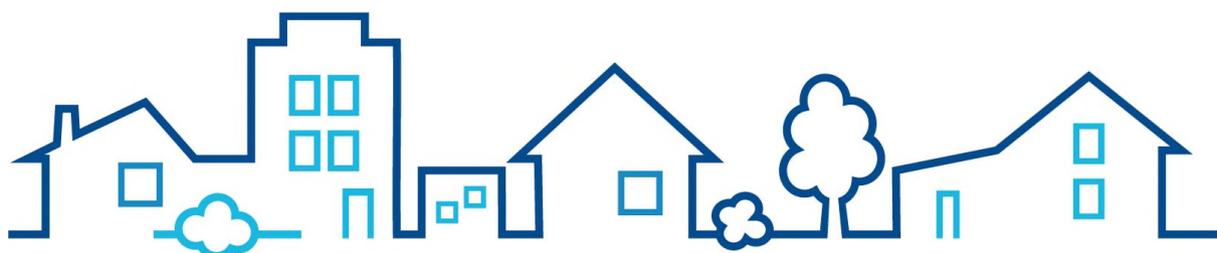
The Town Centre First Impact Assessment (TCFIA) allows officers in all services to identify the detrimental and beneficial effects that decisions we take may have on our town centres. It will allow officers to consider any implications that council decisions may have on Aberdeenshire’s key town centres. Examples of this include changes to: the provision of civic and community facilities, employment land, retail, residential buildings, cultural assets, transportation, leisure and tourism.

A Town Centre Ambassador has been nominated within your service, you can locate your Town Centre First Ambassador through the Town Centre First Principle Arcadia pages.

Project Information	
Title of Committee Paper	We Are Inverurie Christmas Marketing Campaign
Service	Infrastructure Services
Department	Economic development
Author	Douglas Rennie
Have you consulted your Town Centre First Ambassador?	I am an Ambassador

1) Could your Project Paper cause an impact in one (or more) of the identified town centres? – Peterhead, Fraserburgh, Inverurie, Westhill, Stonehaven, Ellon, Portlethen, Banchory, Turriff, Huntly, Banff, Macduff.	
Yes	

2) If approved would your project cause an impact (either positive or negative) with regards to the footfall of any of these town centres?	
Yes	



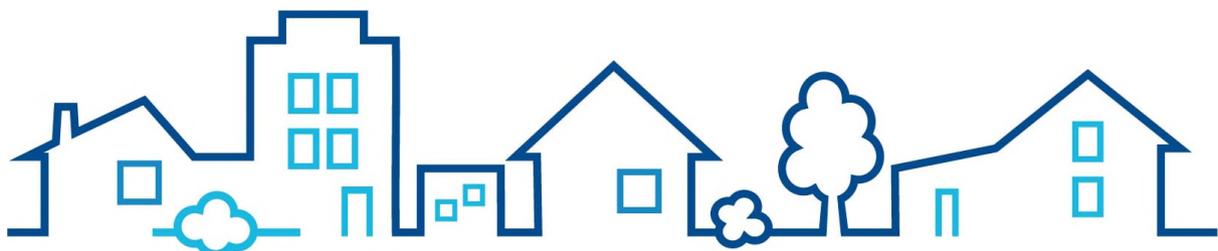


3)	
Please describe the aims of the committee paper?	To Approve the award of a £5,000 grant towards the costs of the “We Are Inverurie Christmas Marketing Campaign”

4) What are the positive and negative impacts?		
Impact	Describe the positive impact?	Describe the negative impact?
Increase footfall	Increase in visitors to the town centre and opportunity to increase footfall for local business/attractions in the town.	None.

5) What mitigating steps will be taken to reduce or remove negative impacts? If none see Q6	
Mitigating Steps	Timescale

6) Set out the justification that the activity can and should go ahead despite the negative impact.
Increase in footfall to the town centre.





Question 7: Sign off and Authorisation

3) Author: I have completed the TCIA impact assessment for this policy/ activity.	Name: Douglas Rennie Position: Business Development Executive Date: 27 th September 2018 Signature: Douglas Rennie
4) Consultation with Service Manager	Name: Morna Harper Position: Service Manager (Business & Community) Date: 27 th September 2018
5) Authorisation by Director or Head of Service	Name: Position: Date:
6) Have you consulted with your Town Centre First Ambassador?	Yes
7) TCFIA author sends a copy of the finalised form to: tcfia@aberdeenshire.gov.uk	Date Sent:

