

# THE 154<sup>TH</sup> OPEN

## *Business & Resident Toolkit*

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## Section 1

# WELCOME & GETTING READY FOR THE 154<sup>TH</sup> OPEN

### WELCOME FROM MARION ATKINSON, LEADER OF SEFTON COUNCIL

Southport and Sefton will be at the centre of the golfing world from Sunday 12 July to Sunday 19 July 2026 as The Open returns to Royal Birkdale. As one of the world's most prestigious sporting events, The Open attracts a global audience and creates an unforgettable atmosphere for spectators, residents and visitors alike.

We are proud to welcome guests from across the UK and around the world to experience not only world-class golf, but also everything that Southport and Sefton have to offer – from our stunning coastline and vibrant town centres to our hospitality, culture and local communities. We look forward to sharing this special occasion with you and ensuring your visit is a memorable one.

### GETTING READY FOR THE OPEN

*Practice Days: Sunday 12 to Wednesday 15 July 2026*

*Championship Days: Thursday 16 to Sunday 19 July 2026*

The last time The Open was held in Sefton was in 2017. That experience, along with the work now underway with The R&A and event partners, is helping to shape the planning, communication and support arrangements for staging the Championship in 2026.

For local businesses, this is a major opportunity. There will be increased footfall, strong visitor demand across the town, and a chance to showcase Southport and the surrounding area at its very best. There will also be temporary changes to transport, movement, servicing and the use of some public spaces.

This toolkit is here to help you plan ahead with confidence and make the most of the opportunities and benefits that The Open brings.



## Section 2

# CAPITAL OF ENGLAND'S GOLF COAST

England's Golf Coast is one of the UK's strongest and most recognisable golf destinations, built around a rare concentration of world class links and championship venues on the North West coast. Within close reach sit three current Open venues - **Royal Birkdale, Royal Liverpool and Royal Lytham & St Annes** which is a big part of what makes the area so compelling for golfers and the international golf travel trade.

Alongside these Open venues, Southport is surrounded by a dense cluster of championship links including Hillside, Formby, Southport & Ainsdale, Hesketh and West Lancashire, positioning the area as one of the most concentrated collections of high-quality championship golf venues anywhere in the world.

For The 154<sup>th</sup> Open at Royal Birkdale, this matters because it reinforces that Southport isn't just hosting a major sporting event, it is sitting at the centre of a wider, internationally marketable golf offer that can be packaged, sold and experienced before, during and after Championship week. It is also a hook to promote Southport's wider visitor offer in the lead up to the Championship using the international profile it commands.

### WHY SOUTHPORT

Southport works as the natural capital of England's Golf Coast because it combines the pull of Royal Birkdale with the practical ingredients golf visitors and organisers rely on:

- Proximity to multiple championship courses, including Royal Birkdale and a wider cluster of world-class links across the coast
- Strong visitor infrastructure, including accommodation, town centre hospitality and the ability to host multi-night stays during peak demand
- A full off-course offer, including seafront attractions, Lord Street retail and dining, events and access to the Sefton Coast, giving visitors reasons to extend stays and fill non-attendance days
- Strong connectivity and proximity to Liverpool, making it easier to build itineraries that combine golf with city experiences and strengthening appeal for international visitors and intermediaries

### GOLF MARKETS

England's Golf Coast is marketed to the same core golf markets that consistently travel for championship links experiences including North America, the UK and Ireland, and key European markets including Germany and the Nordics. Demand is often shaped by travellers seeking iconic courses, trusted itineraries and a destination base with good amenities and things to do beyond golf.

## Section 3

# MARKETING, PROMOTION & GOLF TOURISM SUPPORT

The 154th Open Championship will be one of the largest sporting events ever hosted in Sefton, welcoming more than 300,000 visitors from across the world during Championship week. The event is expected to generate more than £100 million in combined economic and media value, with global coverage reaching over 150 countries and an annual broadcast audience of around 80 million viewers.

In the lead-up to the Championship, a range of marketing, travel trade and promotional activity will be delivered to support golf tourism and wider leisure demand for Southport and the surrounding area. Coordinated through Marketing Southport alongside England's Golf Coast, Sefton Council and Liverpool City Region partners, these platforms are designed to help attract visitors to the destination and ensure Southport is strongly represented within golf and leisure itineraries before, during and after The Open.

### GOLF MARKETING CAMPAIGNS

England's Golf Coast will lead golf-focused marketing activity as The Open approaches, promoting Southport and the wider cluster of championship and high-quality courses across the City Region. Campaigns will focus on encouraging longer stays and combining golf with accommodation, food and drink, and the area's wider local amenities.

Where relevant, businesses may be able to align their offers with this activity, particularly where they support golf visitors staying multiple nights or spending non-attendance days in the town.

### CONTENT, PR & DESTINATION PROMOTION

Destination-led marketing and PR activity will showcase Southport as a place to stay, explore and return to in the lead up to The Open. As Southport gears up to host the Championship, campaign activity will focus on many of the high-profile events being planned from spring 2026 combining them with the town's natural offer, leisure attractions and amenities.

Businesses should ensure their information is accurate and up to date on key visitor platforms, as these will be widely used by visitors planning and navigating their stay during The Open.

### WHERE BUSINESSES SHOULD BE VISIBLE ONLINE

To maximise exposure during lead up to The Open and during Championship week, businesses are encouraged to use the following platforms:

- **Visit Southport** - the primary visitor facing website for leisure, accommodation, food and drink, events and things to do in Southport - [www.visitsouthport.com](http://www.visitsouthport.com)
- **Southport Business Improvement District** - Expert guides on the latest things to do, events and places to eat and drink in Southport town centre - [www.yoursouthport.com](http://www.yoursouthport.com)
- **England's Golf Coast** - specialist golf tourism information used by golfers planning trips to the region - [www.englandsgolfcoast.com](http://www.englandsgolfcoast.com)
- **The Open** - the official source for Championship specific information such as draws, entry, transport and shuttle services (businesses should signpost rather than duplicate this content) - [TheOpen.com](http://TheOpen.com)
- **Sefton Council** - practical information on access, services and local arrangements for The 154<sup>th</sup> Open - [www.sefton.gov.uk/TheOpen2026](http://www.sefton.gov.uk/TheOpen2026)

Being visible on the right platforms helps visitors find your business easily and reduces confusion during busy periods.

### GOLF TRADE & INTERMEDIARY ENGAGEMENT

Alongside consumer marketing, England's Golf Coast will coordinate trade engagement activity with specialist golf tour operators and intermediaries, particularly in key international markets. This includes familiarisation visits, hosted activity and partnership working designed to secure future bookings and repeat visits beyond 2026.

