

: Cabinet Member – Leisure and Tourism

**DATE:** 27<sup>th</sup> January 2010

**SUBJECT:** Women’s British Open Golf Championship 2010

**WARDS  
AFFECTED:** Birkdale

**REPORT OF:** Graham Bayliss  
Leisure & Tourism Director

**CONTACT  
OFFICER:** Tony Corfield 0151 934 2317  
Assistant Director, Leisure & Tourism Dept

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To inform Members of an approach from International Marketing Group (IMG) to use Council land at Birkdale Common to facilitate the 2010 Women’s British Open Golf Championship to be held at Royal Birkdale in July 2010.

**REASON WHY DECISION REQUIRED:**

The use of Council land for car parking, spectator access, TV and contractor compounds is critical to the delivery of the event.

**RECOMMENDATION(S):**

1. That the Cabinet Member authorises officers to negotiate with the organisers regarding the use of its land at Birkdale Common in support of the Women’s British Open Golf Championships 2010.
2. That a suitable Agreement be entered into between the Council and IMG, on terms and conditions to be agreed, covering the use of the land and that Council Officers be given delegated authority to draw up and complete such documentation.
3. That Officers work with IMG, Royal Birkdale Golf Club, Greenbank High School and any other appropriate Agencies to facilitate the 2010 event.

**KEY DECISION** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** Following expiry of the call in period.

**ALTERNATIVE OPTIONS:**

The event will not proceed without the Council's land so there are no alternative options..

**IMPLICATIONS:**

**Budget/Policy Framework:** The event supports the Council's Corporate Objectives and the Classic Resort Visitor Economy Strategy.

**Financial:** The Organisers will contribute to the Council's costs in terms of administration, professional fees etc and consideration will be given to seeking a revenue share arrangement on parking fees for use of the Council's land during the event.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2009/ 2010 £</b>	<b>2010/ 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

**Legal:**

The Legal Director will complete the Agreement for use of the land.

**Risk Assessment:** Failure to support the event will lead to lost visitor spend and positive coverage of Sefton and its golf assets.

**Asset Management:** In line with the Council's Asset Management Strategy.

**CONSULTATION UNDERTAKEN/VIEWS**

**FD 289** - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report. Legal and Traffic Services..

**CORPORATE OBJECTIVE MONITORING:**

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community		√	
2	Creating Safe Communities		√	
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being		√	
5	Environmental Sustainability		√	
6	Creating Inclusive Communities		√	
7	Improving the Quality of Council Services and Strengthening local Democracy		√	
8	Children and Young People		√	

**LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

**Women's British Open Golf Championship 2010**

**1.0 Background**

1.1 The Cabinet Member for Leisure and Tourism, on 2<sup>nd</sup> March 2005, considered a previous report by the Head of Tourism for use of Council land at Birkdale Common to facilitate the 2005 Women's British Open Golf Championships at Royal Birkdale Golf Club.

1.2 Minute 49 resolved:-

- (i) that the use of Council land for the 2005 Women's British Open Golf Championships on the same basis as the 2000 Championships be approved;
- (ii) that the appropriate Officers be authorised to prepare the necessary supporting legal documentation;
- (iii) that Officers be requested to work with International Management Group Limited, representatives of the Royal Birkdale Club and appropriate Agencies to facilitate the successful delivery of the 2005 event.

