



The Open is golf's original championship. Played since 1860 on iconic links golf courses, it is the sport's most international major championship with qualifying events on every continent. For one week each year, the pursuit of the famous Claret Jug is the focus of the sporting world, followed globally by millions of fans.

The 149th Open will be played at Royal St George's from 12-19 July 2020, marking the 15th time that the Championship has been staged there. The Open was last staged at Royal St George's in 2011 when Darren Clarke of Northern Ireland won his first major title. Founded in 1887 by Dr William Laidlaw Purves, Royal St George's is consistently ranked amongst the leading courses in the world. The club occupies a unique place in the history of golf, for it was here in 1894 that The Open was first played outside Scotland.

The R&A is aiming to invest £200 million in developing golf over the next decade and supports the growth of the sport internationally, including the development and management of sustainable golf facilities.

The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 36 million golfers in 144 countries and with the consent of 159 organisations from amateur and professional golf.

Staged by The R&A, The Open delivers an annual economic benefit of up to £100 million to its host region, while the Championship's commercial success supports the development of golf worldwide.

The R&A also has responsibility for running a series of world class amateur events and international matches in women's and girls' as well as men's and boys' golf. The R&A stages the AIG Women's Open and works with the European Tour to stage the Senior Open presented by Rolex.



TheOpen.com
RandA.org



A number of challenges were experienced during The Open in 2011 so we are working closely with all of the public agencies in Kent to ensure that our plans and contingencies mitigate these issues and minimise any disruption to local residents and businesses during the staging of the Championship in 2020.

Previous Issues	Improvements for 2020
Sandwich Station - Frequency of level crossing closures due to train car sizes	Station improvements will allow for 12 car set trains from London to be accommodated, thereby reducing level crossing closures
Traffic route congestion during The Open	A comprehensive transport plan has been devised to reduce congestion by restricting the number of cars parked locally to the venue
Parking for residents and access to Sandwich from surrounding villages	Temporary parking restrictions and road closures incorporated into the traffic plan to support traffic flow and access to Sandwich and surrounding villages
Lack of Park and Ride/ Pedestrian Routes	A greater number of Park and Ride sites have been sourced and a dedicated walking route from the station will be created for spectators to reduce pedestrian and vehicle interaction
Perceived lack of benefit for Sandwich	The Local Business and Communities group meets monthly and is working collaboratively to make the most of every opportunity for local businesses and residents. In addition to offering information and support weekly in the VIC within The Guildhall, the development and organisation of an exciting events programme is being drawn together
Poor travel experience for spectators attending The Open	Improvements made to Sandwich station, increased number of Park and Ride sites and dedicated walking routes all aim to improve the spectator experience
A large number of heavy goods vehicles moving through the town and causing congestion during the build and derig phases	Introduction of an off-site reporting office to manage all large HGV movements during the build and de-rig phases from April to August. All deliveries will report off-site away from Sandwich before being called forward to the venue via agreed routes at suitable times of the day to avoid conflict with school traffic

Planning for The 149th Open at Royal St George's began soon after 2011. A number of agencies have been working closely to provide a transport plan that suits the needs of the Championship, attending spectators and local businesses and residents. A few of the measures that have been incorporated in the latest plan include:

- Investment in Sandwich rail station and a dedicated walking route to the course to support additional spectators travelling by train
- The use of multiple park and ride sites to minimise event traffic on the roads in and around Sandwich
- Temporary traffic restrictions to be in place to aid traffic flows to and from The Open
- Temporary parking restrictions on key roads to support traffic flow for spectators and local residents and businesses





As part of improving the transport plan for The Open we have sought to reduce the number of cars parked locally to the venue by 50% compared to 2011. We will achieve this by:

- Providing more park and ride sites to the north and south of Sandwich
- Creating capacity for around 10,000 cars
- Routing park and ride buses from northern sites via Monks Way, Toll Bridge, High Street and St George's Road
- Routing park and ride buses from southern sites via Deal/Dover Road and St George's Road



Whilst hosting a major sporting event of this nature will inevitably mean greater traffic in the local area, the Transport Group is committed to minimising disruption to local businesses and residents. Some of the areas that have been reviewed to assist this are as follows:

