

# INFORMATION ITEM



REPORT OF	MEETING	DATE	ITEM NO
CHIEF EXECUTIVE	TOURISM AND LEISURE COMMITTEE	10 SEPTEMBER 2015	7

## MEMORANDUM OF UNDERSTANDING – THE OPEN GOLF CHAMPIONSHIP

### PUBLIC ITEM

This item is for consideration in the public part of the meeting.

#### SUMMARY OF INFORMATION

A Memorandum of Understanding (MoU) has been set up between local authorities in the North West that host venues for The Open Championship and the Royal & Ancient Championship Ltd (R&A). The MoU has been developed in response to the North West Development Agency no longer existing to assist the 'host' Local Authorities and the R&A in establishing a consistent planning process for The Open Golf Championship.

A Memorandum of Understanding (MoU) is a formal agreement between parties and are used by companies to establish official partnerships, they are not legally binding but carry a degree of seriousness and mutual respect, stronger than a gentlemen's agreement outlining a convergence of will between the parties, indicating an intended common line of action, in this case planning The Open Championship.

The MoU that has been based on the Scottish model and has been subject to scrutiny by officers from the partner organisations which include; The R&A; Lancashire County Council; Fylde Council; Sefton Council; Wirral Council; Lancashire Police; Merseyside Police; Mersey Travel; Network Rail and Northern Rail, and the attached is the agreed final version. The purpose of the MoU is:

- To achieve a commitment from all partners to maintain and where possible enhance the infrastructure and facilities that support The Open Championship
- To achieve 'buy in' and sign up from all partners to a common framework for planning The Open Championship
- To provide a common framework that can be operated regardless of the host venue to ensure a smooth and successful Open Championship

The MoU mirrors the framework followed by the former Development Agency that proved to be a success for The Open Championship in 2012 at Royal Lytham & St Anne's and reinforces the following:

- Improved and co-ordinated marketing and promotion of the impact The Open has on the local economy / region
- Support a well maintained infrastructure to maintain the prospect of The Open on the agenda between events
- Work together to champion the benefits of The Open, especially the public exposure that is worth millions
- Ensure that best practice is shared between all the agencies involved
- Establish a co-ordinated approach to canvass for funding associated to The Open
- Bring as much consistency as possible to policing, security and traffic management

- Understand the impact of changes on the event i.e. building houses on land for parking; schools used becoming academies

The MoU is a best practice framework for effective working together to ensure that all Open Championships held in the North West are well planned and a major success.

#### **SOURCE OF INFORMATION**

Signed Memorandum of Understanding between the delivery partners for Open Championship events in the North West (Appendix 1 to this Information Item)

#### **LINK TO INFORMATION**

<http://fylde.cmis.uk.com/fylde/MeetingsCalendar/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/100/Committee/18/Default.aspx>

#### **WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?**

The Committee is aware of the framework in place for planning any future Open Championship event in the borough and understand the importance of the infrastructure and facilities surrounding the Royal course that facilitate The Open.

#### **FURTHER INFORMATION**

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