

General Direction Responses 2026

Premises Name	Response
Cove Bay Hotel	World Cup tournament start to finish Or at the very least Scotland match dates, but we won't know that till the 5th December when the draw is done Regards Guy Craig
Greene King/Belhaven Pubs	St Patrick's day on Tuesday 17 th March 2026. An additional hour would suffice. St Patrick's Day is widely celebrated in places with an Irish community, and/or by locals with Irish roots
Adrian Gomes (Masaki, Tippling House)	I would like to suggest the following dates, in addition to the usual bank holidays, festive and new year dates: 14th June 19th June 24th June 29th June 30th June 1st July 2nd July 3rd July 4th July 5th July 6th July 7th July 9th July 10th July 11th July 12th July 14th July 15th July 18th July 19th July
Colin Cameron (Masada, Kirkgate & Bridge Bar)	World Cup Scotland Group Games - Saturday 13th/Sunday 14th June, Friday 19th/Saturday 20th June; and Wednesday 24th/Thursday 25th June.

	<p>Kick off times in the UK are 2am for the first game and 11pm for the second and third games.</p> <p>I would hope that the Licensing Board would see their way to grant later licences for all three games and possible beyond that should Scotland qualify for the later stages</p>
Aberdeen Inspired	<p>Members of the Aberdeen Licensing Board,</p> <p>I write on behalf of Aberdeen Inspired and the licensed trade in the city centre to respectfully request that the Board consider the granting of extended licensing hours for premises wishing to accommodate customers during Scotland's World Cup fixtures (potentially wider Home Nation matches/the entire tournament – as the Board sees fit)</p> <p>Thanks to the Board's reasoned and positive response during Scotland's participation in the 2024 Euro Championships, Aberdeen's licensed trade benefitted from an average 33% uplift in sales during these times with wider benefits to businesses from other sectors.</p> <p>This surge reflects increased footfall, longer dwell times, and higher per-head spending on food and drink, helping to drive much-needed revenue especially at a time when many businesses face economic pressures. For a major city like Aberdeen — with its mix of pubs, bars, restaurants and city-centre retail — widespread local engagement around matchdays could result in more robust trade, with an obvious boost to the broader local economy.</p> <p>Our nation's success in qualifying for the finals of the FIFA World Cup 2026 tournament presents, dare I say a once in a generation, opportunity to deliver that significant economic and social boost to</p>

not only the city centre but wider Aberdeen and the region.

In light of this, Aberdeen Inspired would welcome the Board's consideration of temporary licensing extensions aligned specifically, at least, to the scheduled kick-off times of Scotland's fixtures (wider Home Nations matches/the entire tournament – as the Board sees fit).

Providing this flexibility would help ensure that our businesses can responsibly manage demand, avoid displacement into unregulated settings, and maximise the economic benefit to the city at a time when local hospitality operators continue to face sustained financial pressures. This would also give businesses the opportunity to plan and maximise the sense of occasion during this moment.