This activity reflects how golf tourism works in practice with intermediaries developing packages with destinations over several years. The Open provides a powerful catalyst for long term inclusion in golf itineraries.

Businesses do not need to engage directly with the trade to benefit from this work, but those that support high-quality accommodation, hospitality, dining and leisure experiences play an important role in strengthening the overall destination offer.

### UNDERSTANDING GOLF VISITOR MARKETS

The Open attracts a range of golf visitor types, each with different needs and behaviours. Key market segments and profiles for The 154<sup>th</sup> Open include:

- **Trophy Hunters** - Predominantly from North America, these visitors are high-spend, plan well in advance and often travel via specialist tour operators. They value championship courses, premium accommodation and high-quality experiences and typically stay for longer periods.
- **Four Balls & Couples** - Visitors from the UK, Ireland, Europe and Scandinavia, often booking independently. They combine golf with leisure, food, culture and coastal experiences and are open to exploring beyond the course.
- **Value & Short-Break Golfers** - Typically from the UK and Ireland, travelling in groups, booking shorter stays and placing strong emphasis on value for money, hospitality and food and drink alongside golf.
- **Society & Corporate Golf** - Group travel and corporate visits, often combining golf with meetings, dining and social activity. These visitors value good organisation, flexible arrangements and quality accommodation.

Across all markets, visitors attending The Open are likely to stay for multiple nights, travel in groups and build leisure time into their visit. As a result, many will spend significant time in the town outside The Championship, using local cafés, restaurants, shops, cultural venues and coastal attractions.

### A SIMPLE MESSAGE FOR BUSINESSES

A coordinated marketing and trade plan is in place to use The 154<sup>th</sup> Open to support both golf tourism and wider leisure demand for Southport. Through England's Golf Coast and destination partnerships, Southport is positioned to benefit before, during and long after Championship week.

For businesses, the focus should be on being visible, prepared and welcoming with clear information, strong service and offers that encourage visitors to spend time in the town and come back again.

## Section 4

# ABOUT THIS TOOLKIT

This toolkit provides clear, practical guidance to help businesses and residents understand what to expect in the lead-up to, during and immediately after The Open. It focuses on the issues that matter locally including marketing, customer service, licensing, trading, where to get information, welcome and day-to-day operations.

Plans will be confirmed in stages as the Championship approaches. Where details are still subject to consultation or final approval, this toolkit explains what is known now, what is still to be confirmed, and where official updates will be published.

### WHO THIS TOOLKIT IS FOR

This document is for businesses operating across Southport, Birkdale, Ainsdale, Hillside and surrounding areas, as well as residents and community groups who may be affected by event activity. It brings together information from Sefton Council and event partners in one place, with clear signposting to official sources.

### HOW TO USE THIS TOOLKIT

This toolkit is designed to be a practical, business-focused guide to help you prepare for, operate during and make the most of The 154<sup>th</sup> Open.

It brings together information on Southport's role at the heart of England's Golf Coast, the marketing and trade activity supporting the destination, and the practical considerations businesses need to plan for - from customer service and staffing to licensing, transport, sustainability and communications.

The document is structured so you can dip in and out as needed. Some sections provide context and reassurance about the opportunity and the support in place, while others offer clear, practical guidance through the Tips and checklist sections to help you take action.

You don't need to read the toolkit from start to finish. Use it in whatever way works best for you, whether you're planning early, briefing your team, checking whether permissions are needed, or looking for the right link, contact or update as the event approaches.



## Section 5: Practical Tips for Businesses

# TIP 1: WHERE TO CHECK FOR LIVE OPEN UPDATES TO BE “OPEN READY”

The Open brings a lot of attention, excitement and opportunity but it also brings change. The businesses that cope best are the ones that feel informed, confident and prepared, and whose staff know where to find the right information quickly.

You don't need to know everything. You just need to know where to look and how to brief your team.

### KNOW WHERE THE OFFICIAL INFORMATION LIVES

As plans are confirmed, updates will be shared through a small number of official channels. Using these sources and encouraging your staff to do the same helps avoid confusion, rumours and mixed messages.

For different types of information, use:

- **Marketing Southport** - for leisure, accommodation, food and drink, events and places to visit during The Open - [www.visitsouthport.com](http://www.visitsouthport.com)
- *Additional guidance and information on things to do, events and places to eat and drink in Southport town centre* - [www.yoursouthport.com](http://www.yoursouthport.com)
- **Sefton Council** - for practical local information, public services, road impacts, access arrangements and community updates - [www.sefton.gov.uk/open26](http://www.sefton.gov.uk/open26)
- **The Open** - for Championship-specific information including draws, course opening and closing times, parking arrangements, shuttle buses and spectator guidance - [www.theopen.com](http://www.theopen.com)
- **Merseytravel** - for rail, bus and public transport information across the Liverpool City Region, including Open-specific services and disruption updates - [www.merseytravel.gov.uk](http://www.merseytravel.gov.uk)
- **England's Golf Coast** - for specialist golf tourism information and the wider golf offer beyond Royal Birkdale - [www.englishgolfcoast.com](http://www.englishgolfcoast.com)

Making these links visible on staff phones, noticeboards, internal systems or QR codes helps everyone give consistent, accurate advice.

### SIGN UP FOR UPDATES

Regular business and resident bulletins will be issued in the run-up to The Open, increasing in frequency as key milestones approach. These will focus on upcoming dates and decision points, transport, access and operational updates, business engagement opportunities and briefings, as well as links to official guidance and support.

Feedback from businesses will help shape future editions. To receive updates, businesses are encouraged to sign up via [www.sefton.gov.uk/open26](http://www.sefton.gov.uk/open26).

### BRIEF YOUR TEAM

Your staff are your front line during The Open. Visitors will ask questions, and lots of them. Being able to answer confidently makes a big difference to the customer experience.

Simple steps that work well:

- *Include The Open as a standing item in team meetings in the lead-up*
- *Share key links and updates as they're released*
- *Make sure staff know where to find transport, access and visitor information quickly*
- *Nominate one person per shift or team to be the “Open-ready” contact if questions arise*

You don't need scripts, just shared understanding and confidence.

### HELP VISITORS PREPARE FOR THEIR DAY

Many visitors will plan their day around tee times, travel windows and walking distances. Businesses that help people get organised early often benefit from calmer mornings and happier customers.

