

Members' Library Service Request Form

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Document Title	Aberdeen Standard Investments (ASI) Scottish Open 2021

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Date	27/05/21

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REPORT TO: Members' Library Service

MEETING DATE:

BY: Head of Development

SUBJECT: Aberdeen Standard Investments (ASI)
Scottish Open 2021

1 PURPOSE

- 1.1 To outline to elected members planning arrangements and support for the staging of the 2021 ASI Scottish Open (8th-11th July).

2 RECOMMENDATIONS

- 2.1 To note the planning arrangements for the event and the financial support agreed.

3 BACKGROUND

- 3.1 The ASI Scottish Open was attracted to and welcomed to Gullane Golf Club in 2015 and 2018 and then to The Renaissance Club in 2019. The ASI Ladies Scottish Open was held at the same venues after the Men's event.
- 3.2 In 2020, the event returned to The Renaissance Club for the third time, but as a result of the COVID-19 pandemic, the event took place behind closed doors without spectators and was held later in the year from 1st-4th October. The ASI Ladies Scottish Open also returned and took place from 14th-16th August in the same format.
- 3.3 An independent economic impact study for both 2019 events showed a local net economic impact of £4.7m with 68,000 visitors to the Men's event and 8,000 to the Ladies event.
- 3.4 For 2021, the ASI Scottish Open will take place from 8th to 11th July at The Renaissance Club. The ASI Ladies Scottish Open has decided not to return to East Lothian this year. Aberdeen Standard Investments will be rebranding with a new visual identity prior to the event.

- 3.5 Event planning arrangements will be discussed and agreed at East Lothian Safety Advisory group meetings set out in the terms of reference in Appendix 1. The European Tour are budgeting for a full scale event similar to 2019 and are hoping that spectators can attend but are also planning for more restricted scenarios aligned to COVID-19 with limited public access and behind closed doors. This will be dependent on Scottish Government guidance on spectator capacities. The European Tour will be having weekly meetings with the Scottish Government Events team and Clinicians as part of the Gateway process and these meetings will continue until the event.
- 3.6 East Lothian Council has agreed sponsorship levels with the European Tour for the ASI Scottish Open. Over and above the overall economic benefit returned if spectators attend the event. The sponsorship secures:
- Advertising and logo entitlement;
 - On-course promotion to raise awareness of East Lothian and its tourism offering;
 - On and off-course signage that will be clear and consistent
- 3.6 Please note that no hospitality has been purchased for the event.
- 3.7 Should the event be cancelled for whatever reason, then East Lothian Council will be reimbursed this sponsorship support.

4 POLICY IMPLICATIONS

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

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

6 RESOURCE IMPLICATIONS

- 6.1 East Lothian Council will provide financial support to the European Tour of £60,000 for the ASI Scottish Open. This will be met from the Economic Development 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 East Lothian Safety Advisory Group terms of reference (Appendix 1)
- 7.2 ASI Scottish Open Sponsorship Rights Agreement (Appendix 2)

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DATE	20/5/21



Appendix 1

EAST LOTHIAN SAFETY ADVISORY GROUP SAG

for the European Tour Scottish Open July 2021

Chaired by Sandy Baptie, Emergency Planning, Risk and Resilience Manager, East Lothian Council

Terms of reference:

- To develop a multi-agency plan to ensure crowd safety and security during the event.
- To manage consumer safety and trading standards across the event.
- To ensure risk assessments for the event are completed and identified risks are mitigated with particular emphasis on COVID 19.
- To prepare guidance detailing the arrangements for activation and implementation of a multi-agency response for potential emergency scenarios.
- To co-ordinate traffic management plans for the event.
- 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 customer needs.
- To provide co-ordinated public information regarding public access and transportation for the event – in conjunction with relevant agencies and partners

Attendees:

ELC Protective Services,
ELC Licensing Dept.
Police Scotland
Scottish Fire and Rescue Service
Scottish Ambulance Service
The European Tour & IMG
Fairhurst

ELC Roads Services
Security Industry Authority
Transport Scotland
Public Transport Providers
Event Security, Transportation & Medical Providers
The Renaissance Club

Appendix 2

ABERDEEN STANDARD INVESTMENTS SCOTTISH OPEN 2021

EUROPEAN TOUR - SPONSORSHIP AGREEMENT WITH EAST LOTHIAN COUNCIL

1.1 Tournament Mark

The right to use the Tournament Mark to promote the Sponsor in accordance with this Agreement (including without limitation the provisions of Clause 7) and any separate usage guidelines notified to the Sponsor in writing by PGAET from time to time (including the Brand Guidelines);

1.2 Designation Rights

The right to use the designation “Official Sponsor of the Aberdeen Standard Investments Scottish Open” and any other designation the Parties may agree in writing on the Sponsor Materials in order to promote the Sponsor, 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 Tournament Rights

Subject to Clause 7.5, the following advertising rights at the Tournaments:

- (a) the right to have a Sponsor Mark displayed on:
 - (i) 2 (two) off-course advertising boards at the Tournament;
 - (ii) 6 (six) TV-facing advertising boards at the Tournament; and
 - (iii) the front of 2 (two) TV towers;
- (b) the right to place a 1 (one) page advertisement in the official Tournament programme (to the extent produced); and

1.4 Tickets and Hospitality Rights

Subject to Clause 6.1, the right to receive:

Subject to Clause 6.1, the right to receive accreditation for the Tournament for such officials of the Sponsor as are representing its ‘Safety Advisory Group’ and as are involved in activations pursuant to paragraph 1.3 above, provided that: (i) no more than 20 (twenty) persons shall be provided with such accreditation; and (ii) the Sponsor provides

PGAET with the names (and such other details as are requested) of the persons for whom it is requesting accreditation no later than four (4) weeks prior to the first day of the Tournament. Without prejudice to the generality of Clause 6.1(d), such accreditation shall be subject to PGAET's 'Accreditation Terms & Conditions' issued by PGAET from time to time.

PGAET reserves the right to withdraw the above accreditation and/or general admission offering to the extent reasonably necessary to comply with local and national government guidelines within the Territory in relation to COVID-19 and PGAET shall not be liable for any such withdrawal.

1.5 Digital Rights and Newsletter

The right to:

- (a) 250,000 (two hundred and fifty thousand) impressions across the PGAET Website (with the content for such impressions being provided by Sponsor at its cost, but subject to PGAET approval); and
- (b) subject to Applicable Laws (including but not limited to the obligations of PGAET in accordance with data protection legislation), 2 (two) Tournament newsletter features, with 1 (one) feature relating to golf and the other related to a wider offering (provided all such content shall be provided by the Sponsor (at its cost) and shall be subject to PGAET's prior written approval).