



The 151st Open

Information for local businesses



GET READY FOR THE 151st OPEN

Wirral is set to come alive from 16-23 July 2023 when The Open returns to The Royal Liverpool Golf Club in Hoylake.

The course will stage golf's original championship for the 13th time in 2023. Rory McIlroy lifted the famous Claret Jug the last time The Open was here in 2014.

The Open provides a wonderful atmosphere for residents and visitors to enjoy, with many of those attending the Championship exploring other attractions, services and hospitality in the area, providing a real boost to local businesses. It will also showcase the borough to a global audience - whether as visiting spectators or watching from their homes around the world. Research shows that over two-thirds of those who attend The Open are likely to return to the destination within a year.

The 151st Open will bring fantastic opportunities for Hoylake and Wirral, including:

- unprecedented media focus
- a wonderful atmosphere for residents and visitors to enjoy
- thousands of staff working on the build-up, during, and after the Championship
- hundreds of volunteering places to provide a warm welcome

This toolkit aims to provide tips and information to help your business make the most of the event and give a warm welcome to all those who attend.



This toolkit will provide you with tips you need to help your business make the most of this event

ABOUT THE CHAMPIONSHIP

Practice Days

- Sunday 16 July
- Monday 17 July
- Tuesday 18 July
- Wednesday 19 July

Championship Days

- Thursday 20 July
- Friday 21 July
- Saturday 22 July
- Sunday 23 July

Hours of play are estimated to range between 6.35am and 9.25pm. You will find the tee times at [TheOpen.com](https://www.theopen.com) closer to the Championship.

TRANSPORT

A comprehensive transport plan has been created to allow both spectators and local residents to travel to and around the event safely and with ease.

A large number of spectators are expected to travel by train to The Royal Liverpool via Hoylake Station. To accommodate the extra passengers, changes will be made to the train timetables, longer and more frequent trains will be provided, and staff will be present at the station to make sure it doesn't become overcrowded.

Park & Ride sites located close to Hoylake will be clearly signposted. Temporary parking restrictions will be introduced in the area to prevent on-street parking by visiting spectators.

If you would like to view the transport plans, please call into the drop-in office at Hoylake Municipal Golf Course.

RESIDENT, BUSINESS & CUSTOMER PARKING

A resident and business parking permit system will be put in place to protect parking spaces for those who live and work in Hoylake. Information about the scheme is posted at [wirral.gov.uk/open2023](https://www.wirral.gov.uk/open2023) and will be updated regularly.

Parking restrictions will be vigorously enforced and temporary, unofficial or illegal car parks may have their access points blocked by police or traffic enforcement officers when primary routes are busy.

Businesses are strongly encouraged to engage with the Council to discuss how the traffic plans may affect their staff and customers. Please email open2023enquiries@wirral.gov.uk or visit the drop-in centre at Hoylake Municipal Golf Club, Carr Lane, Hoylake, CH47 4BG during these opening hours

- April: Tuesday 1pm - 4.30pm and Wednesday 9am - 12pm
- May: Monday - Wednesday 9am - 12pm and 1pm - 4.30pm
- June - July: Monday - Friday 9am - 12pm and 1pm - 4.30pm
- August: Monday - Wednesday 9am - 12pm and 1pm - 4.30pm

ACCOMMODATION

Demand for accommodation is expected to be extremely high with venues fully booked across Wirral.

More visitors will have the opportunity to stay and enjoy the wonderful atmosphere and facilities in Hoylake and West Kirby by staying at The Open Camping Village at Hoylake Municipal Golf Course. Offering pre-erected tents and a campers' Clubhouse, The Open Camping Village opens Sunday 16 July, and closes Monday 24 July. Visit [stayattheopen.com/camping](https://www.stayattheopen.com/camping) and [StayAtTheOpen.com](https://www.StayAtTheOpen.com)

TIP 1: KNOW ALL ABOUT IT

Visit [TheOpen.com](https://www.theopen.com) for up-to-date spectator advice, guidance and travel updates.

Join The One Club to get even closer to The Open and receive exclusive content.
[TheOpen.com/The-One-Club](https://www.theopen.com/the-one-club)

Download The Open mobile app for live video and radio broadcasts.

Visit [wirral.gov.uk/open2023](https://www.wirral.gov.uk/open2023) for more information, including:

- resident access permits
- Park & Ride sites
- temporary traffic restrictions
- community engagement sessions
- waste collection

TALK TO YOUR STAFF

Pass it on: Circulate this document and other information around your team or print a copy and put it on your staff noticeboard.

Team meetings: It's not just about you being in-the-know - make sure the rest of your team are aware by putting The Open on the agenda at your team meetings.