Depending on your business, this might include:

- *Sharing basic Championship information such as tee times or start-of-day timings*
- *Displaying daily weather forecasts*
- *Being clear about your opening times during Open week*
- *Helping visitors understand how long it takes to reach Royal Birkdale or the town centre*

Small bits of information, given at the right moment can really shape a visitor's day.

### STAY CONNECTED DURING CHAMPIONSHIP WEEK

During The Open itself, information will move quickly. Encourage staff to check official sources regularly and avoid relying on hearsay or social media speculation.

If something feels unclear, it's always better to pause and check an official update than guess. That confidence and clarity is something visitors really notice...and remember.

## Section 5: Practical Tips for Businesses

### TIP 2: BE GOLF-READY

The Open naturally attracts large numbers of golfers and golf fans, many of whom plan their stay around early starts, long days on the course and multiple nights in the destination. For Southport businesses, being “golf-ready” doesn’t mean a full rebrand or major investment, it’s about making a few practical adjustments that help visitors feel welcome, comfortable and looked after.

#### UNDERSTAND HOW GOLF VISITORS BEHAVE

During The Open, many visitors will be up early, spend long periods at or around the course, and return to Southport later in the day. Practice days can also drive strong town centre trade, with spectators moving more freely between the course and the town. Additionally, many visitors will stay for several nights meaning lots of people will have free time in Southport to eat out, shop, explore the coast and enjoy local attractions.

With hotels, guest accommodation, private lets and The Open Camping Village at Victoria Park hosting over 2,000 visitors throughout the week, there is likely to be consistent, all-day demand for food, drink, shopping, services and leisure, not just before and after play.

#### SIMPLE WAYS TO WELCOME GOLFERS

Small, thoughtful touches can make a big difference to how golfers experience your business and the town as a whole. Depending on your offer, this might include:

- *Sharing useful information such as daily weather forecasts, public transport timetables or emergency contact numbers*
- *Displaying Championship information like tee times or general start-of-day timings*
- *Making it easy for visitors to find their way to Royal Birkdale, the town centre or the coast*
- *Providing maps or signposting to other golf courses across Sefion and the wider area via [www.englishgolfcoast.com](http://www.englishgolfcoast.com)*

These don’t need to be formal displays, even simple printed sheets or QR codes can be effective.

#### EARLY STARTS, LATE FINISHES & FOOD ON THE GO

Golf starts early, and many visitors will want to eat before heading out or pick something up to take with them. Businesses often find strong demand for:

- *Early breakfasts or grab-and-go options*
- *Packed lunches or pre-ordered food*
- *Flexible evening food offers for visitors returning after play*

Even small tweaks to opening times or menus during Open week can unlock additional trade and help spread demand across the day.

#### PRACTICAL FACILITIES THAT GOLFERS APPRECIATE

Golfers often spend long days outdoors and may be travelling with equipment or wet clothing. Where possible, practical facilities are always well received, such as:

- *Space to store bags or equipment securely*
- *Access to laundry facilities or drying space*
- *Clear places to sit, rest or recharge between outings*

Not every business can offer all of these, but even being able to signpost nearby services helps visitors feel supported.

#### IT’S ALL ABOUT THE QUALITY OF WELCOME

Being golf ready is about atmosphere, hospitality and confidence. A friendly welcome, clear information and practical support go a long way in shaping how visitors remember Southport. Golf fans notice when a town feels prepared, open and proud to host them. That feeling is what keeps people spending locally and coming back.



## Section 5: Practical Tips for Businesses

# TIP 3: DELIVER GREAT CUSTOMER SERVICE... & GO THE EXTRA MILE

Most Southport businesses already deliver good customer service. During The Open, the opportunity is to build on that strength and turn busy, high-pressure days into positive, memorable experiences for visitors, many of whom will be in the town for several days and may be visiting for the first time.

With global media attention, a large international audience and sustained footfall across the town, every interaction matters. Small moments of reassurance, clarity and friendliness can make a lasting impression.

### PREPARE YOUR TEAM, NOT JUST YOUR OFFER

Well-briefed staff are more confident, more relaxed and better able to help customers when things get busy. Ahead of The Open, it's worth spending time preparing your team for the types of questions and situations they're likely to encounter.

Simple staff briefings can cover:

- *How far Royal Birkdale is from your business and the best ways to get there*
- *Your opening days and times during Open week*
- *Where visitors can find official, up to date information*
- *What to do if transport, access or plans change*

Having this shared understanding helps staff respond calmly and consistently, even at peak times.

### BE PROACTIVE – ANTICIPATE NEEDS BEFORE THEY'RE ASKED

Visitors often ask the same questions again and again. Thinking ahead about what people are likely to need helps reduce pressure on staff and improves the flow of service.

This might include:

- *Making transport information easy to find*
- *Clearly signposting toilets, seating or exits*
- *Displaying opening times prominently*
- *Offering reassurance about busy periods or queues*

When visitors feel informed, they're more patient and more relaxed even when it's busy.

### MANAGING QUEUES & BUSY PERIODS

High footfall is expected, particularly early mornings, late afternoons and evenings. Clear, visible arrangements help keep things moving and prevent frustration.

Simple measures that work well include:

- *Clear entry and queuing points*
- *Visible staff presence at peak times*
- *Simple signage to explain waits or ordering processes*
- *Flexibility where possible during surges*

A calm, friendly approach can turn a queue into part of the atmosphere rather than a problem.

### SUPPORTING MOBILITY & ACCESSIBILITY NEEDS

Visitors will include older guests, families with buggies and people with mobility needs. Thinking about accessibility doesn't require major changes, often it's about awareness and communication.

Helpful steps include:

- *Being ready to offer seating or assistance where possible*
- *Knowing where accessible routes, toilets and transport options are located*
- *Allowing extra time and patience during busy periods*

Being able to confidently signpost accessible options makes a real difference to visitor comfort and confidence.

### TURN GOOD SERVICE INTO GREAT MEMORIES

The Open is a once in a generation moment for some visitors. Businesses that stand out are often those that show a little extra care and thought.

Small touches that can delight customers include:

- *Allowing pre-orders for food in self-catering accommodation*
- *Offering a simple golf-themed gift or takeaway item*
- *Helping visitors plan their next day or evening*
- *Encouraging feedback and acting on it where possible*

Encouraging staff to be problem solvers and empowering them to make small decisions helps keep days running smoothly and leaves visitors feeling looked after.

### REMEMBER: EVERYONE IS AN AMBASSADOR

During The Open, every business and every staff member plays a role in how Southport is perceived. Visitors may not remember exact details, but they will remember how they were treated.

