

PERTH AND KINROSS COUNCIL**17 December 2014****Review of 2014 Ryder Cup and Junior Ryder Cup****Report by Chief Executive**

This report gives an initial evaluation and feedback on the Council's participation in the delivery of the 40th Ryder Cup at Gleneagles on 23-28 September, and the Junior Ryder Cup at Blairgowrie Golf Club on 22-23 September 2014.

1. BACKGROUND / MAIN ISSUES

- 1.1 This report provides feedback, following extensive Council preparations as host local authority, on the 2014 Ryder Cup at The Gleneagles Hotel, and Junior Ryder Cup at Blairgowrie Golf Club. It follows previous updates on preparations to the Council, on 2 October 2013 (Report No: 13/480) and 25 June 2014 (Report No: 14/302). An economic impact study for the Ryder Cup has been commissioned by Ryder Cup Europe, which will include an evaluation of the impact for the Perth and Kinross area. That report is expected to be produced by Spring 2015.
- 1.2 2014 Ryder Cup and Junior Ryder Cup
 - 1.2.1 The 40th Ryder Cup was held at The Gleneagles Hotel from the 23-28 September 2014. With its unique format, offering competition between the best golfers from continental Europe against their counterparts from the United States, the Ryder Cup is widely recognised as one of the largest sporting events in the world. The event drew a daily on-site audience of up to 45,000 (with staff, media etc, the total attendance on site was 52,500). In addition, 50 global broadcasters transmitted to nearly 200 territories, and an estimated TV audience of 600 million viewers. 930 media personnel attended, or covered the event, and golf enthusiasts from 75 countries were successful in the ballot for tickets. As the Council Leader commented, this was "an unprecedented opportunity for Perth & Kinross to shine".
 - 1.2.2 Perth and Kinross also hosted the Junior Ryder Cup for the second time, following the successful staging of the event at Gleneagles in 2010. It took place on 22-23 September 2014, consisting of a competition between the best young golfers from the United States and Europe. It attracted the highest ever on-site audience for a Junior Ryder Cup, including approximately 3,000 school children who participated in the Scottish Government's Clubgolf coaching initiative during their visit. 1,400 Perth and Kinross Primary six school children attended, to receive coaching, and spectate at the event.
 - 1.2.3 Objectives for the Council's involvement in the Ryder Cup were agreed in 2013 (see Report 13/480), to inform the specific planning and delivery activities for the event. These were to:

- Work with the organisers and other agencies to deliver an enjoyable and safe event for participants, spectators and staff
- Engage with the local community to minimise disruption to the local area, Before, during and after the event
- Maximise the opportunities for local businesses and other local organisations to benefit from involvement in the event.
- Enhance the reputation of Perth and Kinross through the Council's involvement with this event.

1.2.4 This report gives an evaluation on the outcome of the Ryder Cup in comparison to each of the objectives.

2. OUTCOMES

2.1 **Objective: Work with the organisers and other agencies to deliver an enjoyable and safe event for participants, operators and staff.**

2.1.1 Feedback from local and national politicians, the media, partner organisations and spectators has indicated that the 2014 Ryder Cup was amongst the best ever held. In a media release issued on 28 September 2014, the former First Minister, Alex Salmond commented:

"I have no doubt that golf fans far and wide will agree that this has been the best Ryder Cup ever staged. Scotland has excelled in every aspect"

2.1.2 On Sunday evening (29 September), Sky Sports golf analyst Butch Harman commented:

"This is by far the best organised Ryder Cup ever. It has been phenomenal."

2.1.3 In its editorial on 29 September, the Courier stated:

"As golf fans from across the world head homewards from the Ryder Cup, the event organisers can take a bow for stage managing a near flawless piece of global exposure.... the Ryder Cup can be hailed as a resounding success on many levels. For Perthshire, the staging of the Ryder Cup was a massive undertaking that was nearly 14 years in the planning and preparation. That meticulous attention to detail has paid off handsomely and all involved should be justifiably proud of the positive picture of Scotland that was beamed around the world".

2.1.4 The Scotsman newspaper commented on 30 September 2015.

"It provided drama aplenty over three days, during which there was not a squeak of complaint from any of the 24 players. In terms of spectator viewing, it was quite possibly one of the best we have seen, not just for an event that had 45,000 spectators attending each day but for any tournament ever staged in this country."

2.1.5 In a letter to the Council's Chief Executive, Paul Bush, Chief Operating Officer, Event Scotland wrote:

“Over 240,000 spectators attended over the week of the event and we have received tremendous feedback from many guests, spectators and partners who attended, all of who were complimentary of every aspect, from arrival to transport and the events presentation and delivery, truly ensuring that one of our core objectives of customer experience was achieved, and I believe, excelled”.

2.1.6 This summary of comments is representative of the overwhelming consensus from politicians, the media, and individual spectators, confirming the success of the event.

2.1.7 Behind this success was a significant level of planning and preparation, involving Perth and Kinross Council staff in many aspects over several years. For example, Council staff were involved in 20 of the 28 Ryder Cup Working Groups, with particularly heavy involvement in transport planning, community engagement and operational infrastructure activities.

2.1.8 Over the 4 year planning period, there were 23 Strategic Working Group meetings involving senior management from all the partner organisations - including Perth and Kinross Council – steering the event to a successful conclusion.

2.1.9 Perth and Kinross Council and Tayside Contracts staff worked extensively to ensure the event proceeded smoothly, with a roads maintenance team on 24 hour standby to respond to any challenges that would prevent the thousands of travellers from accessing the site. Building Standards, Food Safety and Environmental Health teams were on site each day - from as early as 4 am - ensuring the highest standards of public protection, and Parking Attendants patrolled the neighbouring areas to secure the smooth flow of traffic for spectators and local communities.

2.1.10 In the overall planning and delivery of the event, there were around 240 Council staff involved. Their roles included Licensing staff, Planning Enforcement officers, Emergency Planning, Event Management staff, Greenspace staff, Grounds Maintenance and Street Sweeping crews, Customer Service Centre, Transport Planning team, Club Golf Coaches, Trading Standards, and Education & Children's Services staff involved in the Ryder Cup Learning Resource.