Team Open Champion: One person can take responsibility for being an Open Champion so other staff members know who to go to for information. Plan what you want your staff to tell your customers and have a list of the key points which might be:

- how far away the Royal Liverpool Course is from your business
- what your opening days / times will be during The Open
- where they can find more information





TIP 2: BE OPEN-READY FOR BUSINESS

Here are some additional tips on how you can plan your sales and logistics:

- Make sure you know the tee times and take advantage by opening earlier to catch the early risers heading to the course.
- Plan to stay open later. The Open provides a fantastic opportunity to attract extra custom and increase sales as visitors head into Hoylake and West Kirby when the day's play ends. Consider extending your service hours (see Tip 3: Get Licensed).
- Let customers know where they can find food, drink and other services nearby.
- Consider whether you will need extra staff to work during the Championship and, if so, how will you manage it.
- Work out if you will need to increase orders and deliveries to cater for greater numbers.
- Think about changing your delivery times to avoid the extra traffic in the area.
- If you're going to offer a special 'package', have you worked out all the details of what you want to offer? Will there be a minimum spend or booking period?
- What will customers get for their money? How does what you're offering compare with your competition's packages?
- Don't overcharge! Visitors may not return or recommend your business or the area if they feel they have not received value for money... and you may receive a negative review!

SUPPORT AVAILABLE FOR YOUR BUSINESS

Wirral Council, in partnership with Wirral Chamber, offer free advice and guidance through the Business Support Service. Email info@wirralchamber.co.uk to discuss a range of support that can help your business get ready for The Open.



TIP 3: GET LICENSED

If you have any special plans over the week of The Open, make sure you are covered by the appropriate licensing. Some licenses you may require include:

A TEMPORARY EVENT NOTICE (TEN)

This allows you to hold a public event in which licensable activities are carried out on unlicensed premises or outside of what is permitted under an existing premises licence or club premises certificate.

Licensable activities include:

- the sale by retail of alcohol
- the supply of alcohol by or on behalf of a club
- the provision of regulated entertainment
- the provision of late night refreshment

For more information visit wirral.gov.uk/business/licences-and-permits/entertainment-and-alcohol/temporary-event-notice

STREET TRADING LICENCE

Street trading is only permitted when authorisation has been issued by the council.

PAVEMENT LICENCE

Businesses wishing to put tables and chairs outside their premises may require a pavement licence. See wirral.gov.uk/licences-and-permits

Businesses in Wirral are being encouraged to arrange appropriate licensing (including extending opening hours) as early as possible. For a full list of licenses, visit wirral.gov.uk/licensing. For further advice contact licensing@wirral.gov.uk

TIP 4: REACH OUT TO GOLFERS

Ensure your business has the potential to become more golf-friendly. Provide useful information including:

- Championship information such as tee times, leaderboards etc.
- display daily weather forecasts clearly for all guests
- prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day
- provide laundry facilities or a drying room for wet clothes

Factor the Championship Practice Days into your planning, as there's a whole week (and possibly more) of business opportunities. Consider working with complementary businesses to offer golf-related packages.



Factor practice days into your planning, as there's a whole week of business opportunities



TIP 5: WELCOME INTERNATIONAL GUESTS

The Open will provide your business with a platform to engage with an international audience, both in person and digitally.

Golf is particularly popular in the USA, UK, Ireland and a host of European countries including France, Germany, Spain and Sweden so the event is the perfect opportunity for you to take advantage of those international markets.

Here are some tips for welcoming international visitors:

- International guests are less likely to be familiar with the surrounding area. If you are a tourism, hospitality or leisure provider, make sure you are fully stocked with visitor guides and other literature. You can also direct visitors and guests to [visitwirral.com](https://www.visitwirral.com) for lots of useful information about the area
- Use your website (and social media) to give clear directions with distances in kilometres as well as miles
- Although many international guests will speak English, some may not. Find out if any of your staff speak another language and encourage them to use it
- Stock-up on some universal chargers and plug socket adaptors for guests to borrow
- Provide hand sanitiser and disposable face coverings to help keep your guests and staff safe

TIP 6: GO THE EXTRA MILE

What can you do to ensure your service goes over and above customer expectations?

- Provide your team with the resources and information to answer customer queries. This could range from bus and train information, advice on where to eat and drink, and other local information. Encourage your staff to be your customers' problem solvers and to go the extra mile to make their visit run smoothly
- Encourage and gather feedback throughout the Championship - listen to what your customers have to say and act on it
- Be proactive - anticipate your guests' needs before they ask you. Consider customer service training - great customer service is achieved by investing in your staff
- Provide additional links through your website that may be of interest to your customers, for example, provide website links to [visitwirral.com](https://www.visitwirral.com), [TheOpen.Com](https://www.theopen.com), [visitliverpool.com](https://www.visitliverpool.com) and [visitcheshire.com/chester](https://www.visitcheshire.com/chester)
- Allow guests to pre-order food deliveries prior to their arrival if using self-catering accommodation
- Give your customers a simple locally sourced gift to remind them of their visit

TIP 7: SHOUT ABOUT YOURSELF

There will be worldwide media attention on Hoylake and Wirral, so use the opportunity to promote your business!