A warm welcome, clear information and a calm, helpful approach go a long way in ensuring visitors leave with positive memories and a reason to return long after the final putt is made.

## Section 5: Practical Tips for Businesses

# TIP 4: WELCOMING INTERNATIONAL VISITORS

The Open is one of the most international sporting events in the world, and Southport will welcome visitors from across the UK, Ireland, Europe, North America and beyond. Golf is particularly popular in the USA, Ireland, China, Japan and a range of European countries including France, Germany, Spain and Sweden, meaning many businesses will host more overseas visitors than in a typical year.

For many, this will be their first visit to Southport, and possibly to the UK so small, thoughtful adjustments can make a big difference to how comfortable and confident they feel.

### HELPING INTERNATIONAL VISITORS FEEL AT HOME

International guests are often less familiar with local geography, transport systems and everyday expectations. Clear, friendly guidance goes a long way.

Practical steps that help include:

- *Making sure directions on websites, leaflets or signs are clear and easy to follow*
- *Showing distances in kilometres as well as miles*
- *Being ready to explain how to get around by public transport or on foot*
- *Having visitor guides or local maps available where possible*

If you're a Marketing Southport member, keeping stocked with official visitor information is particularly helpful during Open week.

### LANGUAGE SUPPORT & COMMUNICATION

Many international visitors speak English fluently, but not all. Even limited language support can significantly improve the customer experience.

This might include:

- *Staff who can help with basic phrases in another language*
- *Translated menus or key information*
- *Using simple, clear language and visual cues*
- *Being comfortable using translation apps when needed*

A friendly approach and patience often matter more than perfect communication.

### PAYMENT PREFERENCES & PRACTICAL EXPECTATIONS

International guests may have different expectations around payment and service. Many rely heavily on card and contactless payments and may not carry cash. Being clear about accepted payment methods, minimum spends and tipping expectations helps avoid awkwardness and confusion.

Service styles and customs can also vary by country. A calm, flexible approach and a willingness to explain how things work locally help create a relaxed and positive experience for everyone.

### FOOD, DRINK & CULTURAL VARIETY

While many international guests will want to experience traditional English food, offering a small range of international options can be very popular, particularly for visitors staying several days.

Some businesses choose to:

- *Offer internationally inspired dishes alongside their core menu*
- *Host themed food days or evenings during Open week*
- *Clearly label vegetarian, vegan or dietary options*

This adds variety without needing major changes.

### PRACTICAL TOUCHES VISITORS REALLY APPRECIATE

There are a few simple, practical touches that international visitors consistently appreciate. Universal chargers available to borrow, clear information about local attractions, or a simple town guide highlighting places of interest can all help overseas guests feel more settled and confident exploring the area.

If this is a visitor's first encounter with Southport, a warm welcome, clear information and a little extra patience can turn that first visit into a lasting positive memory and a reason to return.

### FIRST IMPRESSIONS MATTER

For many international visitors, The Open will be their introduction to Southport. A warm welcome, clear information and a little extra patience help ensure their experience is positive. Not just of the Championship, but of the town itself.

Those impressions travel far, long after the event is over.

## Section 5: Practical Tips for Businesses

# TIP 5: WORK TOGETHER & COLLABORATE

One of the biggest lessons from previous Opens is that businesses benefit most when they don't operate in isolation. For visitors, your business is just one part of their overall experience of Southport. When businesses work together, it becomes easier for visitors to plan their time, move around confidently and spend more locally.

Collaboration doesn't need to be complicated or costly. Often it's about sharing information, signposting nearby offers, and helping visitors make simple decisions about where to go next.

### COLLABORATION BENEFITS EVERYONE

During The Open, Southport will host visitors staying in hotels, guest accommodation, private lets and at The Open Camping Village in Victoria Park. Many of these visitors will be in the town for several days, with leisure time built into their stay. They will be looking for places to eat, drink, shop and explore between Championship days.

By working together, businesses can:

- Encourage visitors to stay longer and spend more locally
- Spread demand across the town rather than concentrating it in one place
- Reduce pressure on individual businesses by sharing information and options
- Create a stronger overall impression of Southport as a welcoming, well-organised destination

### SIMPLE WAYS TO WORK TOGETHER

Collaboration can be informal and practical. Examples that work well include accommodation providers sharing recommendations for nearby cafés, restaurants and attractions, or businesses promoting each other's offers during Open week.

Some businesses may choose to:

- Offer evening meals or packed lunches for nearby accommodation or campsites that cannot provide their own catering

- Work with neighbouring businesses to create simple joint offers or suggested itineraries
- Share information about local events, live screenings or town centre activity
- Highlight nearby attractions or coastal walks for visitors with leisure time

These small connections help visitors plan their day more easily and encourage them to explore more of the town.

### WORKING WITH LOCAL GROUPS & PARTNERS

Southport has established business networks and destination partners that play an important role during major events. Working with Marketing Southport, Southport BID and local business groups helps ensure consistent messaging and coordinated activity across the town.

Sharing ideas, offers or opening hours through these channels makes it easier for visitors to understand what's happening and where to go. It also helps promote Southport as a whole, rather than individual businesses competing for attention in isolation.

### CROSS-PROMOTION WITHOUT COMPLEXITY

Collaboration doesn't require joint branding or formal partnerships. Simple actions can be very effective, such as:

- Recommending nearby businesses verbally
- Sharing social media content from other local businesses
- Adding a "nearby recommendations" section to your website or guest information
- Including local suggestions in pre-arrival emails or welcome packs

These low-effort actions help visitors feel supported and encourage them to spend more time, and money, in Southport and surrounding areas.



## Section 5: Practical Tips for Businesses

# TIP 6: GET INVOLVED IN THE TOWN BUZZ & GET SOCIAL

The Open is more than what happens inside the ropes at Royal Birkdale. During Championship week, visitors will spend time across Southport town centre, Birkdale Village, Hillside, Ainsdale and Churchtown, using local cafés, restaurants, shops and leisure facilities throughout the day and evening. Businesses that lean into that atmosphere help create a sense of celebration and often see the greatest benefit.

Getting involved doesn't have to mean hosting large events or changing how you normally operate. It's about recognising the moment, welcoming visitors and showing that Southport is alive, open and ready.

### CREATING ATMOSPHERE IN YOUR OWN WAY

Many businesses choose to do something a little different during The Open. This might be as simple as showing live coverage on a TV, creating a golf-themed menu or offer, adjusting opening hours or decorating your space to reflect the occasion.