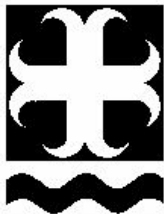
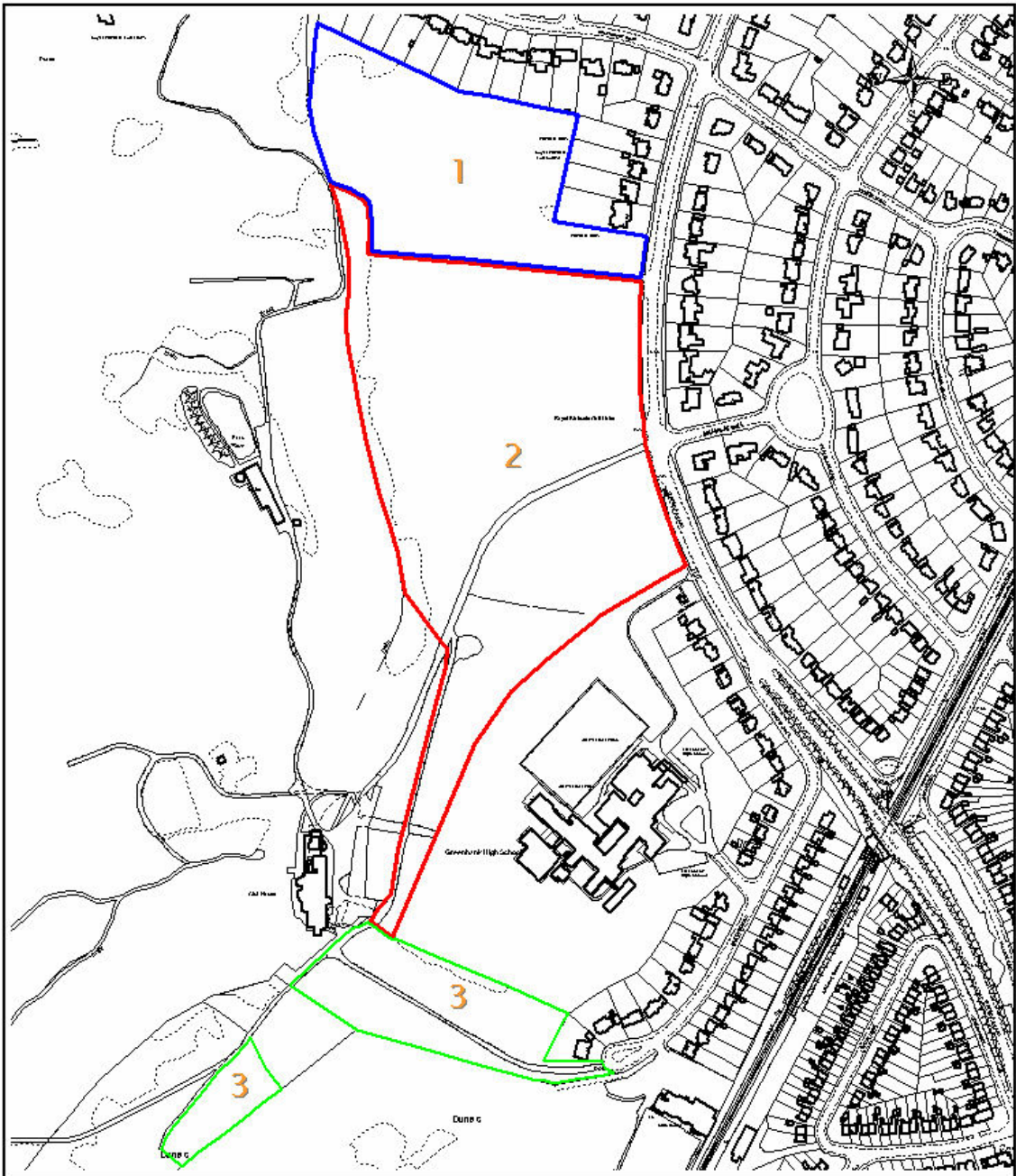
**2.0 Current Position**

- 2.1 International Marketing Group (IMG) have approached the Council for permission to use its land at Birkdale Common and Hastings Road, as shown on the attached plan, for the purposes of spectator access, car parking and TV and contractor compounds, to facilitate the 2010 Women's Open Golf Championships to be held at the Royal Birkdale Golf Club, between 26<sup>th</sup> July 2010 and 1<sup>st</sup> August 2010.
- 2.2 IMG have indicated that due to the increased popularity of golf and women's golf in particular, they anticipate crowds in the region of 60,000 for the event. They have a substantial sponsor, RICOH, on board for the event.
- 2.3 The best women golfers in the world will compete with extensive national and worldwide television coverage for the duration of the event.
- 2.4 The car parking and TV compound areas shown on the plan as 1 and 2 will be required from 26<sup>th</sup> July 2010 until 1<sup>st</sup> August inclusive, whilst area 3 and the contractors compound will be needed from 5<sup>th</sup> July 2010 until 9<sup>th</sup> August 2010 to assist with the pre Championship build up and take down.
- 2.5 Greenbank High School have been approached regarding potential use for coach parking and spectator access to the event, although this may not be required to successfully deliver the event.
- 2.6 Temporary footpaths and diversion of existing footpath routes that cross the Common will be put into place following consultation with the Council's Highways Section.
- 2.7 Liaison with the Council and other Agencies will take place over traffic management, car parking, Police and Emergency Services cover, event marketing, player information and accommodation together with emergency planning
- 2.8 The use of the Council's land will be covered by a Legal Agreement in terms similar to those entered into for previous Men's and Women's Golf Championships held at Royal Birkdale.

2.9 IMG do not charge for the car parking at the event and in the circumstances, the Council's land has been requested free of charge as previously provided. However, Officers have suggested to the event organisers that they may wish to charge for parking and thereby be able to consider entering into a revenue share arrangement with the Council in return for use of the Common. If agreed there could be a financial return to the Council as well as economic impact and PR/market awareness benefits. The final negotiated terms will be reported to the Cabinet Member for his approval before the agreement is released.

**RECOMMENDATION(S):**

1. That the Cabinet Member authorises officers to negotiate with the organisers regarding the use of its land at Birkdale Common in support of the Women's British Open Golf Championships 2010.
2. That a suitable Agreement be entered into between the Council and IMG, on terms and conditions to be agreed, covering the use of the land and that Council Officers be given delegated authority to draw up and complete such documentation.
3. That Officers work with IMG, Royal Birkdale Golf Club, Greenbank High School and any other appropriate Agencies to facilitate the 2010 event.



**METROPOLITAN BOROUGH OF SEFTON**

Alan Moore – Strategic Director & Deputy Chief Executive.

Capita Symonds – Property and Asset Management Group

**Womens Open Golf 2010.**

Scale NTS.  
Date 11/01/2010  
Drawn by GR

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