

## ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

20 NOVEMBER 1997

**SUBJECT: CARNOUSTIE OPEN 1999 ADVANCE BOOKING OFFICE**

**REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

**Abstract: This Report identifies the requirement for an advance booking facility to be operated by Angus & Dundee Tourist Board for the period February 1998 to end July 1999. The Report recommends an Angus Council contribution of £4,800 to this partnership proposal.**

### 1 RECOMMENDATION

1.1 It is recommended that the Committee -

1. note the requirement for an efficient and responsive advance booking facility for The Open 1999;
2. note that an ERDF application under the Eastern Scotland Objective 2 programme has been submitted; and
3. agree an Angus Council contribution of up to £4,800 towards the operational costs for this facility.

### 2 INTRODUCTION

- 2.1 The Open 1999 to be held at Carnoustie is a major event which generates substantial visitor enquiries particularly for accommodation. In order to ensure that these pressures can be dealt with in a professional and responsive manner and to give potential visitors a good impression of the Angus area a partnership proposal for a dedicated facility has been developed.
- 2.2 This Report gives a brief outline of the proposal, how it will be funded and makes recommendations for Angus Council's involvement.

### 3 BACKGROUND

- 3.1 The Carnoustie '99 Officer Group identified the need for this facility and remitted the Angus & Dundee Tourist Board to produce a proposal to involve interested partners. Angus Council as lead partner submitted an ERDF Application (Objective 2) and a decision on the application is anticipated by mid December 1997.
- 3.2 The partnership which consists of Angus Council, Angus & Dundee Tourist Board and Scottish Enterprise Tayside have discussed the need to establish an Advanced Reservations Office in Carnoustie in the run up to the Championship (mid July 1999) until the end of July 1999. This office will provide an additional dedicated service

over and above the normal activities of the Angus & Dundee Tourist Board, and will specifically:

- handle all advance accommodation bookings;
- provide inspection of temporary accommodation providers in conjunction with the Area Tourist Boards Visitor Services Division;
- provide an advanced reservations and booking facility in conjunction with the R&A using Internet technology; and
- provide a response database system for promotion of Carnoustie Country.

3.3 A Project Manager and two temporary contract staff will be required to operate the facility in the Carnoustie TIC from February 1998 to end July 1999.

#### **4 FINANCIAL IMPLICATIONS**

4.1 The overall cost of the project is estimated at £52,600 less ERDF. Contributions are estimated as follows:

Angus and Dundee Tourist Board	£1,320
Angus Council	£4,800
Dundee City Council	£4,800
SET	£8,375
R&A	£6,000

These contributions are yet to be confirmed.

4.2 The Angus Council cost can be met from the Economic Development Revenue Budget for 1997/98.

#### **5 CONSULTATION**

5.1 The Chief Executive, Director of Finance, Law & Administration and Director of Recreation have been consulted during the preparation of this report.

#### **6 CONCLUSION**

6.1 An advance booking office is urgently required in the lead up to the Open Championship to ensure that the accommodation needs are handled efficiently and maximise the available capacity.

**NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/DV/SW/MR

7 November 1997

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