Others may choose to host small-scale pop-ups, music, tastings or themed evenings. These activities help build a sense of buzz and give visitors more reasons to stay in town before and after play, particularly on practice days and on the days visitors are not attending the Championship.

If you're unsure whether an idea needs permission, early conversations can help. For general ideas, support or signposting, contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk). For licensing-related queries, [licensing@sefton.gov.uk](mailto:licensing@sefton.gov.uk) can advise.

### PRACTICE DAYS & LEISURE TIME CREATE OPPORTUNITY

Practice days are often very busy and more relaxed than Championship days, with visitors moving more freely between the course and the town throughout the day.

This creates strong opportunities for daytime trading, early evening activity and experiences that appeal to visitors looking for something to do away from the course. Businesses that recognise and plan for this pattern often see sustained trade across the full week, not just on peak Championship days.

### GET YOUR ACTIVITY SEEN — ONLINE & SOCIALLY

If you're planning themed activity, special offers or packages during Open week, make sure visitors can find them.

Businesses are encouraged to share content with Marketing Southport so it can be included both in business listings and across Visit Southport's social media channels during the Championship period. This includes accommodation offers, food and drink promotions, events, experiences and visitor-facing information.

Where businesses are developing golf friendly offers or short-break packages, this information can also feed into England's Golf Coast marketing and social media activity. Marketing Southport will be running golf-focused campaigns around The Open, and aligned packages help support promotion to domestic and international golf audiences before, during and after the Championship.

### STAYING CONNECTED & UP TO DATE

Alongside promoting your activity, businesses are encouraged to sign up to the monthly business bulletin for The 154<sup>th</sup> Open via [sefton.gov.uk/open26](http://sefton.gov.uk/open26). This will be the main route for updates on town centre activity, engagement opportunities, key dates and practical information as plans progress.

### KEEP IT SIMPLE, KEEP IT WELCOMING

The most successful activity is often the simplest. Visitors aren't necessarily looking for big productions, they want to feel welcome, entertained and confident that the town is open and enjoying the moment.

Whether it's atmosphere, food, drink, music, offers or just a friendly welcome, getting involved in the town buzz helps turn The Open into a shared experience for businesses, residents and visitors alike.



## Section 5: Practical Tips for Businesses

# TIP 7: PLAN FOR SALES, STAFFING & LOGISTICS

The Open will bring increased footfall, extended trading days and strong demand, but it will also bring changes to travel, access and daily routines. Businesses that plan ahead are better placed to make the most of opportunities while reducing pressure on staff and operations.

Thinking early about sales, staffing and logistics helps you stay flexible when things get busy.

### PLAN AROUND VISITOR PATTERNS, NOT JUST PEAK DAYS

Visitor demand during The Open is spread across the full week from Sunday 12 July, not just the Championship days. Practice days often see visitors spending longer on the course and moving more freely between Royal Birkdale and the town. On Championship days, spectators can leave and re-enter the course.

This creates opportunities for early morning trade, daytime activity and evening spending throughout the week. Businesses that recognise these patterns can spread demand more evenly rather than relying solely on peak periods.

### THINK ABOUT OPENING TIMES & SERVICE OFFERS

Early tee times and late finishes can significantly influence customer behaviour. It's worth considering whether opening earlier, staying open later, or adjusting service times could better match visitor routines.

Even small changes, such as offering grab and go options in the morning or extending evening service on certain days can make a noticeable difference. If you're planning specific packages or promotions, working through the detail early helps avoid confusion later.

### STAFFING & WORKFORCE PLANNING

Higher footfall often means additional staffing pressure. Businesses should think ahead about how many people they'll need, when demand is likely to peak, and how staff will get to and from work during Open week.

Consider:

- whether you'll need additional or temporary staff
- how staff travel arrangements might be affected by transport changes
- how new or temporary staff will be briefed and supported

Support will be available through Sefton@Work to help businesses recruit, train and plan for increased demand. Engaging early allows recruitment to be planned rather than reactive.

### STOCK, DELIVERIES & SERVICING

Transport changes and temporary restrictions may affect deliveries and servicing during the Championship period. Businesses should think ahead about stock levels, delivery schedules and whether adjustments may be needed during peak days.

Where possible, building flexibility into delivery plans and ordering key items in advance can help reduce pressure during the busiest periods. Further guidance on servicing and access arrangements will be shared once transport plans are confirmed.

### HAVE A PLAN, & A BACK-UP PLAN

Even with good planning, things may change at short notice during a major event. Businesses that perform best are those with clear internal plans and the flexibility to adapt.

Simple steps such as clear staff communication, visible management presence at busy times, and knowing where to find up to date information help keep operations running smoothly even when conditions change.

### BALANCE OPPORTUNITY WITH EXPERIENCE

The Open presents a significant commercial opportunity, but visitor experience matters. Fair pricing, clear communication and calm service help ensure visitors leave with positive impressions of Southport, as well as being a reason to return.

Planning ahead allows businesses to strike the right balance between making the most of demand and delivering the quality experience that keeps people coming back.

## Section 5: Practical Tips for Businesses

# TIP 8: KNOW WHAT PERMISSIONS YOU MIGHT NEED

Many businesses choose to do something a little different during The Open such as extended opening hours, outdoor seating, food to go, small events or themed activity. Most of this is entirely possible, but some changes do require permission, and the key lesson from previous Opens is that early conversations make everything easier.

You don't need to be an expert in licensing or planning. You just need to know when to check.

### WHEN PERMISSIONS MAY BE REQUIRED

You may need permission if you are planning to operate outside your normal arrangements. This could include:

- *Extending your opening hours*
- *Selling alcohol or hosting music beyond your existing licence*
- *Showing live coverage as part of an organised event*
- *Offering food or drink for takeaway when you don't usually*
- *Placing tables and chairs on the pavement*
- *Installing temporary structures*
- *Hosting activity on public land.*

Street parties, pop-up trading or temporary road closures also require approval and coordination with the Council.

Not every idea needs permission, but many do and assumptions can cause problems later if they're not checked early.

### TEMPORARY EVENT NOTICES & LICENSING

A Temporary Event Notice (TEN) is commonly used where licensable activities fall outside existing permissions, such as alcohol sales, extended hours or live or recorded music.

A minimum of 10 working days' notice is required by law, but experience

shows that allowing more time helps provide the right level of advice, coordination and any adjustments needed. There are also statutory limits on how many TENs can be used per premises each year.

For general event ideas and support, businesses should contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk).

For TENs and licensing advice, contact [licensing@sefton.gov.uk](mailto:licensing@sefton.gov.uk).

