

Members' Library Service Request Form

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Document Title	Aberdeen Standard Investments (ASI) Scottish Open and ASI Ladies Scottish Open 2020

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Authorised By	D Proudfoot
Designation	Head of Development
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REPORT TO: Members' Library Service

MEETING DATE:

BY: Head of Development

SUBJECT: Aberdeen Standard Investments (ASI) Scottish Open and ASI Ladies Scottish Open 2020

1 PURPOSE

- 1.1 To outline to elected members planning arrangements and support for the staging of the 2020 ASI Scottish Open (9-12 July) and ASI Ladies Scottish Open (13-16 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 and 2018 and then to The Renaissance Club in 2019. The ASI Ladies Scottish Open has been held at the same venues after the Men's event. The European Tour has been encouraged to return here by East Lothian Council's supportive event planning structure and the success of the events.
- 3.2 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.
- 3.3 For 2020 the ASI Scottish Open will take place from 9 to 12 July and the ASI Ladies Scottish Open from 13 to 16 August at The Renaissance Club. Event planning arrangements, outlined at Appendix 1 and chaired by Douglas Proudfoot, Head of Development, are based on previous experience and encompass the Event Strategy Group, the Safety Advisory Group and the Local Marketing Group.
- 3.4 The Local Marketing Group has industry, agency and local elected member representation and is designed to maximise marketing, promotional and business opportunities.

3.5 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;
- On-course promotion to raise awareness of East Lothian and its tourism offering;
- On- and off-course signage that will be clear and consistent;
- Food & Drink exhibition at both events

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

3.7 Should either or both of these events 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 £65,000 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 2020 (Appendix 1)

7.2 ASI Scottish Open Sponsorship Rights (Appendix 2)

- 7.3 ASI Ladies Scottish Open Sponsorship Package (Appendix 3)
- 7.4 ASI Scottish Open 2019, Summary Economic Impact Report (Appendix 4)
- 7.5 ASI Ladies Scottish Open 2019, Summary Economic Impact Report (Appendix 5)

AUTHOR'S NAME	Susan Smith
DESIGNATION	Service Manager Economic Development
CONTACT INFO	Telephone 01620 827174, e-mail ssmith@eastlothian.gov.uk
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ASI Scottish Open & Ladies Scottish Open The Renaissance Club Event Strategy Group Structure 2020



EVENT STRATEGY GROUP

Chaired by Douglas Proudfoot, Head of Development, East Lothian Council (ELC)

Vice-Chair – TBC

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 2020

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) 4 (four) 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
- (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 6.1, the right to receive:

- (a) any one-day general admission tickets for 20 (twenty) persons (being 20 (twenty) places in aggregate, to be split across such day(s) of the Tournament as are agreed by the Parties by no later than 30 April 2020) at the Tournament;
- (b) 60 (sixty) junior and 15 (fifteen) adult general admission tickets per day of the Tournament (an aggregate of 60 (sixty) adult and 240 (two hundred and forty) junior tickets), with the adult tickets to be used by adults accompanying such juniors; and

- (c) 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.

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).

Appendix 3

ABERDEEN STANDARD INVESTMENTS LADIES SCOTTISH OPEN 2020

IMG - SPONSORSHIP AGREEMENT WITH EAST LOTHIAN COUNCIL

1. 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 12th 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 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 imagery and full usage rights
 - (x) Access to daily Event footage (internal use only)
 - (y) Logo on promotional materials where appropriate (tickets/flyers/programme/accreditation)
 - (z) Opportunity to run promotional competitions in the lead-up and during the Event week
 - (aa) 120 x AOD general admission tickets, to be utilised for council personnel, SAG members and Competition winners (30 per day).

Appendix 4

ASI SCOTTISH OPEN 2019 ECONOMIC VISITOR SURVEY & ECONOMIC IMPACT REPORT

Executive Summary

The Aberdeen Standard Investments (ASI) Scottish Open was held between Tuesday 9th and Sunday 14th July 2019, and was held at The Renaissance Club, East Lothian. The tournament attracted a total of 68,000 visitors, 5% higher than the 2018 visitor numbers.

A visitor survey was carried out to capture information about the attendees' demographics, reasons for visiting, spend patterns and perceptions about the overall event. This was completed by 1,200 visitors and the results were also used to calculate the economic impact and to assist the European Tour to evaluate and improve the fan experience.

In terms of the origin of visitors, 13% were East Lothian residents. 60% of the sample were from elsewhere in Scotland and 22% were visitors from England. Overseas visitors came from the USA and Canada. This visitor origin profile is almost identical to the 2018 profile.

Although supported by residents, the event was very popular amongst visitors to East Lothian. Where 87% of the visitors (or 59,500 people, compared to 56,550 in 2018) were from outside the county, the ability of the events to attract non-East Lothian visitors should be a success factor.

Visitors were asked if they had visited East Lothian before, where 9% stated it was their first visit to the area, compared to 7% in 2018. The event continues to attract new visitors to the region whilst also encouraging repeat trips.

In order to ascertain the role of the event in attracting visitors to the area, survey respondents were asked about their motivation in visiting the area. 89% noted that they were visiting the county solely or mainly for the ASI Scottish Open, compared to 88% in 2018.

When asked about the quality and range of facilities. 35% (52% in 2018) of respondents felt the 'Range of Facilities' were 'Very Good', and 43% (40% in 2018) noted they were 'Quite Good'. 36% (50% in 2018) stated the 'Quality of Facilities' were 'Very Good' with 41% (also 41% in 2018) stating them as 'Quite Good'.

