

## Members' Library Service Request Form

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Document Title	Aberdeen Standard Investments (ASI) Scottish Open and Ladies Scottish Open 2018

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**REPORT TO:** Members' Library Service

**MEETING DATE:**

**BY:** Depute Chief Executive, Partnerships & Community Services

**SUBJECT:** Aberdeen Standard Investments (ASI) Scottish Open and Ladies Scottish Open 2018

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## **1 PURPOSE**

- 1.1 To outline to elected members planning arrangements and support for the staging of the 2018 ASI Scottish Open (11-15 July) and Ladies Scottish Open (27-30 July).

## **2 RECOMMENDATIONS**

- 2.1 To note the planning arrangements for both events and the financial support provided.

## **3 BACKGROUND**

- 3.1 The ASI Scottish Open was attracted to and welcomed to Gullane Golf Club in 2015 where a successful event bringing just over 60,000 spectators to the Club and village was held in early July. Since then, the event has become part of the ROLEX series with a higher profile, a prize fund of \$7m and additional TV coverage.
- 3.2 In planning the 2015 event, consideration was given to the impact on residents and benefit to businesses, including consultation with such groups. This meant, for example, that parking at the end of the village encouraged spectators to walk to the course through the village, parking and access was designed to minimise disruption.
- 3.3 The success of this event and of East Lothian Council's supportive event planning structure encouraged the European Tour to make the decision to return to Gullane in 2018. In 2017 at Dundonald Links in North Ayrshire the (then) Aberdeen Asset Management Scottish Open was followed after a break of one week by the Ladies Scottish Open and similarly at Gullane both events will be hosted – the ASI Scottish Open from 11 to 15 July and the Ladies Scottish Open from 27 to 30 July. The economic impact of the ASI Scottish Open and Ladies Scottish Open to North Ayrshire was around £4million from 45,000 spectators to the Scottish Open and just over 7000

to the Ladies Scottish Open. It is anticipated that attendance at the ASI Scottish Open will at least match the 60,000 who visited East Lothian in 2015 and Ladies Scottish Open organisers are hoping for 15,000-20,000 spectators in 2018.

- 3.4 East Lothian Council has negotiated with and will provide financial support to the European Tour for the ASI Scottish Open and to IMG for the Ladies Scottish Open. The benefits to East Lothian Council and local businesses and communities are outlined in Appendices 1 and 2.
- 3.5 In addition, East Lothian, in line with event planning structures, has established an Event Planning Organisation Group (EPOG) structure that is attached as Appendix 3.

## **4 POLICY IMPLICATIONS**

- 4.1 Attracting golfing events of this scale supports the implementation of the East Lothian Community Planning Economic Development Strategy and East Lothian Tourism Action Plan.

## **5 INTEGRATED IMPACT ASSESSMENT**

- 5.1 The subject of this report has been through the Integrated Impact Assessment process and identifies a significant positive impact on the economy.

## **6 RESOURCE IMPLICATIONS**

- 6.1 East Lothian Council will provide financial support to the European Tour of £120,000 for the ASI Scottish Open and to IMG for the Ladies Scottish Open of £25,000. This will be met from existing budget.
- 6.2 Personnel - no additional implications. A significant amount of work will be undertaken from existing resources.
- 6.3 Other – none.

## **7 BACKGROUND PAPERS**

- 7.1 ASI Scottish Open Sponsorship Rights (Appendix 1)
- 7.2 ASI Ladies Scottish Open Sponsorship Package (Appendix 2).
- 7.3 EPOG Structure 2018 (Appendix 3).

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<b>DATE</b>	26 January 2018

## APPENDIX 1

### ABERDEEN STANDARD INVESTMENTS SCOTTISH OPEN 2018

#### EUROPEAN TOUR – SPONSOR AGREEMENT WITH EAST LoTHIAN COUNCIL

##### Sponsorship Rights

###### 1.1 Tournament Marks and Tournament Title

The right, on a non-exclusive basis, to use the Tournament Marks and the Tournament Title in accordance with this Agreement (including without limitation the provisions of Clauses **Error! Reference source not found.** and **Error! Reference source not found.**).

