

**MAJOR EVENTS AND EXHIBITIONS PROGRAMME 2014-5: UPDATE –
RYDER CUP HERITAGE EXHIBITION**

Background

1. This Paper seeks the SPCB's views on an additional major exhibition to the 2014-15 Major Events and Exhibitions Programme as approved at its meeting on Wednesday 11 December 2013.
2. Ryder Cup LLP and the Professional Golfers' Association (PGA), with support from EventScotland, request the Main Hall for display of the Ryder Cup Heritage Exhibition. This touring exhibition launched at The Stirling Smith Museum and Gallery on Friday 17 January 2014. The proposed display dates at Parliament, Tuesday 29 April to Friday 30 May 2014, would be the second venue before touring to Perth Museum and Art Gallery and display at the tournament. The Ryder Cup takes place at Gleneagles Centenary Course Tuesday 23 to Sunday 28 September 2014.

Discussion

3. As the SPCB will be aware, EventScotland and other bodies including the Scottish Government are supporting The 2014 Ryder Cup as part of their remit to strengthen Scotland's reputation as the world's foremost golfing destination. EventScotland invests around £800,000 each year as part of strategic support for golf events. The Ryder Cup is considered the third biggest event in sport and is expected to attract over 45,000 spectators each day. Further information is attached at **Annex A**.
4. The exhibition features exhibits and information about the history of the Ryder Cup tournament and its players, including the previous 1973 tournament in Scotland. Further information is attached at **Annex B**. The Ryder Cup trophy itself would be available for display on Tuesday 29 and Wednesday 30 April. Due to an existing full diary of display commitments to promote The Ryder Cup in Scotland, it would not be available for the full exhibition duration.
5. The exhibition would clearly demonstrate the Parliament's commitment to supporting this major sporting initiative and offer additional benefits including relationship building with EventScotland and other bodies, increased visitor numbers and increased expenditure in the Parliament Shop and Public Café.. If approved, the Economy, Energy and Tourism Committee have advised they would explore holding a one-off evidence session with VisitScotland.

6. It is noted that there are already plans to work with the Ryder Cup organisers and EventScotland to publicise the tournament. A painting of the Gleneagles course by Graeme Baxter is being loaned to the Parliament for six months and will be unveiled by the Presiding Officer. We would hope to link this to the exhibition launch to maximise publicity for the exhibition and artwork.

Event

7. It is proposed that an evening launch event hosted by the Presiding Officer for all MSPs and external stakeholders is held on Tuesday 29 April. This event would additionally be relevant for Members of the Economy, Energy and Tourism Committee.

Publicity opportunities

8. We would work with the Scottish Parliament's Media Relations Office and Ryder Cup media department to develop media and online publicity opportunities. The exhibition is likely to secure some media coverage and the Parliament would be name checked as a host venue.

Resource Implications

9. All costs associated with this exhibition including install, derig, publicity etc will be met by the Ryder Cup LLP.
10. Staff resources to support this exhibition would be minimum. The Events and Exhibitions Team would work with the organisers to facilitate the necessary planning for the exhibition with support from Legal, Facilities Management and Visitor Services. Media Relations Office would work with the Ryder Cup LLP to facilitate publicity of the exhibition.

Governance issues

11. An Equality Impact Assessment has been carried out on the design of the exhibition. There are no Health and Safety or Equalities issues.
12. As with all partner exhibitions, the SPCB would be required to enter into an exhibition agreement with Ryder Cup LLP to cover public liability, employers' liability, health and safety, insurance, copyright and publicity considerations.

Publication Scheme

13. This Paper can be published once the exhibition has been publicly announced.

Next steps

14. If approved, the Events and Exhibitions Team will work with the Ryder Cup LLP and colleagues across the Parliament to facilitate the necessary planning and organisation of the exhibition and evening event.

Recommendation

15. The Ryder Cup Heritage Exhibition provides an opportunity for the Parliament to demonstrate its support for this major sporting initiative and will hopefully increase visitor numbers and increase expenditure in the Shop and Café. The Events and Exhibitions Team would therefore recommend that the SPCB agree to the exhibition being added to the Major Events and Exhibition Programme for 2014-15.

Decision

16. The SPCB is asked to consider this Paper and to agree that the exhibition is added to the Major Events and Exhibition Programme for 2014-15.

EVENTS AND EXHIBITIONS TEAM

February 2014

THE RYDER CUP 2014

VisitScotland estimate that The 2014 Ryder Cup will raise up to £100 million for Scotland's economy during the week of the event, with 250,000 visitors expected to attend.

The £100 million figure is a broad 'before the event' estimate informed by the economic impact study of the Celtic Manor Ryder Cup in 2010. This reported in March 2011 and confirmed total spend during the week of the 2010 event was worth £82.4 million to the Welsh economy. The economic impact of the 2014 Ryder Cup will be fully evaluated by independent researchers at the Sport Industry Research Centre's (SIRC) at Sheffield Hallam after the event has taken place.

The event is being supported by VisitScotland, EventScotland, Europe & Scotland European Regional Development Fund, The Scottish Government, Scottish Development International and Scottish Enterprise.

The 2014 Ryder Cup budget, which is held by VisitScotland, is £37.3m. In addition to this, as part of Ryder Cup bid commitments, the Scottish Government has also committed £8m in support of Scotland's junior golf initiative, ClubGolf, from 2003 to 2018.

