

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise, Strategic Planning & Infrastructure
DATE	21 January 2014
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Routes Europe 2014
REPORT NUMBER:	EPI/13/251

1. PURPOSE OF REPORT

This report outlines Aberdeen City Council's support of Routes Europe which is being held in Aberdeen City and Shire, 12-14 April 2015.

It also details actions the stakeholder group are required to support and deliver in advance of the event, specifically attendance at Routes Europe, Marseille in France from 6-8 April 2014, to officially accept the event on behalf of Aberdeen City and Shire and Scotland.

2. RECOMMENDATION(S)

That members:

- note the content of this report.
- approve the attendance of the Lord Provost, Council Leader and a relevant officer from the Economic & Business Development service to support a strong, joint Aberdeen City and Shire presence in Marseille, France 6-8 April 2014.

3. FINANCIAL IMPLICATIONS

The cost of attending Routes Europe 2014 will be met from within the existing Routes Europe 2015 budget held on behalf of all the partners by the Aberdeen Exhibition and Conference Centre (AECC).

Aberdeen City Council provided £50,000 in financial support to secure Routes Europe 2015, Aberdeen from the Enterprise, Planning & Infrastructure budget in 2012-13.

4. OTHER IMPLICATIONS

People: Existing resources from within the Economic & Business Development Service will undertake the activities associated with the successful delivery of Routes Europe.

Finance: The total cost of delivering Routes Europe 2015 in Scotland is £1m+. This is being provided by a large number of partners including Transport Scotland, Scottish Enterprise, VisitScotland, Aberdeen City and Aberdeenshire Councils.

Health & Safety: There will inevitably be some risks associated with the organisation of a presence and attendance at Routes Europe in Marseille, France. All measures relevant to the location are taken to reduce any risks and local, professional contractors are employed to build and dress the venue in line with current health and safety legislation, building standards and temporary structure erection.

Social: Routes Europe provides a unique opportunity to promote the city, region and country to an international audience and strengthen existing social and economic bonds.

Economic: Attendance at this event is crucial in asserting and building upon Aberdeen's status as a Global Energy Hub and is therefore critical to the future health of the local economy. Trade development activities and the promotion of the city as a destination will support economic growth and increased employment opportunities. By presenting Aberdeen as a growth market this guarantees the regions image as a viable investment opportunity.

5. BACKGROUND/MAIN ISSUES

The aviation industry matters hugely to the economy of Aberdeen, it is central to the success of the energy industry, and to the regions tourism industry.

Aberdeen City and Shire boasts a strong and diverse economy and is home to a multitude of international companies across a range of sectors. These industries rely heavily on the global connections provided by Aberdeen International Airport.

The airport has been substantially transformed in response to rising passenger numbers. In 2011, Aberdeen International Airport was the fastest growing airport in the UK and forecasts suggest growth will continue over the long term. In response, Aberdeen International Airport is investing for the future, with an ambitious £100m, 20 year capital plan that will deliver significant improvements for passengers and airlines alike.

Routes Europe is a major trade to trade event designed to attract air route development professionals within Europe to meet with regional airports in order to consider new air routes. It provides a platform for

stakeholders to meet, present market opportunities and negotiate. It is a place to do business, network and showcase the host city region.

The event will take place in Aberdeen at the AECC from 12-14 April 2015. This will be the 10th Routes Europe event and it is expected that it will attract representatives from between 100 -120 airlines, around 350 airports and up to 950 delegates in total.

There are various commitments required of the host destination. One of these is the hosting of a 'hand over' lunch at the previous years event – which in 2014 takes place in Marseille, France from 6 – 8 April. The stakeholder group made up of all the funding partners, have been working on plans to ensure that this handover lunch can be used to maximise the opportunity to attract delegates to the event in Aberdeen and Aberdeenshire in 2015. It is felt that a civic focus would be appropriate with the Lord Provost of Aberdeen along with the Provost of Aberdeenshire inviting the Marseille delegates to Aberdeen City and Shire in 2015.

In order to extend the opportunity for attracting delegates and to build up some trade and investment opportunities for the 2015 event, it is planned that throughout the event in Marseille that the City and Shire delegation will host organised trade opportunities and events, including joint civic meetings with the Mayor of Marseille along with show casing food and drink, tourism and engineering opportunities.

As a result of Aberdeen's successful bid to host Routes Europe 2015, UBM the organisers of the event have extended an invitation to representatives of the stakeholder group to attend other events in the Routes calendar to meet the organisers, develop a delivery plan for the 2015 event and to understand and experience the destination marketing and promotion undertaken by other cities in the aviation industry.

6. IMPACT

Equality and Human Rights Impact Assessment: An equality impact assessment is not required because the recommended actions don't have a differential impact on people with protected characteristics.

Aberdeen – the Smarter City

- We will promote Aberdeen as a great place to live, bring up a family, do business and visit.
- We will ensure that the pavilion has a cross section of cultural, entertainment and cuisine that reflects the heritage of Aberdeen.

Smarter Living (Quality of Life)

- We aspire to be recognised as a place of excellence for culture and arts by promoting Aberdeen as a cultural centre hosting high quality diverse cultural events for business and leisure tourists.

Smarter Economy (Competitiveness)

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

Community Plan

- Work with other organisations, agencies and groups, including Visit Scotland and Visit Aberdeen, to encourage tourism and the provision of facilities for tourists.

7. MANAGEMENT OF RISK

A high profile presence at Routes Europe, Marseille in France promotes Aberdeen City Council's existing Economic & Business Developments international links and trade development activities. If Aberdeen City Council did not participate at this key aviation exhibition and conference, this could result in a failure to identify and capitalise on new market opportunities for companies in Aberdeen and the across the wider region.

The financial risks associated with participation at Routes Europe are shared jointly with all partners in the stakeholder group.

8. BACKGROUND PAPERS

None

9. REPORT AUTHOR DETAILS

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