



# The 2014 Ryder Cup Legacy Story

**The 2014 Ryder Cup presents a unique opportunity to deliver change across the whole of Scotland; now, in the lead up to the event and beyond. There are many legacy initiatives now in place which will benefit different people in different ways.**

For Scottish tourism businesses it means tangible benefits during the week of the event as well as the promotion and exposure on a global scale enticing people to travel to Scotland, The Home of Golf.

As one of the world's largest sporting events, The Ryder Cup is broadcast to 183 countries worldwide via a network of 43 broadcasters reaching more than half a billion homes on each day of the competition.



Each day 45,000 spectators from 75 countries across the world are expected to attend, watching the best players from Europe and the USA compete, with more than 250,000 visitors to the venue expected over the course of the week.

This will translate into direct benefits; not only to golf tourism but to the wider tourism industry. The central location of Gleneagles within Scotland means their impact will be felt way beyond Perthshire. And while the benefits will be seen specifically across the accommodation sector, they will extend as far as Scottish food and drinks suppliers, travel and transport, other tourism attractions and the wide range of businesses which support the tourism industry.

Encouraging international and domestic visitors to The Ryder Cup to extend their visit to Scotland and see the great assets on offer will be key to maximising the benefits from the event. From seeing more of Scotland's amazing natural environment, to visiting its great cities and playing some of the hundreds of stunning golf courses in Scotland, it is important to seize the opportunity to showcase Scotland at its best.

To that end, VisitScotland is scaling up its existing golf tourism marketing campaigns to use the 2014 Ryder Cup to promote Scotland as The Home of Golf in key domestic and international markets.

Since 2002, VisitScotland has spent a minimum of £500,000 per annum promoting Scotland as The Home of Golf to the key golfing markets of North America, Scandinavia, Germany and the UK and Ireland.

As part of Scotland's benefits as host of The 2014 Ryder Cup, VisitScotland has secured presence at a number of European Tour events over the last five years, gaining access to exhibition space, hospitality and advertising. In total, VisitScotland and its public sector and private partners will have attended more than 40 European Tour events between 2009 and 2013.

VisitScotland was also able to deliver the biggest ever golf consumer presence in North America at the recent 2012 Ryder Cup at Medinah, with some 10,000 people visiting its exhibition space during the week of The Ryder Cup.



In addition to working to promote Scotland, The Home of Golf overseas, The Ryder Cup has also provided the impetus for the Scottish golf tourism industry and public sector organisations to develop a more collaborative approach going forward.

As a vital part of The Ryder Cup legacy programme, the Golf Tourism Development Group has developed a new strategy designed to unify Scotland's approach to golf tourism. "Driving Forward Together" is the first national strategy that has been developed by both the golf tourism industry and the public sector working in partnership for the benefit of golf tourism businesses in Scotland.



It signals an intent to capitalise on major events being held in Scotland during the next few years, including The 2014 Ryder Cup and The Open Championship in 2015 and 2016, with the aim of enhancing Scotland's reputation as the Home of Golf and becoming the world's leading golf destination by 2020. As a result of implementing the strategy, it is hoped to grow the industry's current £220 million annual value to the Scottish economy by 20 per cent to around £300 million annually by 2020.

**For Scottish businesses, it might mean help to win an event-related contract or paving the way for new business opportunities at home or overseas.**

The coming of The Ryder Cup to Scotland presents opportunities to drive increased inward investment in Scotland and opportunities are being maximised through a structured engagement programme which targets senior business, events and tourism contacts.

Scottish Enterprise is leading a core programme of business engagement events designed to attract inward investment to Scotland via promotion of The Ryder Cup. Their role is to ensure engagement with key senior business representatives globally to take forward strategic economic development opportunities. They will develop business engagement programmes before, during and after The Ryder Cup.

In addition, for the first time in the history of the tournament, Ryder Cup Europe has partnered with the Scottish Government to ensure that procurement contracts are advertised to all Scottish companies through Public Contracts Scotland, the public sector procurement portal. This ensures that the event's procurement opportunities are communicated to Scottish companies who can then bid for contracts.

**"The Ryder Cup is one of the world's most prestigious events and we are looking for suppliers whose products and services will enable us to create a truly memorable occasion at Gleneagles in 2014."**

**"The PCS portal will streamline our procurement processes and, importantly, give as many Scottish businesses as possible forewarning of the contracts on offer. We would love to hear from local suppliers who feel they have the right product quality and business infrastructure to become involved with the event."**

**- Edward Kitson, Match Director for The 2014 Ryder Cup**



**For golf events in Scotland it means a strengthened portfolio of annual professional men's and women's golf tournaments, resulting from specific investment in this area from 2003-2018.**

Delivering on the commitment to support domestic golf tournaments, EventScotland is leading on an enhanced tournament investment programme to ensure Scotland's golf event portfolio is in keeping with Scotland's worldwide reputation as The Home of Golf. Between 2003 and September 2014, when The Ryder Cup takes place, Scotland will have invested a total of £10.9m in 63 supported golf events. The 2014 Ryder Cup will be the 64th supported event.

