



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 11-18 July 2021, 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 over a decade 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

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 2021, 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 and other local businesses. 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

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, traffic-free 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

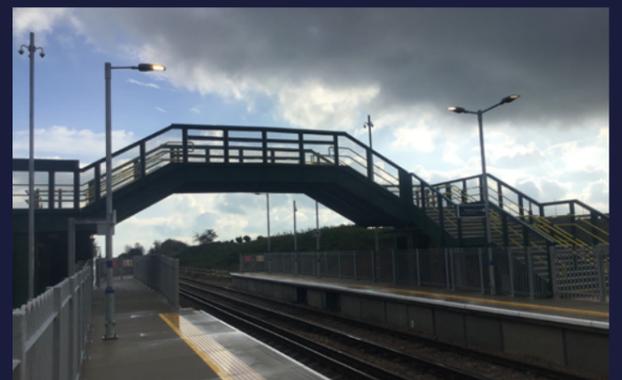


How we are preparing the railway for The Open

To facilitate the expected increase in footfall through Sandwich station, works were completed in May 2020. Upgrades to the station include:

- **Platform extensions** to allow 12-car trains to stop at Sandwich without blocking the level crossing on Dover Road, and providing more space for passengers waiting to board or alight trains
- **A new pedestrian walkway** linking to a dedicated walking route so spectators arriving by train can walk directly from the station to The Open without using St George's Road.
- **A new pedestrian stepped footbridge** to allow passengers to cross between platforms at the eastern end of the station and connect with the new walkway during The Open
- **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
- **Refurbishment of the existing footbridge** to ensure it can support the increased footfall and in keeping with the new enhanced infrastructure.

Southeastern is now utilising the platform extensions during normal operations to provide passengers additional space along the platforms.



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 championship and will be published in early June.

- **Longer and more frequent trains**

To provide extra capacity for passengers travelling to or from The Open.

- **Crowd management**

We will have dedicated staff, including increased security and British Transport Police Officers, 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.

- **Resident passes**

For local residents who need to continue using the trains during The Open, allowing you to gain access to the station via the normal entrances. More information is available from the station's ticket office.





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 park and ride sites to the north and south of Sandwich
- Creating capacity for around 12,000 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

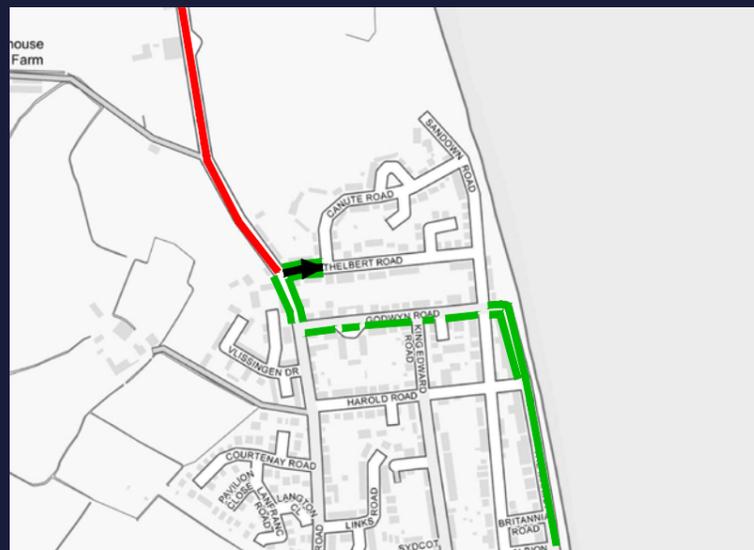
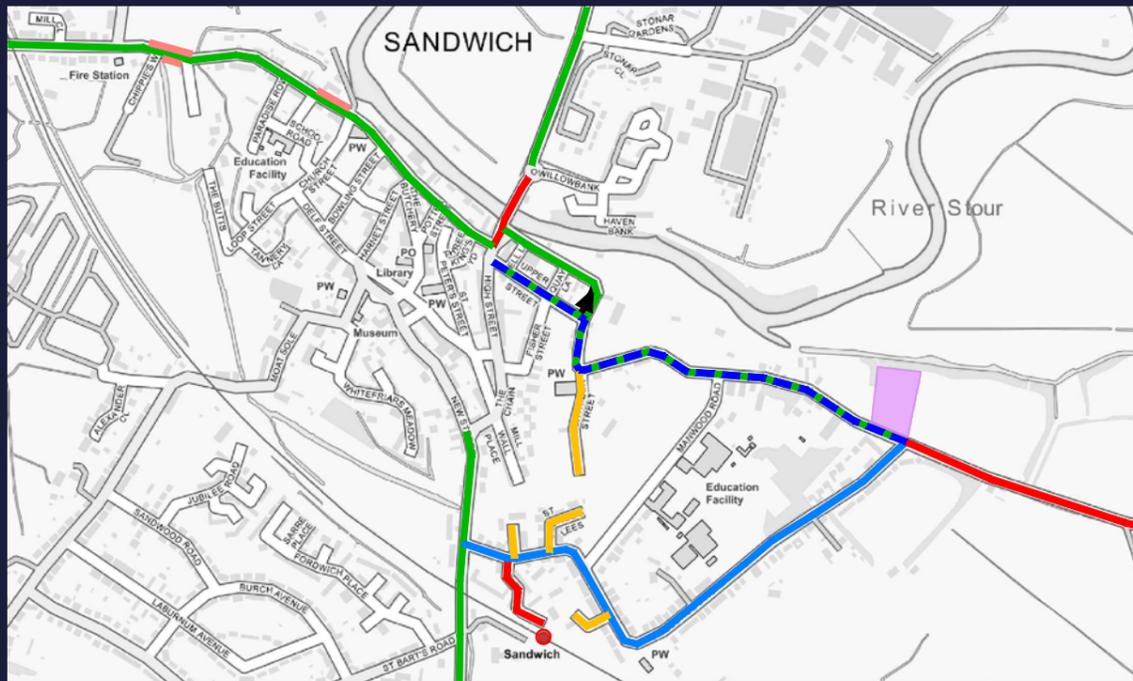
- Temporary traffic restrictions will be in place in Sandwich, Deal and the surrounding area, in order to manage traffic flows to and from The Open and minimise congestion in the town. The proposed road closures, one way restrictions and no-waiting restrictions are shown on the map.
- Alternative parking 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 www.dover.gov.uk in June.
- 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.

