

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise, Strategic Planning & Infrastructure Committee
DATE	12 November 2013
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	2014 Scottish Open Royal Aberdeen
REPORT NUMBER:	EPI/13/218

1. PURPOSE OF REPORT

This report aims to respond to the request of Councillor McCaig to prepare a report for submission to a future meeting of the Enterprise Strategic Planning and Infrastructure Committee in response to his motion submitted to the meeting of 29 August 2013 "Aberdeen City Council welcomes the announcement that the 2014 Scottish Open is to be staged at Royal Aberdeen in 2014 and looks forward to working with partners to ensure that this opportunity to promote Aberdeen on an international stage is not missed"

2. BACKGROUND/MAIN ISSUES

- 2.1. For the last two years the Scottish Open, sponsored by Aberdeen Asset Management has been held at Castle Stewart Golf Club north of Inverness. The 2014 event will be staged at Royal Aberdeen which has a history of hosting prestigious tournaments, including the 2011 Walker Cup and the 2005 Senior British Open which was won by Tom Watson.
- 2.2. It is proposed that Aberdeen City Council lends its support to the hosting of the 2014 Scottish Open at Royal Aberdeen and that the level of support normally provided by Aberdeen City Council for such international sporting events, e.g. approval for erection of temporary signage, traffic management guidance, road closures, availability of extra car parking, dressing of the City etc. is extended to the organisers.
- 2.3. Furthermore, officers will explore opportunities before, during and after the tournament to promote the city of Aberdeen as a place to Invest, Live and Visit to a national, regional and international audience.
- 2.4. Discussions have been initiated with the European Tour and the first meeting of relevant officers will take place on Monday 4th November at Royal Aberdeen Golf Course.

3. FINANCIAL IMPLICATIONS

The financial implications of supporting this event are unknown at this time and will be confirmed once organising partners have intimated the services they wish the Council to provide.

4. OTHER IMPLICATIONS

There are no other implications identified at this time.

5. IMPACT

Corporate

Aberdeen – the Smarter City

- We will promote Aberdeen as a great place to live, bring up a family, do business and visit.
- We will embrace the distinctive pride the people of Aberdeen take in their city and work with them to enhance the sense of well-being here, building strong communities which look out for, and look after one another.

Smarter Governance (Participation)

- We will seek to develop a sense of community in Aberdeen based on the principles of openness, fairness, reciprocity and responsibility.

Smarter Living (Quality of Life)

- We will enhance the physical and emotional well-being of all our citizens by offering support and activities which promote independence, resilience, confidence and self-esteem.

Smarter Economy (Competitiveness)

- We will work with partners to promote the city as a place to invest, live, work and export from.

6 REPORT AUTHOR DETAILS

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