

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 26 AUGUST 2003

2004 BRITISH OPEN GOLF CHAMPIONSHIP AT ROYAL TROON

Report by Director of Development Services

1 PURPOSE OF REPORT

- 1.1** To seek the authority of the Committee to participate in a significant opportunity for the promotion of Ayrshire in an international context, through involvement in a joint promotional event at the 2004 British Open Golf Championship.

2 BACKGROUND

- 2.1** The British Open Golf Championship will be played on the Royal Troon Golf Course in July 2004. This is a world class international sporting event which lasts for 4 days and attracts not only the world's top golfers, but also substantial numbers of spectators. The event is also televised on a world wide basis. Accordingly, the Championship affords a great opportunity for deriving substantial benefit to the economy and for raising the international profile of Ayrshire.
- 2.2** An officer group, under the leadership of South Ayrshire Council and comprising representatives of the Ayrshire & Arran Tourist Board, Scottish Enterprise Ayrshire, North Ayrshire Council, South Ayrshire Council and East Ayrshire Council has considered options for a promotional event.

3 OUTLINE OF PROPOSED PROMOTIONAL EVENT

- 3.1** The Ayrshire Economic Forum has recently published its economic strategy - "Ayrshire: Scotland's Western Gateway", which identifies tourism and international events as "key drivers" of the economy.
- 3.2** Accordingly, the main aim of any joint event would be the promotion of the Strategy and its key objectives, particularly focussing on :
- Promotion of Ayrshire as a tourist destination;
 - Increasing the number of people coming into the area and using its hotels, tourist attractions and facilities; and
 - Promotion of Ayrshire as an inward investment location.

3.3 The outline of the proposed promotional event is as follows :

- the promotional event would be under the auspices of the Ayrshire Economic Forum, but would be supported by each of the partner organisations referred to in para 2.2 above ;
- the target guest list would be focussed on key influencers and known potential investment contacts;
- each partner organisation would have the opportunity, on an individual basis, to invite specific company guests;
- the promotional facility would be in the form of a hospitality tent, sufficient to meet the requirements of 30 people per day for each of the 4 days of the golf championship;
- the hospitability tent would include modest but quality promotional material;
- attendance of Elected Members, Board Members and staff would be kept to a minimum, but sufficient to properly host the event and to create a sense of importance for the guests;
- mechanisms should be put in place for post event follow-up and evaluation of the hospitality;
- a full economic impact study of the Open at Troon should be carried out.

3.4 Final detailed costings for the above proposals are not yet available, but are anticipated by the end of August. However, the projected total cost is a maximum of £50,000, which would be borne by the partners in an agreed manner.

4 2003 BRITISH OPEN GOLF CHAMPIONSHIP AT ROYAL St GEORGES

4.1 The 2003 British Open Golf Championship was held at Royal St Georges Golf Club at Sandwich in Kent.

4.2 The Ayrshire & Arran Tourist Board, in association with South-West Scotland Golf had a presence at this event, using it as a promotional opportunity for the 2004 Open at Troon.

4.3 The focus of the promotion at Royal St. Georges was on golf, tourism and Ayrshire as a convention location.

4.4 The costs of the promotion were funded on a partnership basis involving the Ayrshire & Arran Tourist Board, Scottish Enterprise, the private sector and **each** of the 3 Ayrshire Councils were asked to contribute a modest contribution of £1,000 which was approved under officer delegation.

5 POLICY IMPLICATIONS

5.1 The proposals for participation in a joint promotional event at the 2004 Open will support the achievement of the objectives of the Ayrshire Economic Strategy and the East Ayrshire Community Plan.

6 FINANCIAL IMPLICATIONS

- 6.1** The direct funding contribution from East Ayrshire Council is not anticipated to exceed £15,000 and will be taken into account in the budget preparation for the department for the 2004/2005 financial year.

7 LEGAL AND PERSONNEL IMPLICATIONS

- 7.1** There are no immediate legal or personnel implications.

8 RECOMMENDATION

- 8.1** That the Committee approve the principle of supporting the promotional event at the 2004 British Open Golf Championship, on the basis outlined above.

STEPHEN CHORLEY
Director of Development Services

12 August 2003

BACKGROUND PAPERS

Nil

**For further information please contact JOHN SPOONER, Business
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