### PAVEMENT SEATING, TAKEAWAY & OUTDOOR SERVICE

If you're planning to place tables, chairs or other furniture on the public highway, you'll need a pavement licence. Temporary changes to food or drink service, including takeaway, may also need to be covered by your licence.

Allowing at least six weeks is recommended, as applications must consider pedestrian safety, accessibility and local conditions.

Advice and applications for the public highway are handled via [network@sefton.gov.uk](mailto:network@sefton.gov.uk)

Advice and applications for temporary changes to food and drink services are handled via [licensing@sefton.gov.uk](mailto:licensing@sefton.gov.uk).

### PLANNING, TEMPORARY STRUCTURES & CAMPSITES

Temporary or semi permanent structures such as screens, stages, marquees or capacity changes may require planning consent. Temporary campsites or changes to accommodation use may also require approval.

Early discussion is strongly encouraged, particularly where structures are visible, involve public land or alter how a space is used.

For planning advice contact:  
[planning.department@sefton.gov.uk](mailto:planning.department@sefton.gov.uk)  
Tel: 0345 140 0845 (Option 8)

For campsite and accommodation standards contact:  
[planning.department@sefton.gov.uk](mailto:planning.department@sefton.gov.uk)  
Tel: 0345 140 0845 (Option 8)

### STREET PARTIES, MARKETS & ROAD CLOSURES

Street parties, pop-up trading on public land and temporary road closures all require coordination with highways and traffic management teams. Some proposals may also require Cabinet Member approval.

Street parties and traffic matters should be discussed with Traffic. [Management@sefton.gov.uk](mailto:Management@sefton.gov.uk), with a minimum lead-in of 12 weeks recommended. Road closures should be discussed at least six weeks in advance via [Traffic.Management@sefton.gov.uk](mailto:Traffic.Management@sefton.gov.uk).

### THE GOLDEN RULE: CHECK EARLY

The experience from previous Opens is clear, businesses that speak to the right teams early avoid last-minute stress and disappointment. Early contact doesn't commit you to anything, it simply helps clarify what's possible and what steps may be needed.

If you're unsure, ask. The aim is to help businesses get involved safely, legally and with confidence, so Southport can make the most of hosting The Open.

## Section 5: Practical Tips for Businesses

# TIP 9: UNDERSTANDING THE OPEN BRAND: DISPLAYS, PROMOTIONS & DOS & DON'TS

Displays and promotions are a great way to show your support for The Open, and many businesses will be thinking about how to make the most of the excitement and interest generated by this prestigious event.

To help you do this in the right way, it's important to follow a clear set of do's and don'ts. This ensures businesses can be part of the occasion while staying on the right side of the laws and regulations that apply.

Please note that enforcement action may be taken to remove any advertising, display or marketing materials that breach legislation, regulations or consent requirements.

### UNDERSTANDING TRADEMARKS & PROTECTED NAMES

A trademark is a sign that distinguishes a business's goods or services from those of other traders. It can be represented through logos, words, colours or other identifiable marks. Registered trademarks are legally protected and cannot be used by others without permission.

As organiser of The Open, The R&A exclusively holds the operating rights for the Championship. The R&A Group Companies also exclusively hold the operating rights to the 'The Open', 'Claret Jug' and 'R&A' trademarks.

Commercial use of these trademarks by a third party, even where the reference feels indirect, is only permitted with express consent. This consent is granted only to officially licensed partners and subject to strict conditions.

The marketing or sale of products bearing all or part of these trademarks is strictly reserved for The R&A Group Companies and their licensees.

### WHAT THIS MEANS FOR BUSINESSES

Only officially licensed partners can use The Open, The R&A or Claret Jug trademarks to reference an association with the Championship. This means businesses must not suggest that they, their premises or their activity are officially linked to The Open unless they have formal permission to do so.

However, businesses are very much encouraged to show their support for The Open in other ways such as creating a welcoming atmosphere, celebrating the occasion and promoting their own offers and experiences in Southport and surrounding areas.

### SHOWING YOUR SUPPORT IN THE RIGHT WAY

Guidance and approved messaging will be shared through Visit Southport and Sefton Council channels, and businesses are encouraged to sign up to official updates to stay informed.

If you are unsure whether a display, promotion or piece of marketing is appropriate, it's always best to check before publishing.

### BRANDING DOS & DON'TS

The table below summarises what businesses can and can't do when promoting during The Open.

#### A SIMPLE RULE OF THUMB

If your promotion is about your business, your offer and welcoming visitors to Southport, you're likely to be fine.

If it references The Open by name, logo or implication, pause and check before publishing.

If you're unsure, early advice is always better than taking something down later. For guidance or signposting, businesses can contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk).

DOs	DON'Ts
Welcome golf fans and visitors to Southport	Use The Open, The Open Championship, The R&A or Claret Jug names, logos or imagery
Promote your own business, products, services and events	Imply official partnership, sponsorship or endorsement
Use general language such as "welcoming golf fans" or "Open week in Southport"	Reference The Open "in passing" in advertising or promotions
Create golf-themed or celebratory displays (without protected logos)	Sell or promote products using protected branding
Share factual information about opening times, locations and local services	Create marketing that could confuse customers into thinking there is an official link

## Section 5: Practical Tips for Businesses

# TIP 10: QUICK CHECKLIST – HOW TO BE OPEN-READY

### PLAN FOR SALES, PLAN LOGISTICS

- *How will you get customers in and out? Look at the tee-off times for The Open, if there are early starts, consider opening earlier to catch early risers heading to Royal Birkdale.*
- *Can you upsell or increase sales? For example, if you offer breakfast, could you open earlier or provide a cold breakfast that can be pre-ordered the day before?*
- *Plan to open later. Large numbers of visitors will head into Southport after the day's play ends. This is a strong opportunity to capture additional spend and show that Southport is open for business during Open week.*
- *How will you get your employees in and out? Consider staff travel arrangements, particularly where transport plans or road access may differ from normal.*
- *Will you need extra staff during The Open, and if so, how will you manage this? Early planning will help reduce pressure during peak periods.*
- *Will you need to increase orders and deliveries to cater for greater numbers, or to deal with any disruption caused by road closures or access restrictions?*
- *Do you know when the anticipated surges in interest around The Open are likely to be? Practice days and non-attendance days often create sustained demand across the town.*
- *If you're offering a specific package or promotion, have you worked through the detail? Consider minimum spend or booking periods, what customers receive for their money, and how your offer compares with others available in the town.*

### BE VIGILANT

The R&A and local partners are committed to delivering The 154<sup>th</sup> Open in a safe and secure manner that everyone visiting or living in the area can enjoy. The business community can support this by being alert and reporting any suspicious or unusual behaviour in the local area before, during and after the Championship through the appropriate channels.