- To protect parking spaces for the local community and businesses, The Guildhall, The Quay and Gazen Salts car parks will all have a temporary variation in place of maximum 4 hours stay for the duration of the Championship. Sandwich Zone J and Sandwich Business permit holders will not be affected by the changes to the maximum stay periods. Displaced parking provision will be available upon application in the Coach Park, off Sandown Road.

For any permit application enquiries please email golf.enquiries@dover.gov.uk



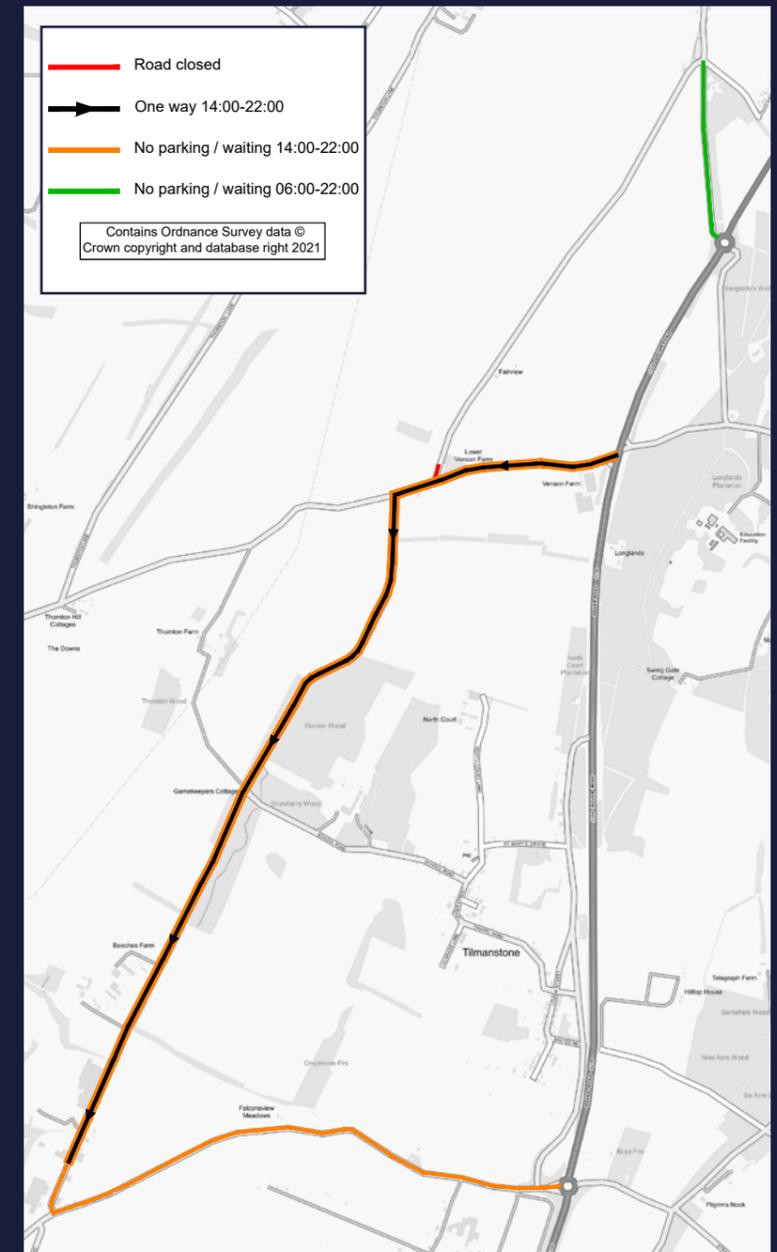
Sandwich



Deal



Cliffsend



Eastry

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.



