

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

8 FEBRUARY 2022

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

THE SENIORS OPEN CHAMPIONSHIP, ROYAL PORTHCAWL GOLF CLUB, 2023

1. Purpose of report

- 1.1 The purpose of this report is to seek approval for a contribution of funding and officer support from Bridgend County Borough Council to the Senior Open Championship, 2023, to enter into a Rights Agreement and to continue work to establish Royal Porthcawl as a venue capable of hosting the Open Championship.

2. Connection to corporate well-being objectives/other corporate priorities

- 2.1 This report assists in the achievement of the following corporate well-being objectives under the **Well-being of Future Generations (Wales) Act 2015**:
- **Supporting a successful sustainable economy** – taking steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focussed on raising the skills, qualifications and ambitions for all people in the county borough.
 - **Helping people and communities to be more healthy and resilient** - taking steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. Supporting individuals and communities to build resilience, and enable them to develop solutions to have active, healthy and independent lives.
 - **Smarter use of resources** – ensure that all resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help to deliver the Council's well-being objectives.

3. Background

- 3.1 One of the three overarching priorities in the Bridgend Destination Management Plan 2018 – 2022 is to raise the profile and attract more visitors to Bridgend County Borough by promoting Bridgend County Borough through targeted Public Relations (PR) and marketing and develop a diverse portfolio of events to include attracting new events of regional or national significance.
- 3.2 The Bridgend County visitor events strategy sets out a clear ambition and future direction for those events that attract, or have the potential to attract, visitors to the County. The vision is for Bridgend County to be recognised as a successful and dynamic events destination.

The priorities for achieving this are:

- (a) Create an environment which nurtures and supports events;
- (b) Refresh and develop an on-brand events programme;
- (c) Support the provision of flexible event spaces; and
- (d) Support a consistent approach to event planning, management and evaluation.

The type of support required or available will vary based on the nature of the event.

- 3.3 In 2014 Bridgend County was the host of the first golf major to be held in Wales when Royal Porthcawl hosted the Senior Open Championship, sponsored by Rolex. It is estimated that there were over 43,000 people in attendance at the event including spectators, officials, players and caddies, which generated an estimated economic impact of £2.16m. This figure includes £1.1m for the accommodation sector, £785,000 spent in shops and cafes and £275,000 spent by the event organisers on services in the local economy. In addition, the Media Equivalence Value from the comprehensive TV coverage for Porthcawl and Bridgend County was calculated at a further £5.2m. The co-ordination and engagement of local stakeholders was exemplary and contributed to the higher than expected visitor numbers and the positive experiences of those who visited.
- 3.4 The prestigious event returned to Royal Porthcawl in 2017. It is estimated that over 32,000 people were in attendance in 2017 over the duration of the event. In addition, the global Media Equivalency Value for Bridgend County, including Royal Porthcawl, was calculated at £7.8m.

4. Current situation/proposal

- 4.1 The Senior Open Championship will return to Royal Porthcawl Golf Club from 27-30 July, 2023. Whilst the number of spectators will be determined to an extent by the weather conditions throughout the week, the prospect is for another well attended event that delivers benefits for the local economy and promotes Porthcawl as a destination across the world.
- 4.2 The 2023 event has set the following targets:
- To attract at least 13,000 unique spectators to the 2023 event totalling 38,500 spectator visits to the 2023 event as a whole.
 - Of the 13,000, to attract at least 4,000 unique spectators to the 2023 event from outside of Wales.
 - To generate at least £3m of net additional spending into the Welsh Economy as a result of the 2023 event.
 - To attract a range of national and international media coverage for the 2023 event to include at least 600 hours of global TV broadcast coverage, 18 hours of live UK TV broadcast coverage and 8 hours of live US TV broadcast coverage.
- 4.3 The Welsh Government is supporting the delivery of the three Senior Open Championships between 2014 and 2024 with a grant of £5 million and a request has been submitted by the event organisers for a contribution from Bridgend County Borough Council (BCBC) of £50,000 as part of a proposed Rights Agreement,

which is a document developed by the European Tour (ET) that sets out use of the funding package, benefits to BCBC and payment terms.

4.4 The £50,000 contribution will be the total funding package provided by BCBC towards the event and will cover as considered appropriate by the European Tour (ET) the costs associated with any or all the following:

1. The ET commissioning a contractor for the preparation of the private lane leading to the main Championship car park in the form of pothole repairs and hedge trimming, where necessary.

2. Hiring and rectifying costs associated with BCBC's playing field for use as the entrance for players, officials, and courtesy cars and as an overflow car park, as necessary.

3. Staff costs over and above the average for other comparable events involved in the liaison and assistance with the Championship's traffic management plan and engagement with the Highways Department and the Events Safety Advisory Group.

4. Provision and distribution of cones to line any roads, as deemed necessary, leading to and from Royal Porthcawl Golf Club.