- Local traffic advised to use Ash Road and Woodnesborough Road to avoid event traffic
- The level crossing at Sandwich station will be closed more frequently than normal to accommodate the increased frequency of the train service, but will be reduced compared to 2011 in order to assist with traffic flows in and out of the town
- Parking restrictions on the main routes to and from the course (and adjacent residential roads) will be in place to support traffic flows and prevent on-street parking by spectators
- Temporary traffic control points will have dedicated traffic officers deployed to direct traffic

- Recommended Routes for Local Traffic
- Park and Ride Bus Routes

How we are preparing the railway for The Open



Around 15,000 spectators are expected to travel to Sandwich by train on the busiest days of the Championship.

The station is being upgraded to accommodate these extra passengers by:



- **Building platform extensions** to allow 12-car trains to stop during The Open without blocking the level crossing on Dover Road, and providing more space for passengers waiting to board or alight trains
- **Installing a new footbridge** to allow passengers to cross between platforms at the eastern end of the station and connect with the new walkway
- **Providing a traffic-free spectator walking route** to The Open to reduce the number of pedestrians adding to the congestion on key roads around the venue
- **Creating a new pedestrian entrance and waiting area** at the eastern end of the station building to remove a potential bottleneck at the current entrance on Platform 1



All construction work at the station will be finished by the end of May.