2.1.11 The effective partnership working by Council officers with other groups, can be evidenced from the following partners' feedback;

“It is with great pleasure that the Parliament congratulates Ryder Cup Europe, EventScotland, Police Scotland, Transport Scotland, Perth and Kinross Council, Gleneagles Hotel, Scottish Government agencies and all the partner organisations for the excellent partnership working that went into delivering the event”.

Extract from Motion proposed by Shona Robinson,
Cabinet Secretary at the Parliamentary Debate on 1 October 2014

2.1.12 John Mason, Director of Business, Scottish Government commented in a letter to the Chief Executive;

“On behalf of the Scottish Government, I’d like to thank you for being such wonderful partners in delivering a memorable Ryder Cup, the success of the week was down more to the huge amount of planning that went on between the partners over many years and that hard work paid off in ensuring all the “backroom” functions... particularly the transport, security and ICT arrangements, performed well. Your willingness to go the extra mile and help out where and when needed was much appreciated”.

2.1.13 At an operational level, Ryder Cup Europe’s (RCE) Health and Safety Consultant, Stephen McCarron made the following observation on the Council’s involvement:

“ I can extend thanks to you and your fellow colleagues in person for the fantastic guidance and support that was given over the past number of years, (and not just the past few weeks that everyone seems to focus on). There is no doubt in my mind that RCE would not have been able to deliver such a spectacular looking and well perceived event without the flexible and collaborative support provided by PKC staff”.

2.2 Junior Ryder Cup, Blairgowrie Golf Club

2.2.1 The feedback from the Junior Ryder Cup was also extremely positive.

2.2.2 In the Parliamentary Debate at Holyrood on 1 October 2014, Shona Robinson, Cabinet Secretary, stated;

“The Junior Ryder Cup which also took place in Blairgowrie was the perfect illustration of Clubgolf at its best. With 3,200 schoolchildren taking part in Clubgolf activity and about 6,000 spectators over the course of the tournament, the profile of junior golf is stronger than it has ever been”.

2.2.3 On September 23 the Perthshire Advertiser published an article headed “Blairgowrie’s Junior Ryder Cup an Unprecedented Success”, which commented:

“The Junior Ryder Cup at the Blairgowrie Golf Club has been heralded as one of the most successful ever. The galleries were the largest in the history of the competition. The large crowds created a fantastic atmosphere on course, with players and spectators alike engaging with one another in the spirit of sportsmanship and friendship”.

2.2.4 Mike Cantlay, Chairman of VisitScotland said:

“The Junior Ryder Cup has always been an important part of Scotland’s delivery commitments for the 2014 Ryder Cup and the excitement and support on course at Blairgowrie this week has been truly phenomenal. Seeing thousands of spectators lining the course on a lovely September afternoon in Perthshire shows we have achieved what we set out to do this week – to host the best Junior Ryder Cup ever”.

2.2.5 Fredrik Lindgren, Director of the Junior Ryder Cup said:

“It is no exaggeration to say that the tournament reached new heights in Scotland this year. The event has witnessed unprecedented crowds this week and the attendance of thousands of kids from the ClubGolf initiative has brought a whole new dimension of engagement with the local communities and their schools”

2.2.6 Planning for the Junior Ryder Cup ran concurrently with the event at Gleneagles. This created further challenges for staff, both in terms of planning for a successful event, and also ensuring the 1,400 local school children were transported safely to, and from, the event. The support from Council officers in the success of the Junior Ryder Cup was also acknowledged in correspondence from Ivan Beggs, Junior Ryder Cup Operations Manager:

“You have helped the European Tour and I deliver the biggest and most successful Junior Ryder Cup to date. We took on an ambitious plan for this event. For the first time we staged the Junior Ryder Cup in the same week and in the same Country as the Ryder Cup itself. The players, officials and our guests from the PGA of America really noticed the scale and professionalism of all aspects of the event. The fact that you were personally involved was a great help and compliment to the event. While you were extremely busy with the Ryder Cup all your suggestions and commitment was much appreciated.”

2.3 Objective: Engage with the local community to minimise disruption to the local area before, during and after the event

2.3.1 Previous reports to the Council in October 2013 (Report No: 13/480) and June 2014 (Report No: 14/302) detailed the extensive community engagement strategy leading up to the event. This included several community liaison meetings for both community representatives and local businesses. Community engagement measures included the confirmation of the Council’s Customer Service Centre as a “one stop shop” for any community Ryder Cup related issues. This complemented the establishment of a dedicated Ryder Cup community liaison police officer by Police Scotland, to work with local communities prior to the event.

2.3.2 The feedback from the communities has been very positive. In the Parliamentary Debate on 1 October 2014, Annabel Ewing, MSP commented:

“My home is in Comrie, which is some 16 miles from Gleneagles. From all the conversations that I have had with local people in the past few days, I think that the feedback about the hosting of the Ryder cup at Gleneagles is positive. As we have heard, any feared transport chaos did not materialise”.

2.3.3 In the same debate Liz Smith, MSP also commented:

“From day 1, when it was announced that Gleneagles was the chosen venue, the Ryder Cup administration team, along with everyone involved in Gleneagles itself, Perth and Kinross Council, Police Scotland and VisitScotland — and many more — produced briefing material about the event that was of an exceptionally high standard. For that reason alone, there was a very high level of public trust in the event. There were some minor problems...but otherwise the running of the tournament was exceptionally smooth”.

2.3.4 There has been no adverse reports or complaints from local Elected Members, Community Councils, or local media, following the Ryder Cup. This is remarkable considering the scale and duration of the event, and the number of people travelling into, and out, of the event site each day. The only known issue raised was from the local community in Auchterarder, expressing a desire for the temporary event footbridge over the A9 to be made permanent. This matter is currently being considered by Transport Scotland.

2.3.5 During Ryder Cup event week, the Council’s Customer Service Centre received 240 service requests, predominately enquiries in relation to local transport arrangements. After the event no complaints were received about the event by the Customer Service Centre.

2.3.6 The position is similar with the Junior Ryder Cup. Prior to the event, the local community was involved, including an engagement evening with Elected Members, local residents and community representatives. Following the event no adverse comments or complaints were received from local Elected Members, Community Councils, media, or through the Council’s Customer Service Centre.