### ANIMATION PROGRAMME

Town centre animation and hospitality activity during Championship week will help enhance the visitor experience beyond the course and contribute to the overall atmosphere across Southport and the surrounding areas. Further information on this activity will be available through official updates.



## Section 6

# TEE OFF FOR THE 154<sup>TH</sup> OPEN – SOUTHPORT AT THE HEART OF ENGLAND'S GOLF COAST

The Open will return to Royal Birkdale in July 2026, placing Southport firmly on the global map as one of England's leading golf and leisure destinations. With hundreds of thousands of spectators, international media coverage and strong interest from the golf travel trade, The Open creates a major opportunity for local businesses to raise their profile, attract new customers and build longer-term demand.

A coordinated programme of destination marketing is in place to support businesses in the lead-up to, during and after the Championship. This activity is built around two complementary brand approaches, designed to be practical, flexible and easy for businesses to use.

### **SOUTHPORT – THE NATURAL CHOICE**

Southport is being promoted through The Natural Choice brand, which anchors leisure and consumer-facing marketing around The Open.

This brand presents Southport as a complete destination, using The Open as a hook to attract attention while showcasing the wider offer of the town and surrounding area. Alongside championship golf, promotion highlights Southport's seafront attractions, natural coast, Lord Street, events programme, food and drink, culture and outdoor experiences.

Businesses are encouraged to use The Natural Choice branding across their own marketing to help create a consistent and confident message that Southport and the surrounding villages are open, welcoming and ready for visitors. Brand guidance, imagery and ready to use assets are

available for businesses to incorporate into websites, social media, listings and in-venue material.

Leisure-facing content, offers and events linked to The Open can be submitted for promotion via:

**Visit Southport** – [www.visitsouthport.com](http://www.visitsouthport.com)

This includes business listings, events, special offers and visitor-facing content that will also feed into Visit Southport's social media channels during the build-up to The Open and throughout Championship week.

### **ENGLAND'S GOLF COAST – GOLF & TRADE PROMOTION**

At a regional and international level, England's Golf Coast leads golf tourism and trade engagement, with Southport positioned as the principal destination and gateway within the brand.

England's Golf Coast activity focuses on:

- *Engaging golf tour operators, travel agents and intermediaries*
- *Promoting Southport and the surrounding championship courses to domestic and international golf markets*
- *Delivering trade marketing, familiarisation visits and partnership activity before, during and after The Open*
- *Strengthening links with Liverpool as part of a wider, high-quality golf and city-break offer*

Businesses actively targeting golf visitors, particularly accommodation providers, attractions, hospitality and golf friendly services are encouraged to engage with England's Golf Coast and ensure their product is visible to trade and specialist golf audiences.

Golf-specific content, packages and trade-facing promotion are delivered through:

**England's Golf Coast** – [www.englishgolfcoast.com](http://www.englishgolfcoast.com)

Businesses pursuing golf tourism growth can access brand guidance, imagery and promotional opportunities through this channel.

### **HOW BUSINESSES CAN GET INVOLVED**

To keep things simple:

- *Use The Natural Choice brand and assets for leisure and consumer marketing.*
- *Use England's Golf Coast branding and channels for golf tourism and trade promotion.*
- *Share details of events, offers, packages and opening hours with the Visit Southport team so content can be promoted consistently across listings and social media.*
- *Sign up to the monthly business bulletin via [www.sefton.gov.uk/open26](http://www.sefton.gov.uk/open26) to receive updates on campaigns, deadlines and promotional opportunities linked to The Open.*

## Section 7

# A NATURAL WELCOME – BUSINESS MARKETING ASSETS

To help create a consistent, welcoming feel across Southport during The 154<sup>th</sup> Open, a suite of ready-made marketing assets is available for businesses to use.

These assets are designed to help businesses show they are Open-ready, highlight what they are offering during Championship week, and contribute to a joined up town wide atmosphere.

### WHAT'S INCLUDED

Businesses have access to a flexible set of templates that can be adapted to suit different sectors and offers, including:

- *Instagram and Facebook templates for promoting offers, events, opening hours or atmosphere*
- *Carousel templates to showcase menus, activity, experiences or key messages*
- *Social badges that can be added to existing images or posts*
- *Poster templates for windows, counters and in-venue displays*

All templates are designed so businesses can add their own logo, images and messages while maintaining a consistent look and feel across the town.

### WHERE TO ACCESS THE ASSETS

The full suite of approved assets is available via the following organisations:

- *Marketing Southport - for leisure-focused content, town centre activity and visitor-facing promotions*
- *England's Golf Coast - for golf-focused content and businesses engaging with the golf tourism and trade markets*

These platforms act as the central repositories for assets, guidance and updates, ensuring businesses are using approved materials that align with wider destination messaging. For all enquiries and information please contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk)

### USING THE ASSETS EFFECTIVELY

The templates are intended to be easy to use and adaptable. They can be used across social media, websites, email campaigns and in-venue displays to:

- *signal that your business is welcoming Open visitors*
- *promote activity happening during Championship week*
- *support a strong, consistent impression of Southport across visitor channels*

Used together, these assets help reinforce a shared Natural Welcome across Southport, supporting individual businesses while strengthening the town's overall profile during The Open.



## Section 8

# A NATURAL WELCOME – SUSTAINABILITY IN ACTION

Southport's natural setting is one of its greatest strengths, from the coastline and parks to the wider Sefton landscape. The 154<sup>th</sup> Open provides an opportunity to showcase how the town is working towards a more sustainable, responsible visitor economy and to raise awareness of the practical steps already being taken by businesses and partners.

Visitor expectations are changing. Increasingly, people are choosing destinations that demonstrate a commitment to reducing waste, supporting responsible travel and protecting natural environments. During The Open, businesses can help reinforce Southport's credentials by promoting nature-based experiences, supporting recycling and reuse, and encouraging visitors to enjoy the town and coastline responsibly.

Across Sefton, work is underway to support a coordinated, destination-wide transition to sustainability. This includes aligning activity with recognised frameworks such as the [Global Destination Sustainability Index](#) (GDS-Index) and the People, Places and Planet approach, alongside alignment with [The R&A's sustainability policy](#) for The Open. The Championship acts as a catalyst for raising awareness of this work and for encouraging practical action that benefits businesses, visitors and the environment.