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

- Government guidelines have recently prevented any face to face engagement as previously planned, however, digital updates will be made available
- 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 Championship brings.
- Development of 'Open for Business/ Sandwich is Open' initiatives.
- Creation and development of an exciting development of associated town dressing, place-making initiatives and events in Sandwich.
- Development of an off-course 'Event Makers' volunteer/greeter programme, and associated Level 2 course.

The Event Makers

Dover Technical College is providing training opportunities for Event Makers volunteers, to help them feel fully 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

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.

The last ten years have seen a rapid growth in the awareness of, and focus upon, sustainability issues in the world of sport, including climate change; environmental conservation, waste and resources, and human health and wellbeing. There has been particular attention paid to the staging of major sporting events and consideration of related social and environmental issues. Event organisers are actively seeking opportunities to create positive impacts, demonstrate innovative solutions and technologies, and build beneficial lasting legacies.

The R&A has sustainability as one of its key strategic pillars, with corresponding workstreams being delivered across its operational portfolio, both as a global governing body for the sport of golf (outside of the US and Mexico) and as an organiser of major sporting events. Ahead of The 145th Open at Royal Troon, Scotland in 2016, The R&A launched a new initiative called 'GreenLinks' as its sustainability and legacy strategy for The Open.

greenlinks

Via the GreenLinks programme, The R&A is pursuing the development and implementation of sustainability projects to be delivered for The Open which, simultaneously:

- build spectator engagement and enhance event experience;
- align with, and contribute to, key government policy areas in the field of sustainability;
- offer attractive and commercially viable platforms for business partnerships and investments;
- promote golf as a subject matter leader in the emerging 'sustainable sports' sector; and
- build powerful communications and marketing platforms for engaging broad and diverse audiences in a range of topics including sustainability.

GreenLinks covers a range of important issues including site protection and restoration, temporary power, procurement, waste and materials, and legacy. Year-to-year, The R&A works to identify topical sustainability issues which can be addressed at The Open via the GreenLinks programme. At The 148th Open at Royal Portrush, a major new project – “The Open Water Initiative” – was deployed to completely eliminate all single-use plastic water bottles from the Championship. The Open subsequently became one of the first major global sporting events to make this important step.



As a component of GreenLinks, each year The R&A invests £100,000 - via The Open Legacy Fund - into the local community around the Championship's host venue. The investment process is delivered in collaboration with the host local authority; in 2021 this important work will be delivered in collaboration with Dover District Council, Kent County Council and Sandwich Town Council. £75,000 of funding has been contributed by The R&A towards the improvement of the historic Guildhall Forecourt in Sandwich, with a further £25,000 being provided (alongside contributions from Dover District Council and Sandwich Town Council) to create a Green Initiatives Grant Programme. The programme is designed to support sustainability and climate change focused initiatives, which seek to enhance the local community and environment and deliver a long-lasting contribution to the area.





	2020											2021							
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Community Engagement	Guildhall Drop In			Cancelled Drop In												Digital Launch	Guildhall Board Update		
Transport Group Meetings																			
Sandwich Station Upgrade																			
The Open Build and Derig																			
The 149th Open																			11 th -18 th

Frequently Asked Questions

When is the Championship held and where?	Royal St George's Golf Club, Sandwich, 11 – 18 July 2021 (Practice Days: Sunday – Wednesday, Championship Days: Thursday – Sunday)
How do I get there?	You can travel via train and take the traffic-free 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 may be affected.
Will the local schools be closed?	Both Sir Roger Manwood's School and Sandwich Technology School will close on Friday 9 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 resident's permit?	Resident permits will not be required to access the town, however permits will be required to access closed roads and use the displaced parking area. See the ' Temporary Traffic Restrictions ' page to find out if you will be affected by any of the restrictions. To seek further clarification on permit requirements, please email: golf.enquiries@dover.gov.uk
Will the shops have extended opening hours?	This will be down to each individual shop to decide and update the 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-2021
What measures will be in place at The Open to mitigate against the risk of Covid-19?	The R&A's utmost priority is to ensure the health and safety of all involved in The Open as far as possible. We are working closely with Public Health England and the Department for Digital, Culture, Media and Sport to align fully with government guidance and implement all necessary procedures to mitigate against the risk of Covid-19.