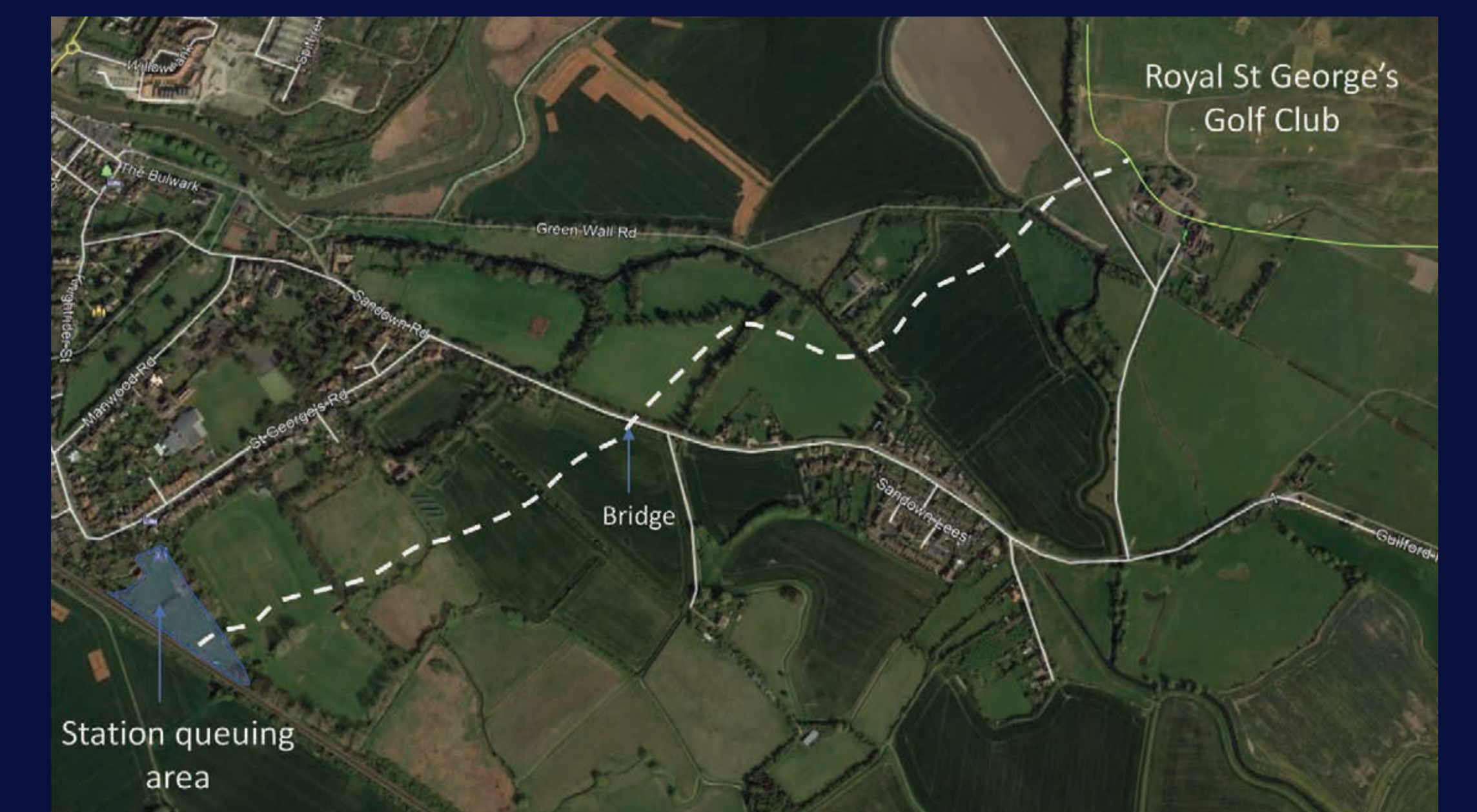
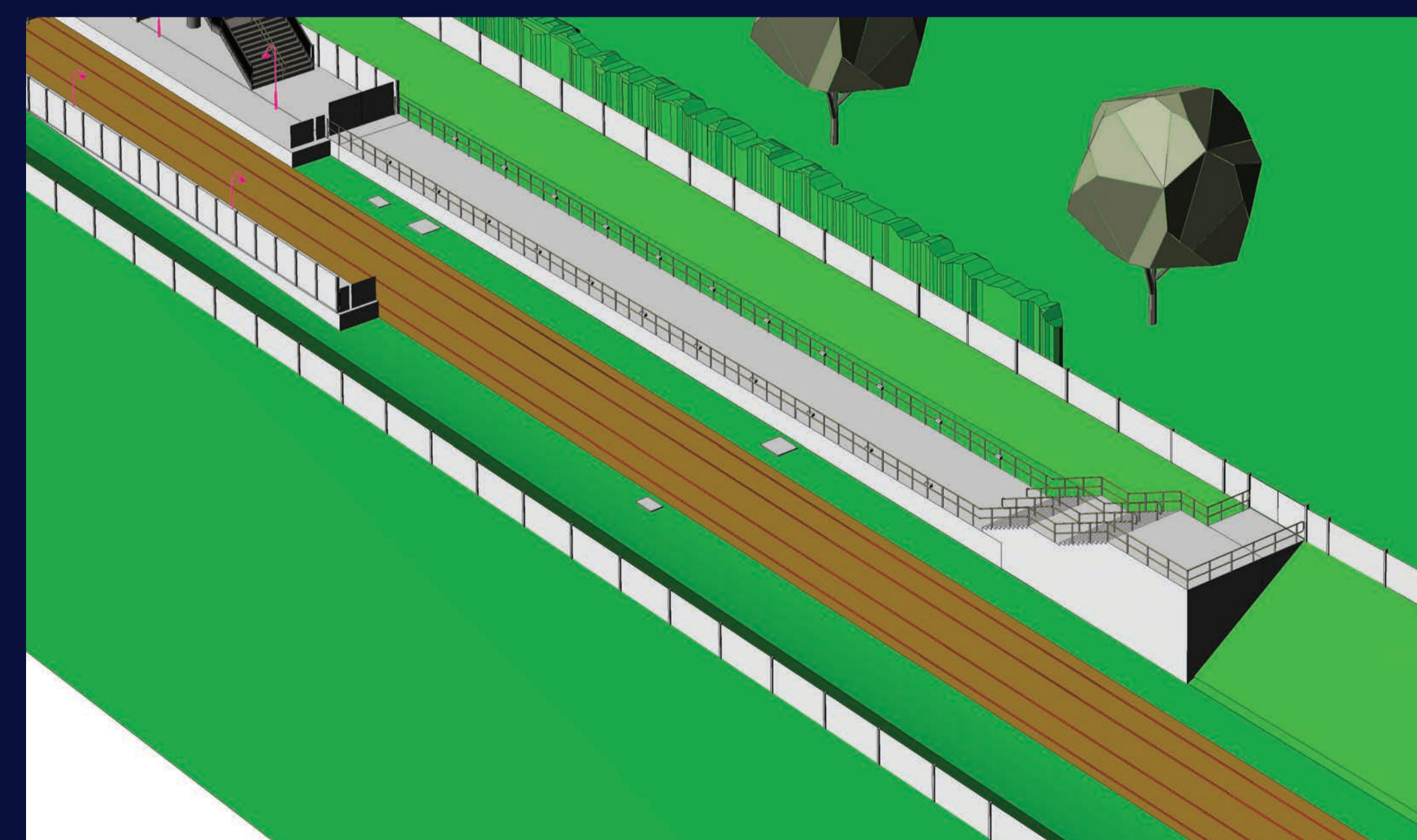