2.4 **Objective: Maximise opportunities for local businesses and other local organisations**

2.4.1 The previous Committee reports (Ref Nos 13/480 and 14/302) detailed the measures being introduced to maximise the benefits to local businesses, arising from hosting one of the largest global sporting events in Perth and Kinross. The economic benefits from hosting The 2014 Ryder Cup are significant, with a pre event estimated benefit of £100m for Scotland. Media reports suggested that the images of Scotland beamed out across the world were worth up to an estimated £40m in direct marketing benefit.

- 2.4.2 In order to capitalise on this opportunity, Perth and Kinross Council carried out a number of activities to maximise the business benefits.
- 2.4.3 Ryder Cup and Junior Ryder Cup Business Briefings and Seminars were delivered to businesses in Auchterarder, Perth and Blairgowrie, advising businesses on how they could make the most of this opportunity. Marketing support was given to businesses in Auchterarder and Blairgowrie, promoting the areas as 'open for business' throughout the events.
- 2.4.4 A business display competition attracted a number of entries throughout Perth and Kinross. Entries were creative and had a high visual impact which helped to create a sense of place and occasion.
- 2.4.5 A dedicated section on the Council website was developed with information about The 2014 Ryder Cup for businesses. This included details on tendering for contracts and opportunities to engage with VisitScotland on promotional opportunities.
- 2.4.6 The Council promoted Perthshire as a place to visit and invest in through marketing on Park and Ride buses and big screens located at Park and Ride sites. Fifteen Park & Ride buses were branded, both internally and externally, with Perthshire messaging. Footage and images of the area were featured on the Park and Ride big screens. Perthshire was also represented by two members of the Council staff on the VisitScotland Exhibition Stand within the Spectators' Village at Gleneagles. More than 75,000 spectators passed through, and engaged in this exhibition area during the event.
- 2.4.7 A number of golf related activities took place in Perth City during the week of the Ryder Cup. These included musical and entertainment performances, golf simulator, mini golf courses, and a big screen which showed the tournament, as well as Perthshire promotional messaging. An estimated 4,000 people participated in these 'Fan Zone' street activities over the week. In St John Street, where one of the mini golf courses was situated, footfall during the week increased by over 15%, compared to the equivalent period in the previous year.
- 2.4.8 Golf Perthshire has been established as a partnership between the Council, VisitScotland, the Scottish Golf Union, Scottish Enterprise, and local businesses to maximise the promotional opportunities. This is designed to attract potential visitors to play golf in Perth and Kinross, particularly capitalising on the positive coverage from the Ryder Cup.
- 2.4.9 In October 2014, VisitScotland awarded Golf Perthshire £15,000 to continue its marketing of Perthshire as a golfing destination, ensuring the area capitalises on successfully hosting The 2014 Ryder Cup. The investment is part of a year-long marketing campaign, jointly funded by Perth & Kinross Council and Scottish Enterprise. This aims to attract an extra 1,500 golf tourism visitors to Perthshire, which is home to some of the oldest and most prestigious golf courses in Scotland.

2.4.10 Working with the Council, transport arrangements were put in place by the organisers to support spectators staying across Perth and Kinross. This was intended to spread the benefits to a wide range of accommodation providers;

- Park and Ride bus services from McDiarmid Park, Perth and Balado Kinross
- Special Ryder Cup train services, stopping at Pitlochry, Dunkeld and Perth
- Dedicated bus services for spectators from Blairgowrie
- Local transport arrangements for people living in the areas around Gleneagles including Crieff, Comrie, Dunning and Auchterarder. This included a special local Park and Ride service, and a shuttle bus service from Auchterarder.

2.4.11 Visit Scotland advised that accommodation providers across Perth and Kinross were fully booked during the event week. In the Parliamentary Debate on 1 October 2014, Annabel Ewing MSP commented:

“I am pleased to report that, as far as I have heard, hotels large and small did great business, as did local bed and breakfasts, chalets and lodges. Anywhere that people could stay, the beds were used. Local restaurants were busy and, although not all retailers had increased takings, there is nonetheless confidence that the visiting Americans and others from around the globe will come back to explore that most beautiful part of Scotland at a more leisurely pace”.

2.4.12 Anecdotal evidence from businesses in the golf tourism sector has been overwhelmingly positive. Major golf courses in the area such as Blairgowrie, Pitlochry and Murrayshall all reported full tee time bookings. Hotels including Atholl Palace, Salutation and Queens, ran at 100% occupancy during Ryder Cup week. Duchally Country Estate reported a significant increase in golf bookings for 2015 to the value of £40k.

2.4.13 The Scottish Government used ticket allocation to maximise opportunities presented by the event to engage and create future business with targeted, high-level political, business, tourism and events industry. The business engagement programme resulted in directed positive impact with new business relationships being forged, existing ones being enhanced, and opportunities created. A follow up event with these ticket holders is being arranged by the Council’s Regeneration team, to identify what further opportunities could develop from these contacts at the Ryder Cup.

2.4.14 To ensure business opportunities were enhanced/provided for the Junior Ryder Cup, the Council worked with organisers to provide a shuttle bus service. This took spectators to and from the venue at Blairgowrie Golf Club, to the town centre, to give spectators the opportunity to enjoy the hospitality offerings in Blairgowrie, and also encourage repeat visits to the area in future.

2.4.15 Other local organisations benefitted from the Ryder Cup. For example two local charities, Perth and Kinross Disability Sport (PKDS) and Friends of St Margaret's Hospital in Auchterarder, were nominated as official charities of the Ryder Cup. Council officers worked with these charities, particularly with PKDS, to support their activities. This also provided opportunities through various events, such as the Commonwealth Games, Queen's Baton Relay celebrations and Ryder Cup city centre celebrations in Perth, to promote their activities, and raise funds for the charity.

2.5 **Objective: Enhance the reputation of Perth and Kinross through the Council's involvement with this event**

2.5.1 The feedback from partners involved in the Ryder Cup and local communities demonstrate significant recognition for the Council's participation, which enhances the overall reputation of the Council.