###### 1.2 Designation Rights

The right to use the designation “Official Sponsor of the Aberdeen Asset Management Scottish Open”, on Sponsor Materials strictly subject to and in accordance with the terms of this Agreement and any separate usage guidelines notified to the Sponsor in writing by PGAET from time to time (including the Brand Guidelines).

###### 1.3 Advertising

Subject to Clause 7.5, the right to have the Sponsor Marks displayed on:

- (i) selected printed and digital Tournament material (including souvenir tickets, fliers, posters, press releases and interview backdrop);
- (ii) four (4) television facing advertising boards at the Venue; and
- (iii) the official sponsors’ page in the official Tournament programme.

###### 1.4 Tickets and Hospitality

Subject to Clause **Error! Reference source not found.****Error! Reference source not found.**, the right to receive the following tickets and hospitality places at the Tournament:

- (a) hospitality places for ten (10) persons on each day of the Tournament within the PGAET’s official 18<sup>th</sup> green hospitality pavilion, with each such hospitality place to including complimentary three course lunch and beverages from 11.00am to close of play, together with VIP Hospitality parking passes;
- (b) fifty (50) ‘any one day’ entry tickets for any Tournament day for use by the Sponsor in marketing promotions and competitions;
- (c) a maximum of four (4) ‘All Access’ accreditation passes for use by the Sponsor’s representatives to monitor the Sponsor’s activation at the Tournament; and
- (d) invitations to such other Tournament related events, as agreed between the Parties acting reasonably.

Subject to the provisions of this Agreement, all tickets and accreditation issued remain subject to the conditions of issue for tickets, accreditation and ground regulations in place from time to time, unless otherwise agreed in writing by PGAET.

#### 1.5 Promotional Rights

Subject to Clause **Error! Reference source not found.**, the right to:

- (a) have a link to the official Sponsor Website (by means of the Sponsor Marks) and to have the Tournament Mark included on:
  - (i) the Tournament Microsite; and
  - (ii) the Tournament page on the PGAET Website;
- (b) use 'East Lothian Council' or 'Scotland's Golf Coast' (to be confirmed with the Sponsor in each individual reference) brand and/or wording on appropriate Tournament material as agreed between the Parties during the Term; and
- (c) one (1) full page advertisement in the official Tournament programme and one (1) full page of editorial.

#### 1.6 Pro-Am

- (a) The right to enter one (1) team (of three (3) players) in the pre-Tournament Pro-Am competition. The package will include: -
  - breakfast (or lunch depending on tee-time);
  - a gift bag;
  - 18 holes of golf with a European Tour professional; and
  - Invitation to the prize giving party.

The Sponsor shall have the option to provide, at its cost, a Sponsor-branded item for inclusion in the official sponsor gift pack that is given to each member of each Pro-Am team (150 (one hundred and fifty) in total).

#### 1.7 Images

PGAET hereby grants to the Sponsor, in respect of those Images captured at a Tournament during the Term, a revocable, royally free licence to use any such Images for any Below the Line purpose relating directly to the Sponsor's association with the Tournament, provided always that:

- (a) **the Images will not be used to expressly to suggest or imply any endorsement of the Sponsor by any player; and**
- (b) **the Sponsor will comply with Getty Images' Editorial Licence Agreement, which is found at <http://www.gettyimages.co.uk/eula> (or any successor URL as notified to the Sponsor), concerning the access to and use of such Images.**

#### 1.8 Media

PGAET hereby grant to the Sponsor the opportunity to attend selected, relevant media related events in connection with the Tournament, such events to be at the discretion of PGAET.