What will happen during The Open?

We are expecting a large number of spectators to travel by train to Sandwich. Morning services to Sandwich and afternoon services towards London are likely to be very busy.

To accommodate these extra passengers, we will need to make some changes:

- Amended timetable**
 A special timetable will operate during The Open and will be published in April.
- Longer and more frequent trains**
 To provide extra capacity for passengers travelling to or from The Open.
- Crowd management**
 We will have dedicated staff to provide passengers with information and directions, and to make sure the station doesn't become overcrowded. There will be a queuing system in the field east of St George's Road, accessed by the new pedestrian walkway where spectators can wait before boarding trains.





How will this benefit Sandwich?

We know that Sandwich will be much busier during The Open, and we aim to reduce the potential disruption for local residents by:

- **Reducing traffic congestion**
The platforms will be extended so longer trains can call at the station without blocking the level crossing and causing traffic congestion on local roads.
- **Improving passenger experience**
Longer trains with extra capacity will be provided, as well as a special timetable and an upgraded station, offering an improved experience to spectators coming to Sandwich by train.
- **Reducing disruption for residents**
A new pedestrian walkway will be installed behind the extended platforms and our crowd management arrangements will mean spectators won't need to use Delfside and St George's Road to get to the venue.
- **Preparing Sandwich for future events**
The platform extensions, additional footbridge and new walkway will mean the station is well-prepared for any future Championships at Royal St George's Golf Club.

Each year, The Open delivers a significant economic benefit to its host region, while the Championship's commercial success supports the development of the sport worldwide.

In 2011, the Sport Industry Research Centre found that £24m of new money was generated by The Open in the Kent economy.

In 2020, this is forecast to rise to £30m of local spending by visitors to Kent during the Championship week, while 600 million households watching The Open on television around the world will generate a tourism marketing benefit for Kent worth more than £50m.

Independent research at The Open indicates that two-thirds of spectators will return to the host venue for a leisure visit within 12 months.

There will also be contractors, suppliers and staff working during the months of the build and derig of The Open, bringing additional investment from the use of local hotels, restaurants, bars and retailers. It is also anticipated that there will be an increased number of golfers visiting the area leading up to and after The Open.

The R&A also provides funding to local community groups and initiatives via The Open Legacy Fund. The funding supports projects and programmes that will have a positive and lasting impact in the local communities in which The Open is staged and often involves social and environmental themes.



Southport Pier Improvement project 2017



	2019								2020							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Community Drop in Sessions																
Transport Group Meetings																
Sandwich Station Upgrade																
The Open Build and Derig																
The 149 th Open																

