

WEST DUNBARTONSHIRE COUNCIL

Report by Director of Housing, Regeneration and Environmental Services

Community Safety and Environmental Services Committee: 4 October 2006

Subject: 2006 Pro-Am Golf Tournament, Dalmuir Municipal Golf Course

1. Purpose

- 1.1** To provide the Committee with information on the outcome of the 2006 tournament and to seek views on staging this tournament in 2007.

2. Background

- 2.1** The Pro-Am Golf Tournament at Dalmuir Golf Course is now in its twentieth year having been initiated in 1986 as part of a year long series of events staged to celebrate the centenary of Clydebank. The tournament itself is run on the day by the Scottish Professional Golf Association and normally takes place in June. The original purpose of the tournament was to bring together local businesses, local clubs, staff teams and invited teams from partner organisations (e.g. police, fire brigade etc.) to participate in a sporting tournament and to promote Dalmuir Municipal Golf Course
- 2.2** The tournament is popular with all who participate. At a local level, the clubs that play out of Dalmuir Municipal Golf Course treat the Pro-Am with great importance, holding their own tournaments to establish who will participate in the tournament and represent their club. The staff teams who are selected to play represent a wide cross-section of the Council's staff.

3. Main Issues

- 3.1** The 2006 event was preceded by a Sponsors Reception, hosted by Provost Macdonald, at Clydebank Town Hall on the evening before the tournament.
- 3.2** The 2006 tournament consisted of thirty five teams, each team made up of one professional and three amateur players. The participating teams comprised a mix of sponsors' teams, invited teams from local clubs who use Dalmuir Golf Course, community teams (Police, Fire Brigade etc.) with the remaining team places taken up by teams made up of West Dunbartonshire Council employees.
- 3.3** The availability of ladies changing facilities allowed a ladies invitational team to participate in the tournament for the first time, comprising staff from various Council departments.

- 3.4 The weather on the day of the tournament was excellent. The course itself was in pristine condition and drew high praise from all participants, especially professionals, some of whom commented that the course was maintained to a higher standard than many private clubs they regularly visited.
- 3.5 Over the years it has become increasingly difficult to attract sponsors to the event. Whilst the tournament is popular with those who participate, the event achieves little in developing youth golf in the area. The level of interaction between businesses and networking between participating sponsors is less than it used to be.
- 3.6 The Committee is requested to consider whether it wishes to continue to sponsor the Dalmuir Pro-Am. Alternatively, officers could be instructed to bring forward alternative proposals for a golf event not involving professional players, possibly with wider appeal within the community.

4. Personnel Implications

- 4.1 The Grounds Maintenance Section provided resources at the golf course prior to and on the day of the event. This included preparing the course, delivering equipment, acting as course stewards and providing greenkeeping services on the day. It is anticipated there would be a similar arrangement should the event be staged in 2007.

5. Financial Implications

- 5.1 The overall cost for the SPGA's services in running the 2006 tournament was £7,910. Ten companies sponsored the 2006 tournament at a cost of £375 (plus VAT). The 2006 tournament therefore realised £3750 sponsorship income. The tournament cost was £8,150 and the balance of £4,400 was met from the Events and Halls Revenue Budget.
- 5.2 The original concept of the Pro Am was that it would be self financing, in that the income raised from event sponsors would cover the running costs of the event. This would mean that the target sponsorship figure for a 2007 tournament is twenty two sponsors teams, paying an expected £400 entry fee. It is many years however since the tournament has been able to be self financing and it now necessary to make budget provision of around £4,000 in the Events & Halls Revenue Budget to assist in meeting the staging costs of the event.
- 5.3 The costs of the Provost's Reception for Sponsors, held on the evening preceding the tournament, are met from the Provost's Hospitality Budget.

6. Conclusions

- 6.1** The Dalmuir Pro-Am is a successful annual event, much enjoyed by those who participate. However, it has proved increasingly difficult to attract the required sponsorship to ensure the event is self financing and budget provision of around £4,000 is now regularly made in the Events and Halls Revenue Budget to help meet costs.
- 6.2** The Committee is requested to consider:
- (i) whether it wishes to sponsor the Dalmuir Pro-Am Golf Tournament in 2007 at a cost of around £4,000 from the Events and Halls budget;
 - (ii) whether alternatively Officers should be instructed to bring forward a proposal to organise a golfing event either in 2007 or at a future date which might have wider appeal, particularly from the point of view of engaging with young people and others who would not normally consider participation in the Pro-Am event; or
 - (iii) whether no golf event should be organised.

7. Recommendations

- 7.1** The Committee is recommended to approve the staging of the Pro-Am Golf Tournament at Dalmuir Golf Course in 2007 and instructs the Director of Housing, Regeneration and Environmental Services to undertake discussions with the Scottish Professional Golf Association regarding the staging of the tournament.
- 7.2** Officers are instructed to monitor closely the organisation of the Pro-Am golf event in 2007 and also to bring forward for consideration at a future meeting an alternative proposal to promote broader participation in golfing activities.

pp **David McMillan**
Director of Housing, Regeneration and Environmental Services
Date: 18 September 2006

Wards Affected: Ward 2

Appendix: None

Background Papers: None

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