



Media Release

Tuesday, November 6, 2018

Volunteers to share their progress on range of transformation Vanguard projects

ONE year on from the inaugural Vanguard Conference, volunteers who have been working on a series of transformational projects for the Aberdeen City Region will today (Tuesday, November 6) provide an overview of the plans that have been put in motion to date.

Abzolutely Aberdeen – A Vanguard Conference will hear updates from the groups working across three main themes: tourism, city centre and regional narrative. This will include proposals to close Union Street to traffic, a ‘wish you were here’ style postcard campaign, a range of activities highlighting the region’s food and drink sector; and the work being undertaken to tell the region’s story in a way that attracts students, visitors and investors as well as boosting civic pride among locals.

There will also be an update on the cluster culture initiative which has been taken forward following funding from Skills Development Scotland and Opportunity North East, with a new, full time role created to promote the North-east as a hub for the life sciences sector.

The conference will also hear from Mike Galloway, former executive director of city development at Dundee City Council, who will look at the role of culture at the heart of urban renaissance. Mike will share his experience of working on the regeneration initiative around Dundee Waterfront, with the V&A Museum at its heart.

He will be joined by Bob Keiller, chairman of Scottish Enterprise and founder of AB15 consultancy, who will discuss the impact that transformational projects can have on the confidence and economic performance of places; and Aberdeen Football Club manager Derek McInnes, who will talk about the lessons that can be learned from the club’s experience of getting the city to fall back in love with it.

Organised by Aberdeen & Grampian Chamber of Commerce together with Shell UK and Clydesdale Bank, the conference is latest in a series of events aimed at challenging norms and inspiring bold, new ways of thinking in order to write the next chapter in the success story of the region.

The Vanguard initiative aims to have a direct positive impact on Aberdeen City and Aberdeenshire, building on the momentum created by the city region deal and a range of public and private sector investment projects valued in excess of £8billion which are either planned or already underway in the region. Around 60 volunteers of all ages, sectors and backgrounds have been involved following a public appeal in June 2017.

Abzolutely Aberdeen – A Vanguard Conference takes place at The Lemon Tree from 12.30pm to 5.30pm.

Ends

Notes to editor

Media are welcome to attend at any time during the conference. The agenda for the event is as follows:

12.30-13.30	Registration and lunch
13.30-13.40	Welcome remarks
13.40-14.15	<i>The impact that transformational projects can have on the confidence and economic performance of places</i> Bob Keiller, chairman, Scottish Enterprise and founder of consultancy AB15
14.15-14.50	<i>The role of culture at the heart of urban renaissance</i> Mike Galloway, former executive director of city development, Dundee City Council <i>The Dundee Waterfront project, with the V&A Museum at its heart, is a 30 year regeneration initiative which has the cultural industries as the core of its economic strategy. Mike will explain the origins of this project and how he and his team at Dundee City Council have delivered its success to date. Mike will also outline how the project will develop over the next ten years as it reaches its conclusion.</i>
14.50-15.10	Tourism group presentation
15.10-15.50	Networking Break
15.50-16.10	City centre group presentation
16.10-16.30	Regional narrative group presentation
16.30-16.45	#lifesciencecluster presentation <i>An update on the Cluster Culture initiative which has been taken forward, following funding from Skills Development Scotland and Opportunity North East, with a new, full time role created to promote the North-east as a hub for the life sciences sector.</i>
16.45-17.10	<i>We got the city to fall back in love with its football club; how do we get Aberdeen to fall back in love with itself?</i> Derek McInnes, manager, Aberdeen Football Club
17.10-17.25	Closing remarks
17.25 onwards	Extended networking opportunity with music and drinks available

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