

06 APR 2011

23 MAR 2011

**Memorandum of Understanding**

**in relation to the staging of**

**The Open Championship in Scotland**

## **Memorandum of Understanding**

This Memorandum of Understanding (MOU) is between R&A Championships Ltd. ('R&A'), and the Local Authorities in Fife, Angus, East Lothian and South Ayrshire, and additionally EventScotland, VisitScotland and Scottish Enterprise, (all collectively the 'parties'), in relation to the staging of the The Open Championship ('The Open' or the 'event') in Scotland.

## **Purpose of the MOU**

The purpose of this MOU is to establish consistent arrangements for engagement between the parties, towards the preparation and continued future delivery of The Open Championship in Scotland, in a manner befitting this world-class sporting event.

## **Background**

The Open is an iconic tournament in world golf, and with five of the nine Open venues located in Scotland, the event is held in Scotland on average six out of every ten years. In August 2009 representatives of the parties all met and committed to work together to ensure that Scotland continues to successfully host The Open Championship on a regular basis in the future, and maximise the opportunities that this major event brings to all parties.

## **Objectives**

The parties recognise the importance of The Open as a world-class event attracting significant profile to Scotland, as well as a contributor to the economy at a local and national level. The parties agree to work together to provide assistance and endeavour to allocate reasonable resources towards the preparation and delivery of the event when held in Scotland based on the following principles:

- That Scotland, as 'The Home of Golf' continues to be able to directly associate itself with The Open Championship, to promote the country and the individual local host areas in conjunction with the event.
- That each Open venue and the surrounding area is well maintained and upgraded where reasonable and necessary to ensure that the local infrastructure is able to support the hosting of The Open.
- Where works are required to upgrade such infrastructure, that joint planning takes place well in advance of the staging of The Open, and ideally in advance of the venue announcement.
- That all parties will communicate and share working experiences and best practice across Scotland in the implementation of this MOU, with the aim of achieving a consistent and improving delivery of the event each time it is held in Scotland.

- The parties endeavour to attain a consistent policy across all venues in Scotland in relation to the policing and security requirements and attributable costs for The Open.

For the avoidance of doubt, the engagement to be made by each Local Authority is only applicable in relation to The Open being held at a venue within the administrative area of that Local Authority.

### **Implementation**

To implement the objectives listed above, the following actions have been agreed to be taken forward:

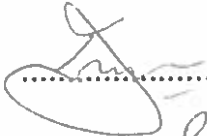
- A detailed audit of each venue and surrounding infrastructure will be jointly undertaken by the R&A in conjunction with the respective venue and Local Authority, with the support of EventScotland and VisitScotland if required.
- The purpose of this audit will be to assess the ability of each venue and the local infrastructure to continue to host the Open Championship at the level commensurate with this world-class sporting event. Initial audits already undertaken at venues indicate that the level of investment required at each venue and the surrounding area to be approximately £100K to £200K.
- The parties will use their reasonable endeavours to commence this detailed audit work with the R&A approximately 5 years in advance of the next anticipated hosting of The Open in each respective area, to allow a reasonable timescale to agree a deliverable timetable of necessary works.
- Following the audit process, the appropriate parties in respect of each venue will meet to discuss the findings of the report. From this point a schedule of works will be agreed by those parties to take forward the necessary reparations, improvements and other such works required to the venue and local infrastructure to be able to host the event, and which may additionally benefit the hosting of future R&A managed golf events, as well as any other golf events which may take place at any other time.
- In addition, each Local Authority is asked to consider where council-owned or managed facilities, as well as other council assets or resources might be provided to the R&A free of charge to support the staging of The Open (e.g. fields for park and ride services, transport planning, environmental health, waste management, trading standards, traffic management, access exemption orders etc).
- As is current best practice, a multi-agency working group will be established approximately 12 months in advance of each event taking place in Scotland, chaired by the respective host authority and comprising representatives of the respective signatories and any other relevant bodies, to take forward the local planning and delivery of the event.
- EventScotland and VisitScotland will continue to be an Associate of The Open Championship, to reflect Scotland's historical and current relationship with the


event, and to raise the profile of Scotland both locally and nationally as a current and/or future host for the event

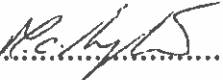
- The R&A will continue to provide the parties free of charge with the ability to actively promote Scotland and the respective local area with the event on an ongoing basis, specifically in the year of hosting The Open and the year immediately preceding hosting. This will include, but is not limited to, the provision of access to the event as well as coordinated exhibition facilities and marketing opportunities at the event itself.

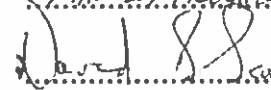
In respect of the event the R&A will work with the parties to ensure that appropriate and consistent opportunities are made available to promote Scotland both locally and nationally as a golf, business, tourism and events destination.

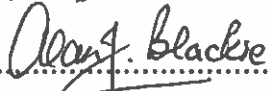
**Signatories - Being the Chief Executive or equivalent officer**


**The R&A** Sign  Date 15/3/11  
Print P. Dawson


**EventScotland** Sign  Date 11/2/11  
Print P. D. Davis

**VisitScotland** Sign  Date 18/3/11  
Print Malcolm Ross

**Angus Council** Sign  Date 15/03/11  
Print DAVID S. SANNERS

**East Lothian Council** Sign  Date 11.4.2011  
Print ALAN J. BLACKIE

**Fife Council** Sign  Date 4/4/11  
Print R. HINDS

**South Ayrshire Council** Sign  Date 11/04/11  
Print DAVID ANDERSON

**Addendum**

Scottish Enterprise is also now included as a signatory to this Memorandum of Understanding, joining the 'parties', and commits to support the objectives contained within the MOU.

Specifically Scottish Enterprise will work with the R&A to support the development of the technological infrastructure at the Open venues in Scotland, specifically in reference to the installation of fibre-optic cabling, that will ensure that each venue has a world leading technological infrastructure capable of continuing to host such a world class event and other such golf tournaments in the future.

**Scottish Enterprise**

Sign *Lena C Wilson* Date 23-03-11

Print Lena C Wilson