YOUR WEBSITE

- Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience
- Make it easy to find for those looking for information on where to stay and what to do when attending The Open
- Think about the audience that might be visiting your website and make sure it will answer any questions they might have. Be clear about the services you offer
- If you are having themed packages or events around the week of The Open, make sure these are listed on your site
- Consider adding a Google Translate plugin to your website to make this more accessible for international visitors

YOUR SOCIAL MEDIA

Use your social media channels to highlight what your business is doing around The Open.

You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular. Create content that is varied and interesting, not just a stream of sales messages. Work together with other local businesses to spread the word online about anything which might be of interest to potential visitors.

Examples of local information you might want to share:

- Special events
- Things to do / visitor attractions
- Themed menus from local restaurants
- The nearest golf courses to your property



TIP 8: PROMOTE THE LOCAL AREA

Advising your guests about Wirral's fantastic local businesses, visitor experiences and food and drink options will help to enhance their stay and encourage them to return again.

Wirral is the ideal place for a golfing break with 14 golf courses to choose from. Visitors can explore coast and countryside offering 50 miles of beautiful rural walks, plus cycle routes and beaches.

Wirral has the longest promenade in Britain, the oldest brick built lighthouse in the UK, and the design of Central Park in New York was based on the beautiful Birkenhead Park.

The peninsula also offers quality food and drink with fine dining experiences, a range of gastro pubs, bars and tea rooms. For a weekend escape, accommodation includes some award-winning hotels, bed and breakfasts and self-catering.



TIP 9: THE 151st OPEN BRAND GUIDELINES

Displays and promotions are a great way to show your support and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event.

To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and crucially, stay on the right side of laws and rules that are in place.

Do

- Use general references to golf and factual statements relating to the event. For example, 'welcoming The 151st Open'. The Championship can be referred to as 'The Open' or the 'The 151st Open'
- Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!
- Comply with any existing advertising consents and regulations
- Make use of available resources and materials to show your support
- Consider event-related promotions specifically for the duration of The 151st Open

Don't

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A. For example, 'in association with', 'sponsored by' or 'official'
- Use any official trademark relating to The Open, or anything that could be mistaken for a trademark. This includes the use of words as well as logos or marks
- Try to gain any commercial advantage by suggesting an association with The Open or any endorsement from The R&A – unless that exists
- Display advertising that does not have the required consents
- Mislead customers into creating an association with The Open or The R&A where none exist

Enforcement action will be taken to remove any advertising, display or marketing materials that breach existing legislation and regulations, or that do not have the required consents. Through a registered trademark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo. As organiser of The Open, The R&A exclusively holds all the rights for

the Championship including trademarks for 'The Open', 'The 151st Open', 'Claret Jug' and 'The R&A'.

Use of these marks by a third party, even if only in reference, is only possible with the express consent of The R&A who grants such a use to its partners subject to certain conditions.

The R&A strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group of Companies and its licensees.

This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with The Open or The R&A.

In other words, you can't suggest that you, your business, your association or any other body is linked to The Open, unless you are an officially licensed partner. You can, however, show your support for The Open in lots of other ways, making sure you create a positive impression and a very warm welcome that will be seen right across the world.

DON'T GET CAUGHT OUT WITH UNOFFICIAL HOSPITALITY PACKAGES

The only official hospitality packages available to purchase, that are situated within the venue, are offered by The Open or its official Authorised Providers. Those who purchase unofficial hospitality packages may find that, on arrival, they are not provided with tickets or the tickets they are provided with have been cancelled.

Fans should look out for:

- Unexpected calls from agents selling a "special" offer for hospitality at The Open due to a cancellation
- The use of aggressive sales techniques
- The Open Authorised Provider logo not shown on the agent's website
- Refusal to provide proof in writing that they are permitted to provide entry tickets as part of a package.

To purchase a package from the dedicated sales team or for more information, please contact The Open Hospitality on **0133 4460090** or by emailing **Hospitality@TheOpen.com**

ACCOUNTS TO FOLLOW

The Open

TheOpen.com

Facebook: @The-Open-Championship

Twitter: @TheOpen

Instagram: @theopen

The R&A

randa.org

Facebook: @randagolfuk

Twitter: @RandA

Instagram: @therandagolf

Wirral Council

wirral.gov.uk

Facebook: @wirralcouncil

Twitter: @WirralCouncil

Instagram: @wirralcouncil

Royal Liverpool Golf Club, Hoylake

royal-liverpool-golf.com

Facebook: @RLGCHoylake

Twitter: @RLGCHoylake

Instagram: @rlgcHoylake