RYDER CUP HERITAGE EXHIBITION – EXHIBITS

Exhibit	Year	Link to Course/Club/Player
Ryder & Sons	1911	
Ryder Seeds catalogue	1915	Private
Glasgow Herald Programme	1921	Gleneagles
Team Members Tie	1927	Fred Robson's
Banquet Menu	1927	Ryder Cup - Worcester CC
Ryder Cup Programme	1929	from a PGA Member
Farewell Dinner Menu	1929	Ryder Cup - Moortown
Silver bag tag	1931	Given by players
Dinner Menu	1931	Ryder Cup - Scioto CC
Team Members' badge	1931	Scioto CC
Stewards Briefing	1933	Southport & Ainsdale
Draw sheets	1933	Southport & Ainsdale
Ryder Cup Programme	1933	Southport & Ainsdale
Farewell Dinner Menu	1935	Ridgewood CC
Ryder/Taylor and Hagen	1933	Southport & Ainsdale
Dinner Menu - New York	1947	Ryder Cup - Portland
Demerat/Mangrum photo	1949	Ryder Cup - Ganton
Ryder Cup programme	1949	Ryder Cup - Ganton
Hoffman's Car sales sheet	1949	Ryder Cup - Ganton
Ryder Cup programme	1951	Ryder Cup - Pinehurst CC
Money clip	1951	Ryder Cup - Pinehurst CC
Team photo	1951	Ryder Cup - Pinehurst CC
Welcome Dinner Menu	1951	Ryder Cup - Pinehurst CC
Ryder Cup programme	1953	Wentworth
Dinner Menu	1953	Wentworth
Signed Cunard Dinner Menu	1955	Thunderbird CC
Money clip	1955	Thunderbird CC
Watch and Money clip	1955	Thunderbird CC
Ryder Cup programme	1955	Thunderbird CC
Sid Scott team badge	1955	Thunderbird CC
Sid Scott Charity badge	1955	Thunderbird CC
Ryder Cup Programme	1957	Lindrick
Dinner Menu	1957	Mansion House - 1957
Draw sheets	1957	Lindrick
Ryder Cup programme	1965	Royal Birkdale
Farewell Dinner Menu	1965	Royal Birkdale
Welcome Dinner Menu	1967	Champions GC
Ryder Cup programme	1967	Champions GC
Money clip	1967	Champions GC
Ryder Cup programme	1969	Royal Birkdale
Signed Dinner menu	1973	Ryder Cup - Muirfield
Admission Ticket	1973	Signed by Peter Butler
Car Badge	1973	Muirfield
Felt cap badge	1973	Muirfield
Ryder Cup programme	1975	Laurel Valley GC
Golden Jubilee Alms Dish	1977	Royal Lytham & St Anne's
1st day Cover	1977	Royal Lytham & St Anne's
Signed Dinner menu	1977	Royal Lytham & St Anne's
Money clip	1977	Royal Lytham & St Anne's
Blackpool bus ticket	1977	
Ryder Cup programme	1979	The Greenbrier
Paperweight	1979	The Greenbrier
Bag tag	1979	The Greenbrier
Welcome Dinner Menu	1979	The Greenbrier
Commemorative plate	1979	The Greenbrier
Bag tag	1979	The Greenbrier
Signed Dinner menu	1981	Ryder Cup - Walton Heath
Ryder Cup Programme	1981	Walton Heath

Silver plated Tankard	1981	Walton Heath
Victory Dinner Menu	1983	PGA National
Ryder Cup programme	1983	PGA National
Team Tie	1985	The Belfry
Players' Gift to Tony Jacklin	1985	The Belfry
Ryder Cup programme	1985	The Belfry
Gala Dinner Menu	1985	The Belfry
Victory Dinner Menu	1985	The Belfry
Team tie	1987	Muirfield Village
Team blazer badge	1987	Muirfield Village
Ryder Cup programme	1987	Muirfield Village
Presentation Snuff Box	1987	
Commemorative plate	1989	The Belfry
Ebel wrist watch	1993	The Belfry
Ryder Cup programme	1993	The Belfry
Silver napkin rings	1993	The Belfry
Waterford Vase	1993	The Belfry
Ryder Cup Water Jugs	1995	Oak Hill CC
Decanter	1995	Oak Hill CC
Team tie	1995	Oak Hill CC
Pearl pendant - Ladies gift	1995	Oak Hill CC
Gold pendant - Ladies gift	1995	Oak Hill CC
Ryder Cup Captain's badge	1995	Oak Hill CC
Team cufflinks	1999	The Country Club
Ryder Cup programme	1999	The Country Club
Waterford Vase	1999	The Country Club
Escada Ladies cap	1999	The Country Club
Team tie	2001	The Belfry
Signed Team photo	2001	The Belfry
Team blazer badge	2001	The Belfry
Ltd edition money clip badges	2001	The Belfry
Replica Trophy	2006	The K Club
Team tie	2008	Valhalla GC
Ryder Cup programme	2008	Valhalla GC
Ryder Cup Programme	2010	Celtic Manor
Signed Dinner Menu	2010	Celtic Manor
Draw sheets	2010	Celtic Manor
Spectator guide	2010	Celtic Manor
Ticket holder's guide	2010	Celtic Manor
Captain's Bag	2010	Celtic Manor
Team bag	2012	Medinah
Various logoed golf balls	-	Varied venues