The work does not end after 2014. Plans are already in place to ensure Scotland continues to host world-class golfing events in the wake of The 2014 Ryder Cup. In 2015, the year after hosting The Ryder Cup, Scotland will host two Major Championships; The Open Championship at St Andrews and the RICOH Women's British Open at Turnberry. Further agreements with both event organisers are already in place going forward. Added to that, the future of the Aberdeen Asset Management Scottish Open has been secured until at least 2017 and agreement reached to support events across the ladies, seniors and satellite tours. It is clear Scotland that will be a leading golf event destination for many years to come.

The benefit to Scotland of hosting such major golfing events is significant in terms of economic impact as well as being able to promote Scotland as The Home of Golf to new audiences and potential new visitors around the globe.

Scotland's investment in golf tournaments is also helping the next generation of elite players in this country by giving young Scottish professionals the chance to progress their careers. This is due in part to giving them access to events which were previously unavailable.

For example, the Scottish Hydro Challenge provided a great springboard for Scott Jamieson, who used it to launch himself onto the full European Tour where he has now secured full playing rights and is looking to secure his place on The Ryder Cup team at Gleneagles.

Other players to have used the Challenge Tour as a launch pad for success include Richie Ramsay, Craig Lee, Chris Doak and Scott Henry.

Similarly, Carly Booth's career took a giant leap forward when she won her first Ladies European Tour event at the Aberdeen Asset Management Ladies Scottish Open in 2012 before quickly going on to secure a second win shortly after. It was also the first professional event she appeared in as a 14-year-old back in 2007.

The success of Jamieson, Booth and others not only helps enhance Scotland's reputation on the international stage but also inspires the next generation of young golfers in Scotland to take up the game and support the country's vital golf industry.

"It's been great that a foundation has been built in terms of tournaments as part of the Ryder Cup coming to Scotland. In addition to Scotland holding its own Challenge Tour event, we also get to swap with other nations when it comes to spots in events. That was definitely an invaluable experience for me at that stage in my career. It is important to have events like these and the other opportunities on the circuit that have come with staging them in Scotland."

- Scott Jamieson



When it comes to golf events it is not just about supporting the professional game.

**For a young person, it might mean securing a new job or an apprenticeship linked to the event - a chance to learn new skills and gain experience.**

There will be 1,800 **volunteers** in total from around the world at The Ryder Cup, who will gain invaluable experience of working at a major event. Over half of these will be from Scotland. The experience that Ryder Cup volunteers will gain is only part of the legacy that The 2014 Ryder Cup will bring to the country. As we saw from the Olympic Games in London last year, volunteers play a crucial role in the success of major events and the training and experience gained is one of the many legacy benefits both for individuals and for Scotland as a whole.

We know that not everyone is in a position to meet the additional costs associated with volunteering. That is why the Scottish Government, in partnership with Ryder Cup Europe, will be offering up to 50 young people from all over Scotland both the opportunity and financial support to volunteer at The 2014 Ryder Cup.



The Volunteer Support Scheme, which runs alongside the wider 'Scotland's Best' initiative, will ensure up to 50 young people who face financial barriers to volunteering receive structured training, financial support and a qualification on completion, boosting their future volunteering and employment opportunities.

Many people in Scotland devote much of their own time to helping golfers improve their game and to encouraging others to take part in the sport. These contributions should be recognised and there's no better time to recognise 'grass roots' volunteers than during The 2014 Ryder Cup celebrations.

Students at the University of Stirling, Queen Margaret University and Perth College UHI are benefitting from a five-year student bursary investment from Ryder Cup Europe. The courses have been chosen to reflect the wider tourism, hospitality and management aspects of The 2014 Ryder Cup. The bursaries started in September 2013 and will run until 2018. Worth a total of £60,000, they will help students pay for their travel and accommodation costs, allowing them to benefit from connections to The Ryder Cup.