Frequently Asked Questions

When is the Championship held and where?	Royal St George's Golf Club, Sandwich, 12 th – 19 th July 2020 (Practice Days: Sunday – Wednesday, Championship Days: Thursday - Sunday)
How can I buy a ticket?	General admission tickets for Championship Friday, Saturday and Sunday are now sold out, but tickets for all Practice Days and Championship Thursday are still available at TheOpen.com . Hospitality packages are still available on Championship Thursday and Saturday. A waiting list is in operation and more tickets may be released in April/May if there are any handbacks.
How do I get there?	You can travel via train and take the walking route to the course or use one of the park and ride sites. There will be additional provision for those who require special assistance. More travel information is available at TheOpen.com/getting-there
Will this affect me going about my daily business?	The Local Traffic plan is being developed to keep key areas of the town free flowing and to allow all residents and businesses to go about their daily activities as usual with as little disruption as possible. We advise all residents and business owners to plan ahead and check local traffic restrictions to see how they or their customers might be affected.
Will my refuse collection/ street cleansing be affected?	If your collection day falls during the week of the Championship, collections may be made earlier in the day or on an alternative day. All residents will be informed of any changes by letter prior to the Championship. Enhanced street cleansing will be carried out during the Championship.
Will the local schools be closed?	Both Sir Roger Manwood's School and Sandwich Technology School will close on Friday 10 July, however primary schools will remain open during the Championship. Headteachers will be provided with information about the local traffic plan to share with parents and carers in due course.
How can I keep updated?	There is information on the Dover District Council website which is updated regularly. Alternatively, you can sign up for 'Keep me posted' which can be tailored to your choice of updates on all events or issues within the district. Press releases will be issued for all drop in events or consultations.
Will I be issued a residents permit or have restricted parking?	Residents requiring permits will be contacted individually by letter during the Spring of 2020. For more information on traffic and parking restrictions, see the 'Temporary Traffic Restrictions' information board or ask a member of the transport group.
Will the shops have extended opening hours?	This will be down to each individual shop to decide and update their opening hours accordingly.
Can I rent my property?	You are welcome to sign up to a letting agent to advertise your property. You can sign up to the official Open Accommodation website by visiting TheOpen.com/accommodation-2020

The Open Camping Village

The Open Camping Village was introduced by The R&A to encourage more young people to get involved in golf by providing them and their families with affordable accommodation at The Open.

Free accommodation is provided to ticket holders under the age of 25 and a range of tent facilities is available for groups of all sizes. There are also 2 and 4-person bell tents for those who want to camp in style.

The Open Camping Village has become increasingly popular with over 8,000 people staying on-site since its inception in 2016 and has allowed more young people to get up close to the world's greatest golfers in their quest to lift the Claret Jug.



- **Location: Sandown Road, Sandwich**

Opens: 12pm Sunday 12th July
Closes: 10am Monday 20th July

- **Facilities**

Facilities include a range of size tents, showers and toilets, a central clubhouse, sports, games and entertainment for all the family. There will be dedicated family camping areas for parents and their children.