2.5.2 In a letter dated 18 October to the Chief Executive, the former First Minister, Alex Salmond, remarked:

"First and foremost, we would like to take this opportunity to extend our personal thanks to you and your organisation for the significant contribution you made in delivering an outstanding Ryder Cup and in supporting its continued legacy. We are delighted with the success that the event enjoyed, and deeply appreciate all of your efforts to make the 2014 Ryder Cup such a universally acclaimed success".

2.5.3 In a letter to the Chief Executive, Richard Hills, Ryder Cup Europe Director stated:

"Thank you and all of your team at Perth and Kinross for their outstanding work on the 40th Ryder Cup Match at Gleneagles. I think Perth and Kinross should be known as the 'can do' county as it was a pleasure to work with you and I hope that there are long term benefits at Gleneagles and to the region. Please pass on our sincere thanks from Ryder Cup Europe to all the team".

2.5.4 A folder with all the letters and messages of thanks and congratulations to the Council, following its contribution to the Ryder Cup and Junior Ryder Cup, is available for viewing in the Members' Lounge.

2.5.5 In terms of media exposure, there were 64 articles in the local press which had a Perth and Kinross related input to a Ryder Cup story, between 1 July and 3 October 2014. Of these articles, 45 were positive about the Council or the area, 13 were neutral and only 6 were reported in a negative way (these related to temporary closure of Core Paths, and school in-service days to reduce traffic congestion).

2.5.6 The `once in a generation` opportunity that the Ryder Cup and Junior Ryder Cup presented to the Council and the local area, was recognised by the Council in the report approved in October 2013 (Report Ref: 13/480). A key aspiration from that report was to create a sense of occasion, to support communities to feel part of these major events, and promote a positive image of Perth and Kinross Council to the world. To achieve this aspiration, the Council invested substantial financial and staff resources in working with local communities to support the Ryder Cup in their local areas.

2.5.7 This was part of the Council's "Take Part, Take Pride, Take Place" theme for its Legacy Strategy, approved as part of the report to Council on 2 October 2013. To promote support amongst our communities for the Ryder Cup (and other 2014 activities), a wide range of initiatives were undertaken. These initiatives included:

- Ryder Cup inspired residential garden displays and Ryder Cup themed community displays.
- Shops set up creative Ryder Cup themed window displays
- Bloom Groups used additional Council funding to make their local area extra special for all visitors
- Communities hosted a willow golfer sculpture, which formed a trail of 19 such sculptures across Perth and Kinross
- Care Homes and local community groups held local Ryder Cup themed sports events
- Vibrant street dressing across Perth and Kinross

A more detailed pictorial illustration of these community activities is provided in Appendix 1.

2.5.8 One especially successful feature of these celebrations has been the 2014 Community Challenge Fund, where community groups could apply for funding to support a celebration activity associated with the Ryder Cup, Commonwealth Games or Homecoming. This has been very popular, with 38 successful applications being made to date (see Appendix 2), and £63,000 of the £70,000 fund allocated. These applications represented a strong level of community interest across Perth and Kinross, as well as highly imaginative and creative applications, bringing people together to celebrate these significant occasions at a local level.

2.5.9 The strength of community support was recognised at a Civic Reception held at The Gleneagles Hotel on 14 September 2014, where the Provost hosted a ceremony to award prizes to the highest achieving communities. The award winners are detailed in Appendix 3.

2.5.10 A Legacy Communications Plan was produced, aimed at promoting Perth and Kinross Council as an organisation, and Perth and Kinross as an area, as having highly engaged communities and an excellent record of supporting large events. In addition to advertorial, public relations and digital communications, a short film showcasing the successful partnership working was produced. This is being distributed online and on branded USB sticks to key stakeholders, including community groups, businesses, event organisers and key partners such as EventScotland and Perthshire Tourism Partnership – as another means to enhance the reputation of the Council and the area. The video is available at : <http://www.pkc.gov.uk/article/7891/2014-Brilliant-Moments-in-Perth--Kinross>

2.5.11 Commenting on the collaboration between the Council and the local communities Mike Cantlay, Chair of Visit Scotland commented:

“I think it is superb. It is a good example as I’ve seen anywhere in the world for a golfing event of this sort. The communities of Perth and Kinross really showed what embracing a big event like this is really about.”

2.5.12 John Mason, Director for Business, Scottish Government commented:

“I’ve worked as well on the Commonwealth Games this year with Glasgow City and a lot of other local authorities, and Perth and Kinross’ commitment to the Ryder Cup has been equal to anything else I’ve seen this year - in a year of marvellous events for Scotland.”

2.5.13 The following represents some of the feedback from community organisations, as a result of their involvement with the Council on Ryder Cup projects:

“Our opinion is that the Ryder Cup has been a great experience and success. We personally have taken great pleasure in creating our display and given locals and tourists enjoyment from it, while we have enjoyed the feedback from them”

Brig in Bloom

“In what has been a hectic year for Crieff in Leaf, we have enjoyed the experience of having the Ryder Cup on our doorstep. From the beginning many months ago when we selected the plants to match the national colours of the teams, to the support we have received to fund the projects we have undertaken to leave a permanent legacy, and to the challenges of sustaining our plants to the very end of the season, it has been a rewarding experience to show our part of Perthshire to the world. Together, we have set new standards for future hosts of the Ryder Cup event”

Crieff in Leaf

“Our lady golfer (willow golfing sculpture) has been photographed all summer, by visitors and wedding parties, I am so glad we designed the layout of the bed, so folk could stand next to her and get their photos taken. Even as someone involved in caring for the community, I was surprised at the level of interest and sense of community pride generated by the Ryder Cup event”.

Dunkeld and Duncreevie in Bloom

“After seeing the inspiration and hard work at West Bank Nursery that went into the making of the willow golfers, it was always going to be a success. The one at Kinross was installed outside the Green Hotel and opposite the golf courses. It became an immediate hit having many photos taken by tourists, guests at the hotel, locals and golfers all posing with the Willow Golfer or passing comments.

It would be nice if the exercise could be repeated for other notable events in the future. Thank you for allowing us to participate”.

Kinross in Bloom

“It was a great way to focus the community on bringing everyone together, putting ideas into action, working together and getting people to volunteer. It was also great to know however small the display it was part of a much bigger picture, proud to put Perth & Kinross on the world map”.