33% of visitors were making an overnight trip to the area, compared to 27% in 2018. 94% were staying in paid accommodation (83% in 2018), and 6% staying with friends/relatives or their second home (17% in 2018). The most popular accommodation type was hotels, which was mentioned by 46% of those staying away from home (47% in 2018).

11% of respondents noted that they had played golf as part of their trip to attend the Scottish Open, compared to 10% in 2018. When asked what they would do if they revisited East Lothian, 23% (19% in 2018) stated they would return to play golf, 50% (62% in 2018) noted they would return to play golf and for other reasons and 27% (20% in 2018) said they would return for other reasons. In total 87% of the attendees were visitors to the region, or 59,160 visitors. 55% of these visitors (32,538) noted that they had spent money outside the course and in East Lothian, with an average of £99.88 per person. **This suggests a gross expenditure of £3,249,895 for offsite course expenditure in East Lothian.**

In terms of net economic benefit, 89% of visitors noted that the ASI Scottish Open was either their 'sole' or 'main' reason for being in the area. **This suggests a net expenditure of £2,892,407 for offsite course expenditure in East Lothian.**

Adjusting the gross economic impact to account for deadweight and multiplier effects **results in a local net economic impact of staging the event of £4,772,472. This is 2% higher than the £4,691,914 reported in 2018.**

Appendix 5

ASI LADIES SCOTTISH OPEN 2019 ECONOMIC VISITOR SURVEY & ECONOMIC IMPACT REPORT

Executive Summary

The Aberdeen Standard Investments (ASI) Ladies Scottish Open was held between Tuesday 6th and Sunday 11th August 2019, and was held at The Renaissance Club, East Lothian. The tournament attracted a total 8,000, 14% lower than the 9,350 in 2018. This was largely as a result of adverse weather conditions, notably on the Friday and Sunday of the event.

In terms of the origin of visitors, 18% (10% in 2018) were East Lothian residents. 58% (66% in 2018) of the sample were from elsewhere in Scotland and 20% (17% in 2018) were visitors from England. Overseas visitors came from The Channel Islands, Dubai and Holland.

Although supported by local residents, the event was very popular amongst visitors to East Lothian. Where 82% of the visitors (or 6,396 people) were from outside the county, the ability of the events to attract non-East Lothian visitors should be seen as a success factor. 24% of the visitors were from outside Scotland.

Visitors were asked if they had visited East Lothian or Scotland before, and although the vast majority (76% compared to 84% in 2018) had visited the area before there was a number of people (7%, 6% in 2018) who were visiting for the first time.

In order to ascertain the role of the event in attracting visitors to the area, survey respondents were asked about their motivation in visiting the area. 81% (78% in 2018) noted that they were visiting the country solely for the event, and 9% (6% in 2018) stating they were there mainly to attend the ASI Ladies Scottish Open. Only 11% (15% in 2018) noted that they were in the area to attend the ASI Ladies Scottish Open as well as other activities in the local area.

When asked about the quality and range of facilities, 31% (29% in 2018) of respondents felt the 'Range of Facilities' were 'Very Good', and 41% (43% in 2018) noted they were 'Quite Good'. It highlights that only 38% (also 38% in 2018) stated the 'Quality of Facilities' were 'Very Good' with 40% (41% in 2018) stating them as 'Quite Good'.

Visitors were asked if the quality and range of the facilities on the course met their expectations, where 21% (26% in 2018) noted that the 'Range of Facilities' were below their expectations and 12% (13% in 2018) stating the 'Quality of Facilities' were below expectation.

Overall, 72% of respondents in 2019 noted that they thought the event was 'Very Good' and 25% noted it as 'Quite Good'. 57% of visitors felt the event provided a 'Very Good' value for money experience to them. Overall the event scored very well in terms of value for money, with more than 90% rating it higher than eight out of ten.

20% of visitors were making an overnight trip to the area, compared to 25% in 2018. 76% (75% in 2018) were staying in paid accommodation, and 24% (25% in 2018) staying with friends/relatives or their second home. The most popular accommodation type was hotels, which was mentioned by 40% (51% in 2018) of those staying away from home.

8% (10% in 2018) of respondents noted that they had played golf as part of their trip to attend the ASI Ladies Scottish Open. As a result of their trip to the ASI Ladies Scottish Open, 75% (73% in 2018) of visitors stated it was 'Very Likely' they would revisit East Lothian, with 16% (23% in 2018) saying it was 'Quite Likely'.

When asked what they would do if they revisited East Lothian, 22% (30% in 2018) stated they would return to play golf, 54% (52% in 2018) noted they would return to play golf and for other reasons and 24% (18% in 2018) said they would return for other reasons.

More than 80% of the visitors had seen some pre-tournament advertising. In terms of marketing sources, the most popular source quoted by visitors was the event website, quoted by 43% (47% in 2018) of respondents. Other popular sources included newspapers/magazines (39%, 40% in 2018), radio/TV (37%, 40% in 2018) and social media 32% (39% in 2018).

Adjusting the gross economic impact to account for deadweight and multiplier effects **results in a local net economic impact of staging the event of £388,207**. This is lower than the £995,999 reported in 2018. This reduction is largely as a result of a lower attendance in 2018, and lower spend per head figures, which is likely to be a result of the adverse weather, notably on the Friday and Sunday of the event.

Adopting standard spend and employment assumptions, where 1 tourism related job is safeguarded for every £54,000 of visitor spend, overall the event helped **sustain 7 local tourism jobs**.