**"The Ryder Cup is more than just golf, and good hospitality can help make the event truly great. This investment, an addition to the Ryder Cup Education Programme, places young people at the heart of our legacy commitment and will give young people new skills in their chosen career path and the best training to go on to work in the hospitality industry."**

**-Shona Robison, Sports Minister welcoming the HE bursary scheme announcement in December 2013**

**"Ryder Cup Europe is delighted to announce the launch of our bursary scheme, which will benefit students studying at three Scottish education institutions.**

**"The 2014 Ryder Cup will bring major benefits to the local and Scottish economy and we want to leave a lasting legacy for generations to come. The bursary schemes will help support students to Perth College UHI, University of Stirling and Queen Margaret University with their living expenses. We hope that these students will go on to help create a sustainable tourism and hospitality industry for years to come."**

**-Richard Hills, European Ryder Cup Director**

For school-aged children and young people, it's about the opportunity to learn about and be inspired by The 2014 Ryder Cup.

On 22 and 23 September 2014, Scotland will host The 2014 Junior Ryder Cup at Blairgowrie Golf Club, showcasing the best junior golf talent from the USA and Europe.

The Junior Ryder Cup contest is designed to build international friendships between top junior golfers from Europe and the US and features mixed teams of boys and girls under 18 years of age.

The Junior Ryder Cup in 2010 was held at Gleneagles, and it is Scotland's aim to build on its success to get even more children attending and engaging in golf. This year's free event will be attended by many local school children and will inspire a whole generation of aspiring young golfers.

For children and young people at school, the event presents an opportunity to learn about and be inspired by golf and The Ryder Cup.

Through schools and 'Once in a Lifetime' competitions, the tournament will give every child and young person in Scotland an opportunity to be part of this exciting event, to learn from the experiences of those involved in organising every aspect of the event and to have better links to getting started with the sport.

An innovative education e-resource, made up of learning and teaching materials covering everything from 'The history of golf' to how hospitality and media is delivered at major events, was launched in September 2013. It received widespread acclaim not only from Scottish Ministers and official at Ryder Cup Europe, but from delegates from the PGA of America who have already intimated that they will look to introduce similar programmes in schools in the US.

The learning materials, which are in line with Curriculum for Excellence and which have been developed by Perth and Kinross Council in partnership with Education Scotland and Stirling Council and Clackmannanshire Council, are openly available to all and can be used to inspire children from 3-18 years of age.



The education resource has also been developed to have strong links with ClubGolf, the Scottish Government's junior golf initiative, so that those inspired by The 2014 Ryder Cup will be able to easily forge links with local golf clubs and existing junior golf programmes.

It aims to give all children in Scotland an introduction to golf by the time they reach 9 years of age. Since 2003, the Scottish Government has annually committed £500,000 to ClubGolf with nearly 300,000 schoolchildren having been introduced to golf through ClubGolf to date.

Gleneagles has been a supporter of ClubGolf since the scheme's inception (and more recently its first development centre), with participants travelling to the resort for tuition and to use the course facilities on an almost weekly basis since 2003.

ClubGolf itself is already a major legacy benefit of the Ryder Cup and is an excellent example of how we can benefit from the opportunity that The Ryder Cup presents. Of the new junior golf club members last year, over half joined through the ClubGolf pathway with an even higher proportion of girls.





For our communities, it's about improving local facilities. It's also about spreading benefits to some of our most vulnerable communities and recognising the continued commitment of others.

Enhanced local infrastructure, particularly improved public transport access and amenities, will provide a lasting legacy to local communities in Perth and Kinross.

Gleneagles Railway Station will play a crucial role in the transport plan for the event next year. To ensure visitors receive the best possible welcome as well as leaving a lasting legacy to the people of Perthshire, the station will be upgraded with a number of improvement works ahead of September 2014.

Other planned improvements include a new link road to the station to improve safety and access to and from the golf course, increased car parking, the installation of new lifts to improve platform access for disabled people and refurbishment of waiting rooms and toilets facilities.

The upgrades to Gleneagles station have involved support from a range of stakeholders.

The Scottish Government have provided £1.1m in funds to ScotRail to carry out passenger enhancements which will deliver refurbished waiting rooms, re-opened toilets, platform works, re-glazing and re-roofing. In addition, funding of £113,000 has been provided by VisitScotland to install new CCTV and Customer Information Screens to improve passengers' facilities at the station. This work will be complete by spring 2014.

A new £4.3m road to the station is being constructed by Perth and Kinross Council, with part funding from Transport Scotland and TACTRAN. This will greatly improve safety, as the current junction to the station is directly off the A9 dual carriageway with no acceleration or deceleration lanes. It will also provide safer routes to encourage pedestrian and cycle access to the station.

Network Rail is installing two new lifts within the current station to provide step free access to both platforms from the Access for All fund. Work is being carried out on site now and will be delivered by late spring 2014 at a cost of £2m.

Once all of the works are complete, ScotRail will then install Wi-Fi enabling equipment, new windows and repaint the whole station to conclude the refurbishment works in summer 2014.