Kirkmichael in Bloom

“As a very small village we planted up the Ryder Cup colours. People in the village did comment that other villages had the same colours. This seemed to be an endearing feature which linked all the communities together and made you feel part of a larger team. On a more general note individuals commented on the willow figures and this was a topic of conversation throughout Perthshire debating on which one they like the best”.

Spittalfield in Bloom

2.5.14 This year, the Council built on its innovative approach to integrating major sports events into local Care Home activities, following the success of the Go4Gold Scheme during the Olympic Games in 2012. The Care Home Activity Network (CHAN) used the Ryder Cup as an inspiration to develop golfing activities in Care Homes using ClubGolf equipment. Some care homes and schools combined to add an intergenerational aspect, with Care Home versus School events. Giving Care Home residents the opportunity to continue to play golf or begin again was considered an excellent way to encourage people to be more physically active, and contribute to the positive legacy from the Ryder Cup. The good practice from this innovative approach was featured in the Care Inspectorate Autumn 2014 publication, and on its website <http://hub.careinspectorate.com/innovation/go-for-golf/>

2.5.15 Around 75% of the Scottish Government's total ticket allocation which was part of its contract to host the event was allocated to a combination of worthy causes and / or through public facing initiatives. The allocation given to Perth and Kinross Council was offered to local 'Take a Pride' Community Groups. This was in recognition of their work in making Perth & Kinross look beautiful in the run up to the Ryder Cup and at other times in the year, as well as acknowledging local people who volunteer their time to support sports development in their area. In addition, a nomination process was carried out in which Elected Members and Perth and Kinross Association of Voluntary Services could nominate individuals for a Ryder Cup ticket who had carried out selfless work in their community. In total, 100 tickets were distributed by the Council for people who made a positive contribution to their community.

2.5.16 Comments to the Council from individual members of the public who accepted the tickets included:

"The organisation and facilities were first class, the atmosphere was amazing and we were treated to some great golf, with a few dramas along the way".

"I thank you for winning 2 tickets for the Friday and I would not have missed going for anything as it was such an experience. "

"I was delighted to be offered the opportunity to attend the Ryder Cup at Gleneagles. Attending the Junior version and seeing the club golf initiative in action was like the appetiser for the main meal, which did not disappoint. The journey to the event was easy due to the Park and Ride at McDiarmid Park and I arrived at the course at 6.30am. The atmosphere was incredible and all the marshalls, friendly and helpful. The opportunity to watch the very best in the world was a privilege and one I will probably never get again. It has inspired me to dust off my clubs and get back out on the course. Thank you again for this fantastic experience".

3. PROPOSALS

3.1 It is proposed that once the Economic Impact Study for the Ryder Cup is complete in Spring 2015, it will be reported to the Enterprise and Infrastructure Committee, with an evaluation on further opportunities and lessons learned.

3.2 The Ryder Cup activities have been part of a wider Legacy Plan, which encompasses other events of 2014 including the Commonwealth Games, Queen's Baton Relay and Homecoming. It is proposed that a feedback report on these Legacy items be presented to the next Council meeting.

4. CONCLUSION AND RECOMMENDATIONS

4.1 The staging of the Ryder Cup in Perth and Kinross can be considered as a 'once in a generation' event. Therefore, the opportunities and benefits arising from hosting this event were also 'once in a generation'.

- 4.2 The feedback from the event has shown that working in partnership, Perth and Kinross Council has helped deliver what many consider to be the best ever Ryder Cup. The Council has also taken advantage of this unique opportunity to celebrate the occasion, promote Perth and Kinross to a wider audience, and deliver legacy benefits from this event.
- 4.3 It is recommended that the Council notes that the objectives for the Ryder Cup were achieved, and thanks the Council staff, Elected Members and community representatives who contributed to making the 2014 Ryder Cup and Junior Ryder Cup such successful and memorable occasions.

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Approved

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	None
Legal and Governance	None
Risk	None
Consultation	
Internal	Yes
External	None
Communication	
Communications Plan	

1. Strategic Implications

Community Plan / Single Outcome Agreement

1.1 This report relate to the delivery of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

- (i) Giving every child the best start in life
- (ii) Developing educated, responsible and informed citizens
- (iii) Promoting a prosperous, inclusive and sustainable economy
- (iv) Supporting people to lead independent, healthy and active lives
- (v) Creating a safe and sustainable place for future generations

Corporate Plan

1.2 This report relates to the achievement of the Council's Corporate Plan Priorities:

- (i) Giving every child the best start in life;
- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) *Supporting people to lead independent, healthy and active lives; and*
- (v) *Creating a safe and sustainable place for future generations.*

2. Resource Implications

Financial

- 2.1 There are no financial implications relating to this report. The Council allocated a budget of £523,000 for this activity across 2013/14 and 2014/15, and projections indicate that spend will come within this budgeted figure.

Workforce

- 2.2 There are no workforce implications arising from this report.

Asset Management (land, property, IT)

- 2.3 There are no asset management issues arising from this report.

3. Assessments

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.

- 3.2 The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- (i) Assessed as **not relevant** for the purposes of EqIA

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.

- 3.4 The proposals have been considered under the Act, however, no action is required as the Act does not apply to the matters presented in this report. This is because the Committee are requested to note the contents of the report only and the Committee are not being requested to approve, adopt or agree to an action or to set the framework for future decisions.

Sustainability

- 3.5 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. Under the Climate Change (Scotland) Act 2009 the Council also has a duty relating to climate change and, in exercising its functions must act:

- in the way best calculated to delivery of the Act's emissions reduction targets;

- in the way best calculated to deliver any statutory adaptation programmes; and
- in a way that it considers most sustainable.

3.6 There are no proposals which require to be assessed against the Council's Principles for Sustainable Development.

Legal and Governance

3.7 There are no legal implications in relation to this report.

Risk

3.8 The key risks were managed through a multi agency Risk Advisory Group, Chaired by the Scottish Government. The risks for Perth and Kinross were managed through a risk document, which was monitored by the Council's Ryder Cup Steering Group.