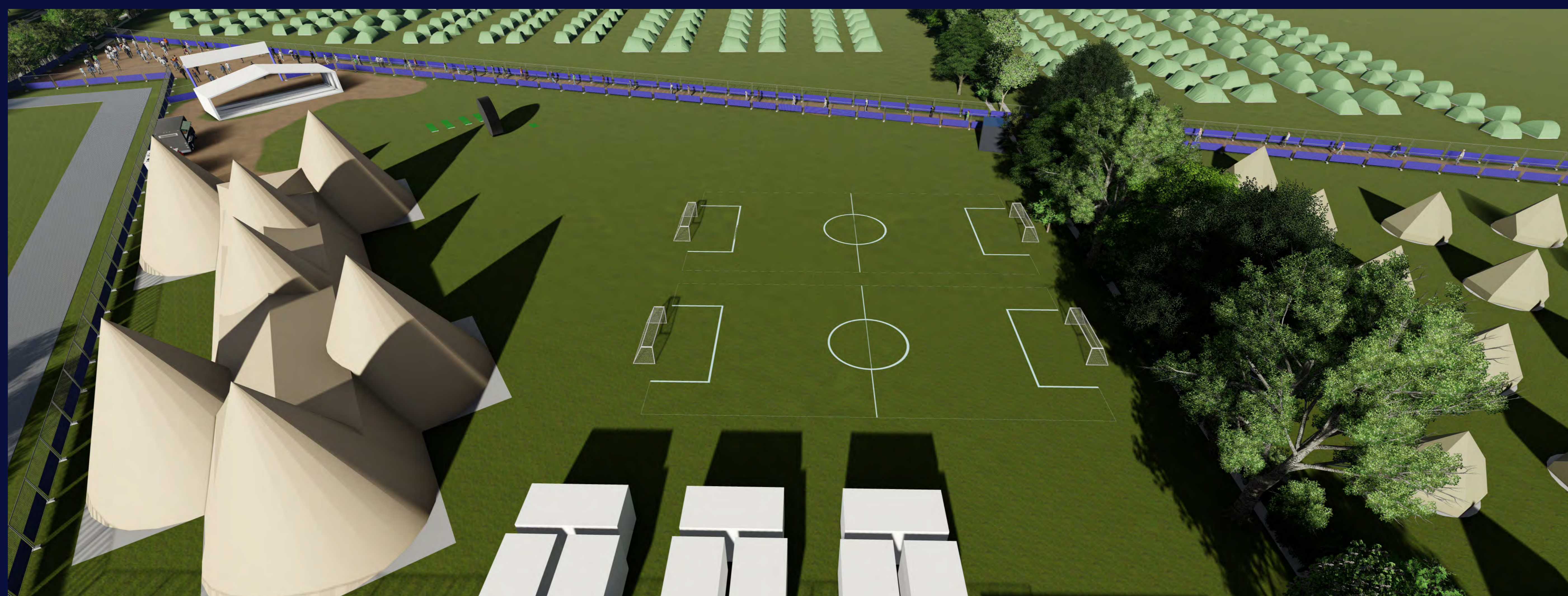
- **Food & Entertainment**

Each night (7pm-10pm) with live music, pub quizzes, caddies Q&As and maybe even a visit from the Claret Jug.

Food and drink is available from 6am – 11pm
Bar is open from 4pm – 11pm

- **A safe environment**

The Camping Village is a safe place for families to stay with a 24-hour security team keeping watch and ensuring everyone has a good night's sleep



The Open Camping Village is operated by GTS Events and Caboose & Co. on behalf of The R&A
If you have any queries, please contact us on camping@stayattheopen.com

Local Business and Community Engagement

The local business and community engagement group has been working with local businesses, town councils and the local Chamber of Commerce to provide a vibrant plan to showcase the area. Proposals have been put forward that make the most of the opportunities that The Open brings, by supporting the needs of local businesses and residents and adding to the experience of visiting spectators



The Event Makers programme is a joint collaboration between Dover District Council, Dover Technical College and Sporting Events UK, working with The R&A and Kent County Council.

A few of the measures that have been incorporated in the latest plan include:

- Weekly business and community drop-in sessions in Sandwich Guildhall to provide timely information and support as required.
- A programme of associated Business Forums and Engagement Events.
- Promotion of associated local business, catering, produce and job opportunities.
- Development and production of a Business Toolkit to help businesses make the most of the opportunity this prestigious event brings.
- Development of 'Open for Business/ Sandwich is Open' initiatives.
- Development of associated town dressing and place-making initiatives.
- Creation and development of an exciting programme of events in Sandwich.
- Development of an off-course 'Event Makers' volunteer/greeter programme, and associated Level 2 NVQ course.

The Event Makers

Event Makers Kent will provide a range of training opportunities to make sure volunteers feel equipped and supported. It is all free of charge and fully funded, including all registration, certification and delivery of sessions.

The training for The 149th Open rewards commitment with accredited qualifications at Level 2 covering volunteering, team leading and stewarding.

The content of the training has been developed with a number of organisations which recruit volunteers, including local authorities, and has been designed to be highly relevant to a wide range of volunteer roles in different contexts. The course will have input from the ambulance service, police and a consultant who has worked for high profile events and people in the media.

It will also be an opportunity for volunteers to meet like-minded people, share knowledge about what White Cliffs Country and Kent has to offer, and learn more about The Open, including a session delivered by a representative of The R&A.

