

ABERDEEN CITY COUNCIL

COMMITTEE Urgent Business Committee

DATE 17 March 2014

DIRECTOR Gordon McIntosh

TITLE OF REPORT Scottish Open, Royal Aberdeen 10-13 July 2014

REPORT NUMBER: ESPI/14/044

CHECKLIST RECEIVED YES

1. PURPOSE OF REPORT

Further to the initial report on the Scottish Open, Royal Aberdeen 2014 discussed at ESP&I Committee in November 2013, the Scottish Government has provided its Team Scotland partners with opportunities to participate in the business engagement programme in support of the event.

Aberdeen City Council is asked to consider supporting the Pro-Am event on Wednesday 9th July and VIP hospitality from Thursday 10th- Saturday 12th July 2014.

2. RECOMMENDATIONS

- i) Members are asked to note the content of this report,
- ii) Members are asked to identify a suitable budget within Aberdeen City Council and agree financial support totaling £3,600 towards the participation of an Aberdeen City Council team in the Pro- Am and the hosting of 3 VIP hospitality tables in the VIP programme at the Scottish Open, Royal Aberdeen 2014.

3. FINANCIAL IMPLICATIONS

The costs are as follows:

Pro-AM

£ 1, 200 for a mixed 3 player Aberdeen City Council team at the Pro-Am being held on Wednesday 9th July 2014.

VIP Hospitality

£2,400 for 3 tables of 8 people, one per day hosted by Aberdeen City Council from Thursday 10th – Saturday 12th July 2014.

4. OTHER IMPLICATIONS

There are no other implications identified at this time.

5. 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 was agreed that Aberdeen City Council would support the hosting of the 2014 Scottish Open at Royal Aberdeen to a level normally provided by Aberdeen City Council for such international sporting events, e.g. traffic management guidance, City Welcome, marketing and promotion support.
- 2.3 Furthermore, officers in Economic & Business Development continue to explore opportunities before, during and after the event to promote Aberdeen as a place to Invest, Live and Visit to a regional, national and international audience.
- 2.4 Discussions are ongoing with the European Tour and other Team Scotland partners including Visit Scotland, Events Scotland, Aberdeenshire Council and Scottish Development International to maximise the opportunities available in Aberdeen City and Shire in relation to this event.
- 2..5 The Scottish Government has direct influence in the design and delivery of the event, as well as increased opportunities to engage potential businesses or inward investors through a stronger rights and benefits package and guest programme.

The 2014 event at Royal Aberdeen presents the Team Scotland partners with opportunities to engage with the local, national and international business community and potential inward investors through a Pro-Am event, VIP Hospitality and guest tickets for marketing and promotional purposes.

6. 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.

7. BACKGROUND PAPERS

No background papers were used in the preparation of this report.

8. REPORT AUTHOR DETAILS

Dawn Schultz
City Promotions Manager
Tel: 01224 522767
Email :Dschultz@aberdeencity.gov.uk