4. Consultation

Internal

4.1 The Head of Democratic Services, Head of Planning and Regeneration, and Head of Community Care, and Head of Education (early Years and Primary) have been consulted in the preparation of this report.

External

4.2 The Scottish Government and Event Scotland were consulted in the preparation of this report.

2. BACKGROUND PAPERS

- Reports to Council on 2 October 2013 (Report No: 13/480); and 25 June 2014 (Report No: 14/302).

3. APPENDICES

- Appendix 1 – Celebrating The 2014 Ryder Cup in our Communities and Creating on Legacy
- Appendix 2 - 2014 Community Challenge Funding Awards
- Appendix 3 – Winners of the 2014 Ryder Cup Community Competitions



Take **Part** | Take **Pride** | Take **Place**



Celebrating The 2014 Ryder Cup in our communities and creating a legacy



PERTSHIRE WELCOMES THE 2014 RYDER CUP

PERTSHIRE WELCOMES THE 2014 RYDER CUP



Introduction

From 22-28 September 2014, The 2014 Ryder Cup will take place at The Gleneagles Hotel and The Junior Ryder Cup at Blairgowrie Golf Club.

This is a valuable opportunity to showcase our area to the world and to create a lasting economic, social, cultural and sporting legacy for the future.

Excitement is already building as people and communities prepare for one of the world's largest and most prestigious sporting events.

We have put plans in place to ensure that we maximise the economic opportunities that The Ryder Cup brings to our area.

I'm pleased to share details of our preparations in this leaflet and look forward to welcoming The 2014 Ryder Cup and The Junior Ryder Cup to Perth and Kinross.

*Councillor Ian Miller
Leader of Perth & Kinross Council*

"Since we started working with Perth & Kinross Council, I have been highly impressed by the positive 'can-do' attitude adopted by all levels of the organisation, in welcoming The 2014 Ryder Cup to Perthshire.

This proactive approach is reflected by the enthusiasm of local communities in supporting the event. It is marvellous to see Samuel Ryder's aspirations for the Ryder Cup as a 'powerful force that influences the best things in humanity' being played out in Perth and Kinross."

*Richard Hills
Ryder Cup Director*



"I trust the effect of this match will be to influence a cordial, friendly, peaceful feeling throughout the whole civilized world. I look upon the Royal and Ancient game as being the powerful force that influences the best things in humanity."

Samuel Ryder, 1931

Green Drive

The Green Drive aims to create a lasting sustainability legacy, minimising resource use and maximising ecological protection. With £240,000 in funding from the Scottish Government it supports four local outreach projects (Zero Waste, Big Tree Country, The John Muir Trust and Sustainable Golf Courses) which all work towards increasing sustainability in Perth and Kinross.

PERTSHIRE WELCOMES THE 2014 RYDER CUP



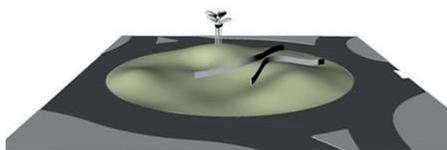
New Gleneagles Link Road

Perth & Kinross Council, the Scottish Government and Tactran have

invested £3.8 million to improve access and safety

with a new road linking Gleneagles Station to the A9. This project is a long-held ambition of the Council, opening up the opportunity to create a local public transport hub, improving road safety and creating a physical infrastructure legacy.

A9/A823 Roundabout Design



We're making a feature out of the A9/A823 roundabout, which has been extended as part of the new Gleneagles Link Road. Designed with a golf theme and appropriate planting, Community Payback teams will also install a dry stone wall, creating an attractive feature that will be seen by the Park and Ride buses and thousands of other visitors to the Ryder Cup.

ClubGolf

The ClubGolf project has pledged to introduce every 9 year old in Scotland to golf, increasing access to the sport, encouraging higher participation levels and improving standards of performance. All of this adds up to sustained growth in the future for golf in Scotland.

As part of the programme,

1,472 pupils from our P6 classes will attend coaching sessions



at the Junior Ryder Cup in Blairgowrie, and a further 2,402 young people from all over Scotland will be attending coaching during the event.

Ryder Cup Educational Resource

This online resource was developed by Perth & Kinross Council's Education & Children's Services, in partnership with Clackmannanshire and Stirling Councils, Education Scotland, ClubGolf and Scottish Government. It includes 18 golf-related learning themes, such as the history of golf: one for each virtual 'hole'. Offering pupils across the Scotland 'chance of a lifetime' prizes such as the opportunity to design official merchandise, it uses the Ryder Cup to inspire and engage pupils.

Over 1,500 people have used the resource,

from France, Spain, USA, Canada, Germany, Ireland, Netherlands, Pakistan and Russia. The US Professional Golf Association were so impressed with this resource they are looking to develop something similar for The 2016 Ryder Cup at Hazeltine, Minnesota.



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PERTSHIRE WELCOMES THE 2014 RYDER CUP



Digital Connectivity

Digital connectivity will be improved as a result of the Ryder Cup. At Gleneagles, fixed cable digital infrastructure will be installed, including 4G. The mobile infrastructure in Glendevon will be upgraded and coverage improved. There will be

permanent wifi access at Perth Station and Gleneagles station

and the superfast broadband programme in Auchterarder and Crieff has been brought forward, so that local businesses and residents will benefit earlier.



Geocaching

Geocaching is 'treasure exploration for the digital generation': tracking a cache of small prizes using Global Positioning Satellite. It's the ideal way to get active in the Perth and Kinross countryside, and particularly appeals to families. We're commissioning limited edition geocaching coins, in gold, silver and bronze, with the gold coin bearing the Ryder Cup logo. These trackable coins are highly collectable and, along with new local trails we're developing, will get more people out and about trying geocaching. We're also making GPS equipment freely available to groups working with disadvantaged or vulnerable youngsters so that they can also give it a go.

Golf Activity for Care Homes

We're building on the successful Go4Gold activity programme in care homes, adding golf-themed activity for 2014. As well as kurling, beanbag bucket basketball, canister filling and fishing for ducks, our friendly competitions will include a new golf challenge. This will also encourage community links and intergenerational activity, as care homes will share ClubGolf equipment with local primary schools. Local Rotary Clubs have helped residents to train for these events. Ryder Cup Europe is supporting this activity by funding prizes for these events.