Register at EventMakersKent.co.uk



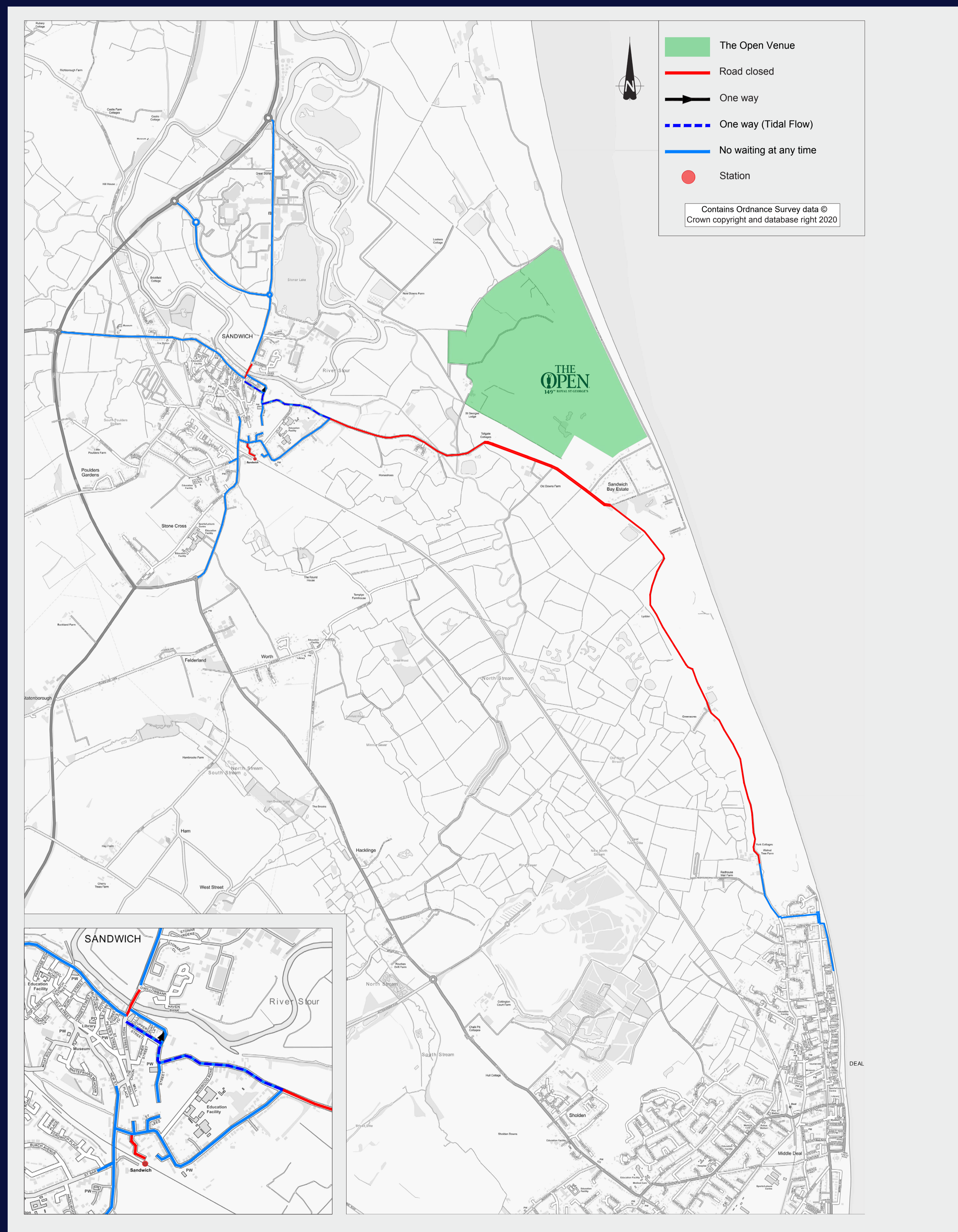
Building The Open

Construction for The Open will begin at the end of March and the derig is scheduled to be completed by the end of August.