## **Appendix 2 - Aberdeen Standard Investments Ladies Scottish Open 2018**

East Lothian Council sponsorship package

<b>Tournament benefits</b>	
Use of tournament logo	x
Category exclusivity	x
Pro-am teams (Wednesday 25 July)	1
On-course static boards (television coverage positions)	6
Off-course boards (public village)	2
Opportunity for exhibition stand/golf activities in tented village	x
Opportunity to provide public catering facilities	x
Opportunity for representative to be part of official presentation line-up	x
Opportunity to assist with Tournament volunteer recruitment programme	x
1 hospitality table for 10 guests each Tournament day (20 total)	20
<b>Leadership Forum</b>	
Opportunity to invite VIP delegates	30
<b>Media benefits</b>	
Quote in all Event media releases, where appropriate	x
Acknowledgement in Tournament media releases, where appropriate	x
Logo on Tournament prize-giving backdrop	x
Logo on event banners/lamp post banners	x
Company link or information on Tournament website	x
Logo on Tournament adverts	x
1 advert in Tournament programme	x
Opportunity to include welcome message in Tournament programme	x
Logo on media conference backdrop	x
Access to media centre, media conferences and briefing	x
Opportunity to assist activation of Tournament launch PR stunt	x
East Lothian to be referenced on TV scoring graphics, where appropriate	x
Access to all Tournament imagery and full usage rights	x
Access to daily Tournament footage (internal use only)	x
Logo on promotional materials where appropriate (tickets/flyers/programmes, accreditation)	x
Opportunity to run promotional campaigns in lead-up to and during Tournament week	x

# ASI Scottish Open & Ladies Scottish Open, Gullane Golf Club Event Planning and Organisation Group structure 2018



**Event Planning and Organisation Group**  
 Chaired by Tom Shearer, Head of Communities and Partnerships and Douglas Proudfoot, Head of Development, East Lothian Council

**Terms of reference:**

- To provide planning and organisational support for the delivery of a successful and safe event.
- To ensure a co-ordinated approach to event and crowd safety.
- To establish strong communication between the multiple agencies involved in the planning process.
- To provide a conduit between the organisers and the local community including residents and local business.
- To identify and mitigate risks associated with the organisation of a major event.
- To outline the roles and responsibilities for all agencies involved in the event planning process.

**Police Scotland Planning Arrangements**

**Business Marketing Communications & Community Sub Group**  
 Chaired by Cllr Jeremy Findlay

**Terms of reference:**

- To establish a marketing, promotional and media plan to maximise the benefits to the area from hosting the tournament.
- To engage local businesses to ensure input to the planning process and maximise commercial opportunities.
- To develop a legacy plan to ensure tourism, sporting and community benefits beyond the period of the tournament.

**Attendees:**

Cllr Jeremy Findlay, Chair	ELC Economic Development
The European Tour	IMG (for Ladies Scottish Open)
Gullane Golf Club	Gullane Area Community Council
ELC Communications Team	ELC Sports Development
EL Golf Tourism Alliance/Scotland's Golf Coast	VisitScotland/EventScotland

**Security Contingency Planning Transportation & Infrastructure Sub Group**  
 Chaired by Derek Oliver, Service Manager, Protective Services and Ray Montgomery, Head of Infrastructure, East Lothian Council

**Terms of reference:**

- To develop a multi-agency plan for the provision of crowd safety and security during the event.
- To manage consumer safety and trading standards across the event.
- To undertake risk assessment for the event and develop plan to mitigate identified risks.
- To prepare guidance detailing the arrangements for activation and implementation of a multi-agency response for all potential emergency scenarios.
- To develop an effective and co-ordinated traffic management plan for the event, including the provision of satisfactory levels of public transport.
- To co-ordinate the implementation of all access infrastructure as required for the hosting of the event, including the provision of sufficient car parks and safe access arrangements to meet all customer needs.
- To provide co-ordinated public information regarding public access and transportation for the event – in conjunction with Business Marketing Communications & Community Sub-Group

**Attendees:**

ELC Protective Services and Emergency Planning	ELC Transportation
Police Scotland	Transport Scotland
Scottish Fire and Rescue	Abellio Scotrail
Scottish Ambulance Service	Parking Providers
Gullane Golf Club	
The European Tour/IMG (for Ladies Scottish Open)	