5. All costs associated with local promotion and marketing, including local school initiatives in partnership with Wales Golf.

These points are considered to be a full and thorough list at the time of writing of the items for which the ET will use the financial contribution from BCBC. Where required advice will be sought from all relevant departments, such as Highways, Property and Planning.

4.5 In return for the financial contribution, the Championship will provide the following benefits to BCBC:

1. Official Designation – "Championship Sponsor of The Senior Open Presented by Rolex 2023".

2. Championship Logo – the right to use the Championship logo in BCBC's advertising and promotions until 31 December 2023, subject in each instance to supplying draft artwork for prior approval by the PGA European Tour.

3. On-Course Advertising Boards – the right to four on-course advertising boards which will be positioned on the golf course to attract TV exposure with www.visitbridgend.co.uk and BCBC logos.

4. Logo Identification – the right to display the BCBC logo on the welcome archways, digital versions of the official programme, daily drawsheet, and any promotional literature such as posters and flyers.

5. Website Acknowledgement – inclusion of the BCBC logo on the Championship sponsors' page on europeantour.com, linking to www.visitbridgend.co.uk

6. Official Digital Programme – one full colour page of advertising and a welcome message from the Leader of BCBC.

7. Exhibition Space – allocated space within the public tented village of the event for an information stand from which to promote Bridgend County. Size of exhibition space to be agreed.

8. Admission Tickets – one hundred daily tickets for use in BCBC’s marketing campaign. Additional tickets may be purchased at a 50% discount.

4.6 BCBC will establish a liaison group and shall invite relevant officers and a representative of ET. If considered appropriate external organisations may be invited to strengthen the partnership approach. The group will aim to provide advice and guidance to the ET to assist with their decision making, broker relationships between the ET and local stakeholders and identify opportunities in relation to local partnership development, business engagement and promotion and marketing for the ET to take forward.

5. Effect upon policy framework and procedure rules

5.1 There is no direct impact on the Council’s policy framework and procedure rules.

6. Equality Act 2010 implications

6.1 An initial Equality Impact Assessment (EIA) screening has identified that there would be no negative impact on those with one or more of the protected characteristics, on socio-economic disadvantage or the use of the Welsh language. It is therefore not necessary to carry out a full EIA on this policy or proposal.

7. Well-being of Future Generations (Wales) Act 2015 implications

7.1 The proposal within this report demonstrates the sustainable development principle by ensuring that by meeting the needs of the present they do not compromise the ability of future generations to meet their own needs. This is evidenced through the 5 ways of working as follows:

- Long-term: The trail will create a very timely opportunity to animate the destination and enhance the visitor experience and understanding of the area. This will foster a longer term understanding of Porthcawl and enable the area to raise awareness. In addition to the community, tourism and economic benefits there is a Golf Development programme associated with the event which will engage with schools across the South Wales region, which will support wellbeing.
- Prevention: The introduction of this event into the events calendar for Porthcawl for 2023 will support the destination to diversify its appeal to a wider range of visitor target markets and thereby support the economic resilience of the visitor economy of the area. Events that support an active lifestyle will assist public bodies in providing opportunities for a greater number of people to take part in physical activity.
- Integration: The event will support economic, social, environmental and

cultural outcomes through boosting the local economy, raising the profile of the area through media coverage, increasing tourism, fundraising, and overall event experience.

- Collaboration: The project will be delivered by a range of partners working together. As part of the wider 'Golf Wales' offer it will offer the opportunity to develop relationships with other neighboring destinations
- Involvement: Planning of the event will take place in partnership with departments across BCBC and with private and third sector partners.

8. Financial implications

8.1 The Senior Open Championship 2023 liaison group will be supported by Communities Directorate staff resources.

8.2 The proposed £50,000 contribution to the 2023 Senior Open Championship event will be provided through the Public Realm Fund 2022/23. The contribution of £50,000 shall be paid in two instalments, the first instalment of £25,000 being due on 1 January 2023 and the second instalment of £25,000 due on or before 31 March 2023.

9. Recommendations

9.1 It is recommended that Cabinet:

- Approve the proposed contribution of £50,000 for the purposes set out in paragraph 4.4 above;
- Delegate authority to the Corporate Director Communities, in consultation with the Chief Officer – Legal and Regulatory Services, HR and Corporate Policy and Chief Officer – Finance, Performance and Change to sign a Rights Agreement on behalf of the Council;
- Authorise officers to establish and support a Senior Open Championship liaison group for the purposes set out in paragraph 4.6 above.

Janine Nightingale
Corporate Director - Communities
24 January 2022

Contact officer: Ieuan Sherwood
Group Manager: Economy, Natural Resources and Sustainability

Telephone: (01656) 815333

Email: ieuan.Sherwood@bridgend.gov.uk

Postal address: Bridgend County Borough Council, Communities Directorate,
Angel Street, Bridgend, CF31 4WB

Background documents: None