

Members' Library Service Request Form

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Document Title	Aberdeen Standard Investments (ASI) Scottish Open and ASI Ladies Scottish Open 2019

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Additional information:

Authorised By	Douglas Proudfoot
Designation	Head of Development
Date	15 May 2019

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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 ASI Ladies Scottish Open 2019

1 PURPOSE

- 1.1 To outline to elected members planning arrangements and support for the staging of the 2019 ASI Scottish Open (11-14 July) and ASI Ladies Scottish Open (8-11 August).

2 RECOMMENDATIONS

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

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 had become part of the ROLEX series with a higher profile, a prize fund of \$7m and additional TV coverage.
- 3.2 The success of the 2015 event and of East Lothian Council's supportive event planning structure encouraged the European Tour to make the decision to return to Gullane Golf Club in 2018 where the Men's event was joined by the ASI Ladies Scottish Open two weeks later. An independent economic impact study for both 2018 events showed a local net economic impact of £5.5m with 65,000 visitors to the Men's event and 10,500 to the Ladies event.
- 3.3 Both these events will return to East Lothian in July, this year to The Renaissance Club. Event planning arrangements, outlined at Appendix 1 and chaired by Douglas Proudfoot, Head of Development, have been revised to take account of the changed venue and encompass the Event Strategy Group, the Safety Advisory Group and the Local Marketing Group.

3.4 East Lothian Council has agreed sponsorship levels with the European Tour for the ASI Scottish Open and with IMG for the ASI Ladies Scottish Open. Over and above the overall economic benefit returned, the sponsorship secures:

- Advertising and logo entitlement;
- An on-course activation zone that will be staged at both events providing the opportunity to engage with the public about golf and tourism in East Lothian and so encourage return visits.
- On- and off-course signage that will be clear and consistent;
- Food & Drink Marquee at the ASI Ladies Scottish Open

3.5 Please note that no hospitality has been purchased for the Men's event.

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 £55,000 for the ASI Scottish Open and to IMG for the Ladies Scottish Open of £35,000. 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 EPOG Structure 2019 (Appendix 1).

7.2 ASI Scottish Open Sponsorship Rights (Appendix 2)

7.3 ASI Ladies Scottish Open Sponsorship Package (Appendix 3).

AUTHOR'S NAME	Susan Smith
DESIGNATION	Acting Service Manager Economic Development
CONTACT INFO	Telephone: 01620 827174 E-mail: ssmith@eastlothian.gov.uk
DATE	15 May 2019

ASI Scottish Open & Ladies Scottish Open The Renaissance Club Event Strategy Group Structure 2019



EVENT STRATEGY GROUP

Chaired by Douglas Proudfoot, Head of Development, East Lothian Council (ELC)
Vice-Chair – Derek Oliver, Service Manager Protective Services, 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 ensure co-ordination 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 approve roles and responsibilities for all agencies involved in the event planning process.

Police Scotland Planning Arrangements

LOCAL MARKETING GROUP

Chaired by Susan Smith, Economic Development, East Lothian Council
Vice-Chair – Stewart Cooper, Communications, East Lothian Council

Terms of reference:

- To establish a marketing, promotional and media plan and activity 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.

Attendees:

All local members	ELC Economic
DevelopmentThe European Tour	IMG (for Ladies Scottish Open)
TRC	ELC Communications Team
East Lothian Golf Tourism Alliance	VisitScotland/EventScotland
/Scotland's Golf Coast	

SAFETY ADVISORY GROUP

Chaired by Derek Oliver, Service Manager, Protective Services, East Lothian Council
Vice-Chair – Sandy Baptie, Emergency Planning, Risk & 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.
- 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, 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 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 Roads Services
Police Scotland	Transport Scotland
Scottish Fire and Rescue Service	Public Transport Providers
Scottish Ambulance Service	Event Security, Transportation & Medical Providers
The European Tour & IMG	The Renaissance Club
Fairhurst	

Appendix 2

ABERDEEN STANDARD INVESTMENTS SCOTTISH OPEN 2019

EUROPEAN TOUR – SPONSOR AGREEMENT WITH EAST LOTHIAN COUNCIL

Sponsorship Rights

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, 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; and
 - (ii) 4 (four) TV-facing advertising boards at the Tournament;
- (b) the right to place a 1 (one) page advertisement in the official Tournament programme (to the extent produced); and
- (c) the right to an activation space (up to a maximum of 200m²) in the tented village at the Tournament, with the exact nature, size and positioning of such activation to be mutually agreed between PGAET and the Sponsor in advance of the Tournament. The Sponsor shall adhere to the directions of the Venue in all respects in relation to such activation. The Sponsor shall be responsible for all activation costs (including the costs of setting-up and clearing away and of any branding and staff); and

1.4 Tickets and Hospitality Rights

Subject to Clause, 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.

APPENDIX 3

ABERDEEN STANDARD INVESTMENTS SCOTTISH OPEN 2019

IMG – SPONSOR AGREEMENT WITH EAST LOTHIAN COUNCIL

IMG shall provide the Company with the following advertising, promotional and sponsorship rights and benefits in connection with the Event (exact details to be mutually agreed):

(a) Use of the Event logo identified in Appendix 1 (the “Mark”) (subject to the trade mark licence terms below in Clause 3 below) (b) 1 x Pro-Am Team (Wednesday 7th August) (c) 4 x on-course static boards (in television coverage positions) (d) 2 x off-course boards (Public village) (e) 8 x guests in total for Tournament hospitality – Day to be agreed in advance (f) Opportunity to own and deliver a deliver a Junior Activation opportunity during the tournament week (see above for suggestions) with a number of LET / LPGA professionals (g) Opportunity to host an exhibition stand / golf development activities in the tented village (h) Opportunity to provide the public catering facilities (i) Opportunity for a Company representative to be part of the official presentation line-up (j) Opportunity to assist with the Event volunteer recruitment programme (k) Quote in event media releases, where appropriate (l) Acknowledgement in Event media releases, where appropriate (m) Logo on Event prize-giving backdrop (n) Logo on event banners / lamp post banners (o) Company link or info on Event website (p) Logo on Event adverts (q) 1 x advert in the Event programme (r) Opportunity to include a welcome message in the Event programme (s) Logo on media conference backdrop (t) Access to the media centre, media conferences and briefings (u) Opportunity to assist the activation of the Event launch PR stunt (v) East Lothian to be referenced (text) on TV scoring graphics where appropriate (w) Access to all Event