Community Challenge Fund

We've made

£70,000 available for communities

to bid for, to celebrate 2014. Over 30 projects have been approved so far, including:

- decorative banners in Crieff;
- Commonwealth-themed garden in Kinnoull, Perth;
- community games day in Stanley;
- floral displays in Bridge of Earn;
- willow golf structure for Aberuthven.



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PERTSHIRE WELCOMES THE 2014 RYDER CUP



Extra funds for Take a Pride in Perthshire

We've provided an

additional
50% funding
for bloom
groups



using 2014 themes. Community groups are developing initiatives such as:

- *drystone wall planting display to celebrate The 2014 Ryder Cup in Crieff;*
- *community arts project creating golfing displays around Kinnesswood;*
- *banner poles at key entrances to Perth;*
- *mini golf course made of flowers in Bridge of Earn.*

Willow Golfers

Developing public art to celebrate 2014, we've commissioned a series of 18 willow golfing figures, engaging two artists to work with local communities to make them. Communities which have requested to take part will be able to help build their figure and suggest its location. A 'sculpture trail' will encourage residents and visitors alike to view the figures, and see more of the areas hosting these figures.

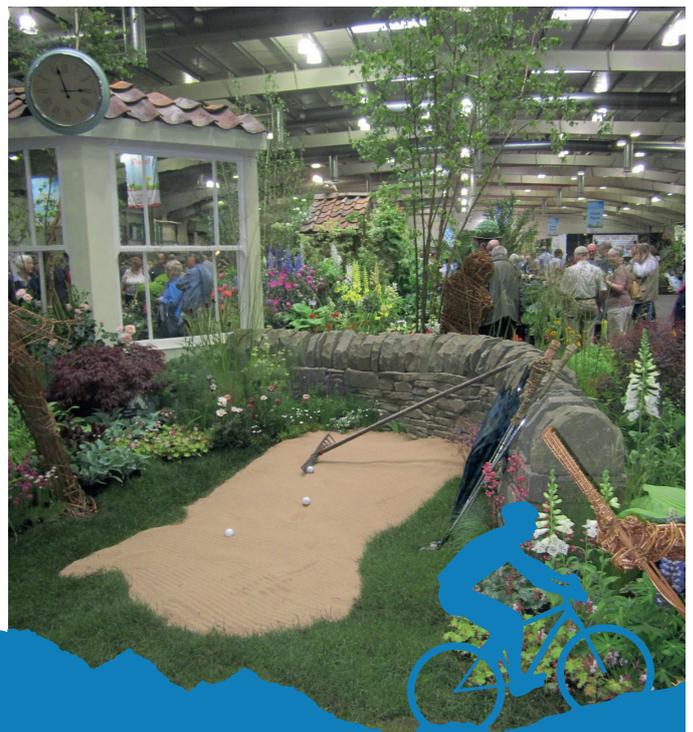


Community Competitions

Ryder Cup Europe and The Gleneagles Hotel have generously donated prizes for a series of community competitions. With categories for residents, businesses, schools and golf clubs, there's something for everyone. A celebration event in September 2014, at The Gleneagles Hotel, will see prizes awarded.

Gardening Scotland

This national event at Ingliston, Edinburgh from 30 May to 1 June saw 40,000 visitors enjoying show gardens and displays. They had an extra treat this year, as Beautiful Perth, Westbank Enterprises, and Community Payback displayed a 'Perthshire Welcomes The Ryder Cup' stand. This golf course-themed garden was decorated with willow sculptures and appropriate planting, representing a lot of hard work from a group including disadvantaged residents who are using the experience to prepare for employment. The display won a coveted Gold Award, and was presented with the 'Best New Floral Exhibitor' trophy.



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PERTSHIRE WELCOMES THE 2014 RYDER CUP



Participative Events in Perth

To bring the excitement of the Ryder Cup to the city, we are holding fun activities and animations for Perth city centre during the Ryder Cup including:

- 9 hole mini golf;
- inflatable golf practice nets and 'shoot the target';
- golf chipping challenge;
- photo backdrops with golfing theme;
- evening events programme at the Concert Hall, to entertain visitors and local residents.

We have made mini golf and inflatables available to community groups for free hire over the summer.



Ryder Cup Exhibition

We are privileged to have secured the

official Ryder Cup exhibition

which will be on display in Perth Museum from 2 June until 14 September.

What's Available | to Order

Code LT04
The 2014 Ryder Cup Window Stickers
A5 portrait

Code LT05
The 2014 Ryder Cup Poster
A4 and A3 portrait

Code LT06
The 2014 Ryder Cup Window Stickers
150 x 150 mm square

Code LT07
Take Part | Take Pride | Take Place Window Stickers
A5 landscape on clear vinyl

Take Part | Take Pride | Take Place

Toolkit of Publicity Materials

To help local communities and businesses get involved in celebrating 2014, we've produced Legacy and Ryder Cup branded materials for them to use for free. These include window stickers, balloons, postcards, posters, electronic templates and banners. We've had significant take-up from across the area, with many communities choosing to use materials to dress their areas for the Commonwealth Games Queen's Baton Relay, street parties or the Take a Pride in Perthshire competition, and to celebrate hosting The 2014 Ryder Cup and Junior Ryder Cup in their area.

Community Payback

The Scottish Government has provided funding of

£10,000 to support Community Payback

teams involved in the Ryder Cup. Projects where Community Payback have helped include a golf-themed design for Gleneagles roundabout, the Gardening Scotland display, helping with city centre activities and improvements to the North Inch golf course - all examples of how people can help to give back to their community.



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PERTSHIRE WELCOMES THE 2014 RYDER CUP



Dressing Public Areas

We're

■ dressing key locations

with banners, flags, floral displays, planters and hanging baskets. Perth city centre, Gleneagles and Auchterarder, Blairgowrie and Crieff will all benefit from colourful dressing, while some areas will receive improved banner fittings which can be used for future events.



Positive Engagement and Feedback

"This is an important and exciting year for Perth... I'm delighted we have secured this grant so we can show our pride in the City and leave a legacy for the future. Our banners will greet visitors for years to come, promoting a range of activities in Perth as well as the continuing work of Beautiful Perth."