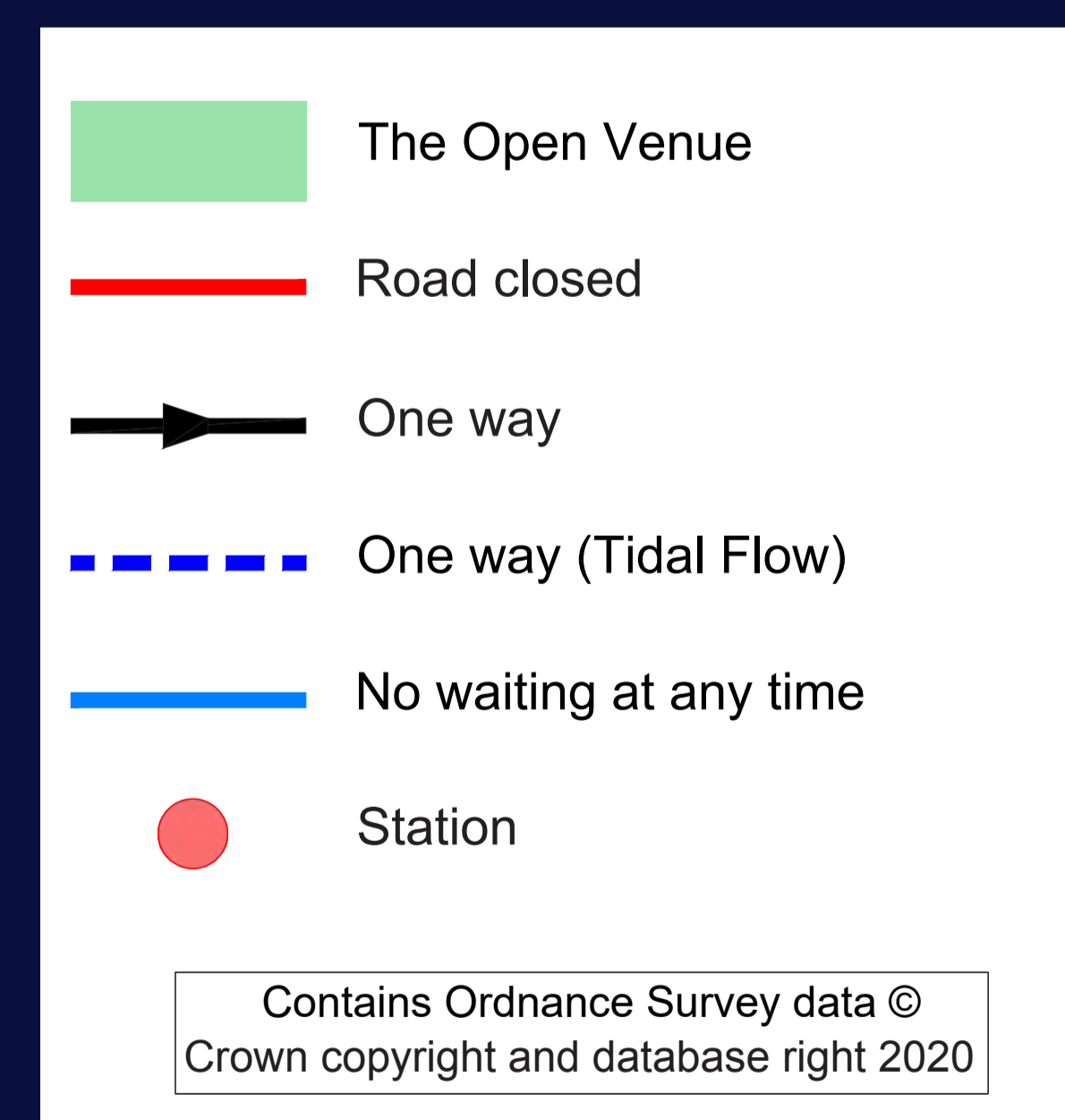
During the construction phase, on-course infrastructure such as grandstands and scoreboards will be built, followed by the spectator village and public catering areas situated around the course.

A range of measures will be introduced to minimise disruption to local residents and businesses:

- An off-site delivery reporting office will be in operation from the end of April until the middle of August so that deliveries to the venue can be managed and held in the reporting area until they are ready to be received on site.
- Drivers of large vehicles will be briefed at the Site Reporting Office to ensure they only use agreed routes to and from the venue, and do not cause disruption in the town.
- No large vehicles will be permitted to leave the Site Reporting Office and travel to the venue during peak school drop off and pick-up times.
- Public rights of way across the golf course may be closed or diverted from time to time during the construction and derig phase, in order to ensure the safety of all construction staff and members of the public.



- Temporary traffic restrictions will be in place in Sandwich, Deal and the surrounding area, in order to manage traffic flows to and from The Open and minimise congestion in the town. The proposed road closures, one way restrictions and no-waiting restrictions are shown on the map.
- Alternative parking will be provided for residents and businesses affected by the parking restrictions who do not have access to off-street parking. More information on these locations will be available on the Dover District Council website in April.



- Dover District Council will issue access passes to residents and businesses affected by road access restrictions in June. Access for business customers will be maintained.
- The public rights of way that cross the golf course will be closed during the Championship.