Enhanced local infrastructure also includes the installation of fibre optic cabling throughout the PGA Centenary Course and Gleneagles Hotel grounds, which will provide improved IT and communications capabilities. This, together with enhanced transport infrastructure, will leave Gleneagles Hotel in a strong position to host future world-class events.



A selection of official 2014 Ryder Cup charities, local and national, will benefit from an association with the event. Each charity will receive an inventory from Ryder Cup Europe which they will use for fundraising purposes. There are a total of four official Ryder Cup Charities:

- Quarriers, a Scottish family charity, which provides care and support for thousands of vulnerable children, young people, adults and families who face extremely challenging circumstances such as poverty, homelessness, learning and physical disabilities and epilepsy.
- Friends of St Margaret Hospital, a community hospital (NHS) in Auchterarder.
- Perth & Kinross Disability Sport, which aims to promote sport and physical activity for people with physical, learning or sensory disabilities at a local level.
- The McGinley Foundation, the European Team Captain, Paul McGinley's charity. Paul announced four specific charitable causes close to his heart, which will benefit from the exclusive support of The McGinley Foundation: Amber, CLIC Sargent, The Society of St Vincent de Paul and the Tour Players Foundation.

"Everyone at Ryder Cup Europe is delighted that the McGinley Foundation has completed the set of Official Charities for The 2014 Ryder Cup. We have a strong tradition of working with the host nation and captain and this announcement continues the proud charitable legacy that The Ryder Cup presents."

- Richard Hills, European Ryder Cup Director

The three Scottish charities were appointed following an appointment process involving the collective contributions of the host venue The Gleneagles Hotel, Perth and Kinross Council and government officials.

It is hoped that through their official charity status, each charity will be able to promote their work to a global audience and, with the inventory provided, raise much needed funds in the process. These benefits will be used to improve the lives of people who have not had the best start in life, to improve services for disabled people involved in sport and to improve local health services.

"One of the numerous advantages of hosting The 2014 Ryder Cup is the benefit to charitable causes and the people they help across the country, so I am delighted that these three great organisations have been named as official charities. The charities work locally and nationally and illustrate how Scotland as a whole will benefit from hosting one of the world's greatest sporting events in September 2014."

- Shona Robison, Commonwealth Games and Sport Secretary





**For our environment, it's about integrating best practice in environmental and sustainability issues which will be delivered across all elements of the staging of The Ryder Cup.**

The Scottish Government is supporting the Green Drive initiative, an innovative partnership with Ryder Cup Europe and other key partners including Perth and Kinross Council, the Scottish Environment Protection Authority, Scottish Water and Zero Waste Scotland, Gleneagles Hotel, amongst others to ensure that critical aspects of event delivery such as venue management and procurement, waste, energy and transportation plans, are carried out to the highest standards of sustainability to reduce the environmental impact of the event.

The Scottish Government is providing nearly £250,000 of funding for four sustainability outreach projects in Perthshire as part the green legacy of The 2014 Ryder Cup. The projects extend the reach of the Ryder Cup Green Drive, which focuses on integrating sustainability across all aspects of the event's planning and staging.

The four sustainability projects are:

- Zero Waste Fortnight – an initiative run by Perth and Kinross Council and Zero Waste Scotland to support communities in Perthshire to achieve zero waste to landfill.
- Sustainable Golf – led by the Scottish Golf Union providing practical advice and small grants support for environmental and community projects in golf clubs in Perthshire.
- John Muir Trust – engaging people from all walks of life in the conservation of 'wild' places and peatlands.
- Big Tree Country – conserving Perthshire's stunning and unique 'Big Tree' landscape.

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**"Hosting The Ryder Cup brings many benefits to Scotland that will last longer than the world class sporting action we will see next September. These benefits include business opportunities for Scottish firms winning event contracts, as well as improvements to local infrastructure, such as the work being done at Gleneagles Station. Sporting events around the world are embracing sustainability and The Ryder Cup provides Scotland an opportunity, when the eyes of the world will be watching, to emphasise the benefits we all derive from healthy and diverse natural landscapes. It is highly appropriate to drive these projects off in the Year of Natural Scotland. We can utilise The Ryder Cup to inspire communities and businesses, for example through some of the projects announced today, in the drive to a greener and more sustainable future."**

- Richard Lochhead, Rural Affairs and Environment Secretary, speaking at the launch at Auchterarder Golf Club

**"The Ryder Cup Green Drive rightly focuses on making the event itself as sustainable as possible. While Gleneagles has already finalised a new sustainability action plan incorporating site protection and restoration plans, this was an opportunity to extend the legacy of the event beyond the boundaries of Gleneagles itself."**

- Jonathan Smith, Chief Executive of the non-profit Golf Environment Organization, which advises Ryder Cup Europe on sustainability