*John Summers, Chairman,
Beautiful Perth*

"Crieff in Leaf is marking the occasion with the building of a dry stone wall at Gallowhill which is on the main north/south thoroughfare from Crieff to Gleneagles... existing concrete containers are being replaced with more attractive planters and planted up with sustainable shrubs and plants. These projects are being funded with assistance from the Community Challenge Fund."

*Keith Stewart, Chair,
Crieff in Leaf Association*

"All age groups in our community will benefit from these events. The day is designed to bring people together as a community in a way which supports a vibrant village life."

*William Waddell, Secretary,
Stanley Development Trust*

"The school community has engaged enthusiastically with the upcoming Commonwealth Games and we wanted to mark this exciting event in a special way that would have a lasting impact for us. We're delighted that the Legacy 2014 Community Challenge Fund will make our mascots a reality and we're looking forward to seeing Scotty the Squirrel at our Commonwealth Sports Day in June!"

*Lisa Leck, Head of PE,
Pitlochry High School*

"Crieff Community Council is delighted to acknowledge the generous support we have received from the Community Challenge Fund which has allowed us to commission 59 decorative banners to enhance and promote our town, not only for the Ryder Cup, but as a legacy for future events."

*Stephen Leckie, Chairman,
Crieff Community Council*

"Thank you for organising the loan of the inflatable golf items for our Coupar Angus Gala Day. I manned the attraction and they were a great success. The two men who came to install the inflatables were extremely helpful."

*Tracy Thom, Secretary,
Coupar Angus Pride of Place*



Take Part | Take Pride | Take Place

Acknowledgements

Thank you to Ryder Cup Europe, The Gleneagles Hotel and the Scottish Government for their support with these initiatives; to all the Perth & Kinross Council staff for making the most of the opportunities this year brings and to all of the people of Perth and Kinross who have responded so well to welcoming this iconic event to the area.

If you or someone you know would like a copy of this document in another language or format, (on occasion only a summary of the document will be provided in translation) (this can be arranged by contacting Customer Service Centre on 01738 475000)

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You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.



www.pkc.gov.uk

(PKC Design Team - 2014268)

2014 Challenge Fund Applicants		Appendix 2
Name of applicant	Project	Approved
Crieff in Leaf	Drystone wall display at Gallowhill and new planters in High St for important 2014 events	£2,014.00
Crieff Community Council	Banners for town dressing	£5,000.00
Blackford PS Parent Council	Ryder Cup Sensory Garden and Ryder Cup celebration party	£2,014.00
Beautiful Perth	Banner poles for city dressing at key entrances to city	£2,014.00
Stanley Dev Trust	Stanley Community Games and after games celebration event	£2,014.00
Pitlochry PS	Games Legacy 2014 mascots	£300.00
Coupar Angus PS	East Perthshire Commonwealth Games Project	£2,014.00
Kinnoull PS Parent Council	Kinnoull Commonwealth Garden project	£2,014.00
Brig in Bloom	Ryder Cup Golf Course Community Display	£1,639
Coupar Angus Pride of Place	Coupar Angus golf tee entrance	£1,639
Bankfoot Gala Group	Bankfoot Gala Day 2014	£900
Blackford is Brighter	Willow structure promoting Ryder Cup	£795
Forgandenny Primary School PTA	Commonwealth Games Celebration Events	£773
Ruthvenfield Primary School Parent Council	Ruthvenfield Commonwealth Day	£1,532
Kinnesswood in Bloom	Ryder Cup/ Commonwealth Games Arts Project	£2,014
Auchterarder Bloom Association	School Lane Project	£2,014
Cleish Field Association	Commonwealth and Ryder Cup celebration	£1,000.00
Methven Parks C'ee	Welcome and celebration event Queens Baton Relay	£2,014

Pitlochry Partnership	Queens Baton Relay event	£2,014
Kinloch Rannoch PS Parent Council	Kutumba Caledonian Forest Relay	£2,014
Kenmore Primary School Forum	Highland Perthshire Mini Commonwealth Games	£2,014
Burrelton Bowling and Tennis Club	Celebration event	£2,014.00
Hipshire Network	Pitlochry Family Fun Day	£2,014.00
Tourette Scotland Perth Support	Commonwealth Gala Day 2014	£2,014.00
Pitcairn Village Association	Fund Raising to provide a village hall	£1,500.00
Friends of McCrosty Park	To promote the use of the park for locals and visitors alike, adding to the diversity of the park through activities and planting. (McCrosty big family fun week)	£1,714.00
Parent Council Fairview School	Commonwealth Games Sports Day	£2,014.00
Muthill Village Trust	Muthill Sportive (Raising funds for Muthill - Crieff Cycleway)	£300.00
Blair in Bloom	Junior Ryder Cup banners for Blairgowrie Town Centre	£2,014.00
Friends of Aytoun Hall	Auchterarder Queens Baton Relay Fringe Entertainment	£1,375.00
St Fillans Golf Club	Enhance golf club entrance	£2,014.00
Tulloch Tenants	North Perth Gala Day	£1,090.00
Muthill Gala Committee	Muthill Queens Baton Gala Day 2014	£250.00
Viewlands Primary School Parent Council	Ryder Cup 2014 - A History of Perthshire and Golf	£100.00
Bepta	Junior Ryder Cup	£4,500.00
Aytoun Hall	Ryder Cup Event 12th September	£840.00
Pitlochry War Memorial	Refurbishment (Replacement of Street Furniture)	£2,014.00
	TOTAL	£63,512.33

2014 Ryder Cup Community Competitions

Residential Garden

Perth: Winner Garden B Morrison
 Runner up Brenda Cruickshanks

Aberfeldy: Winner Donald Fraser

Auchterarder: Winner Robert Lynn
 Runner up Mr and Mrs McGraw

Community Display

Winner: Kinnesswood in Bloom

Runner up: Brig in Bloom

Golf Club

Winner: Auchterarder

Runner up: St Fillans

Business Display

Winner: Marian's of Perth
Runner up: Whisper of Auchterarder

Best Community Challenge Fund Project

Winner: Blackford Primary School
Runner up: Cleish Field Association