### **PRACTICAL STEPS BUSINESSES CAN TAKE**

Businesses do not need to do everything at once. Small, visible actions can make a meaningful difference, particularly during The Open:

- *Promote low-impact and nature-based experiences alongside your core offer*
- *Support recycling, reuse and reduced single use plastics where possible*
- *Encourage responsible travel by signposting walking, cycling and public transport options*
- *Review energy and waste practices, such as lighting, heating and waste separation*
- *Consider engaging with recognised sustainability training or accreditation schemes*
- *Communicate what you are already doing in a clear, honest way - visitors value transparency*

For further guidance, support and signposting to sustainability initiatives, training, accreditation and funding opportunities, businesses are encouraged to contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk), who can provide up-to-date advice and links to relevant programmes.

## Section 9

# EMPLOYMENT OPPORTUNITIES – THE 154<sup>TH</sup> OPEN

The 154<sup>th</sup> Open will create a range of short term employment opportunities linked directly to Championship delivery, particularly across catering, security and customer service roles.

The Championship's official partners will recruit for a variety of positions in the lead-up to and during the event:

- **Absolute Taste** - the official catering partner, will recruit for hospitality roles including chefs, front of house and back of house staff. Vacancies will be promoted via [harri.com](http://harri.com)
- **G4S** - the principal security partner, will recruit for roles including security, safety and customer service staff. Opportunities will be advertised at [careers.g4s.com](http://careers.g4s.com)

Information on Championship-related job opportunities will be shared via [theopen.com](http://theopen.com) and through local business and resident bulletins as recruitment activity ramps up ahead of The Open.

## Section 10

# TRAVEL, TRANSPORT & ACCESS INFORMATION

### HOW WILL THE OPEN AFFECT ACCESS TO YOUR BUSINESS & YOUR CUSTOMERS?

Tens of thousands of spectators are expected to attend The Open throughout Championship week. To help manage demand, reduce congestion and support a lower-carbon event, spectators will be strongly encouraged to use public transport and managed Park & Ride services.

Enhanced rail and bus services will operate during the Championship period, with timetables and Open specific travel information published in advance. Businesses and visitors are encouraged to check Merseytravel channels for the latest public transport updates, including service changes and peak travel advice.

There will be no public car parking available at Royal Birkdale or in the immediate surrounding area. All public parking for spectators will be provided via managed Park & Ride sites, which will be clearly signed across all designated routes being used for travel to Royal Birkdale.

Spectators travelling by car or motorcycle will be directed to Park & Ride locations using variable messaging signs and official event signage. This approach is designed to keep traffic moving, protect residential areas and maintain access for local businesses.

### LOCAL AREA RESTRICTIONS

To support traffic management and pedestrian safety, temporary traffic regulations and parking restrictions will be introduced in and around Birkdale, Southport town centre and key transport corridors. These measures are intended to minimise disruption, support emergency access and manage peak movement safely.

Details of affected streets, parking arrangements and access measures will be published following formal consultation and shared in advance through official channels.

### WHERE TO FIND TRAVEL UPDATES

For the most up-to-date and verified information, businesses and visitors should use the following sources:

- **Championship travel information:** [theopen.com](http://theopen.com)
- **Public transport across the City Region:** [merseytravel.gov.uk](http://merseytravel.gov.uk)
- **Local road impacts, access updates and public information:** [sefton.gov.uk/open26](http://sefton.gov.uk/open26)

Travel information and key updates will also be shared through local business and resident bulletins as plans are finalised.

## Section 11

# CHECKLIST – GETTING OPEN READY

Now that you've worked through the toolkit, here's a quick summary of practical steps to help you get Open-ready:

### 1. HAVE YOU ACCESSED THE SOUTHPORT & OPEN-RELATED MARKETING ASSETS?

Visit [visitsouthport.com](https://visitsouthport.com) or contact [tourism@sefton.gov.uk](mailto:tourism@sefton.gov.uk) to access destination content and guidance on how to share your business activity and offers.

### 2. DO YOU UNDERSTAND WHO YOUR GOLF & OPEN VISITORS ARE?

Use insights shared through **Marketing Southport** and **England's Golf Coast** to help tailor your offer to domestic and international golf visitors.

### 3. IS YOUR WEBSITE UP TO DATE & VISITOR-FRIENDLY?

Check that your opening times, location, accessibility information and any Open-week offers are clear and easy to find, particularly for mobile and international users.

### 4. HAVE YOU PREPARED YOUR TEAM FOR BUSY DAYS?

Make sure staff are briefed on opening times, transport basics, visitor questions and where to direct people for official information during The Open.

### 5. ARE YOU LINKED INTO OPEN COMMUNICATIONS & UPDATES?

Sign up for business and resident bulletins via [sefton.gov.uk/open26](https://sefton.gov.uk/open26) to receive the latest confirmed information on transport, access and key dates.

### 6. HAVE YOU CONSIDERED HOW YOUR BUSINESS CAN SUPPORT A NATURAL WELCOME?

Simple actions around recycling, waste reduction, responsible travel and promoting Southport's natural assets can make a real difference during Open week.



## Section 11

# CHECKLIST— GETTING OPEN READY

BUSINESS TYPE	WHAT TO CHECK	KEY ACTIONS BEFORE THE OPEN
<i>Accommodation</i>	<b>Bookings &amp; guest experience</b>	Confirm opening dates, minimum stays and pricing for Open week. Review early breakfast or grab and go options. Prepare guest information on transport, Park & Ride, walking routes and non-attendance day activities. Highlight golf friendly features where relevant.
	<b>Visitor information</b>	Make sure guests can easily access Visit Southport content, transport updates and Championship information. Brief staff on likely visitor questions.
<i>Food &amp; Drink</i>	<b>Opening hours &amp; capacity</b>	Review early morning and late evening trading opportunities. Sense-check staffing and queue management for peak times.
	<b>Licensing &amp; permissions</b>	Check whether extended hours, takeaway or outdoor seating require a TEN, pavement licence or other approval. Allow sufficient lead-in time.
	<b>Offer &amp; service</b>	Consider simple golf friendly options (early breakfasts, packed lunches, quick-service menus). Brief staff on payments, queues and visitor needs.
<i>Retail</i>	<b>Footfall &amp; presentation</b>	Prepare for higher daytime footfall, especially on practice days. Review window displays and in store messaging (avoiding protected Open branding).
	<b>Staff readiness</b>	Brief staff on directions, transport basics, toilets, Park & Ride and local amenities visitors commonly ask about.
<i>Attractions, Leisure &amp; Culture</i>	<b>Opening &amp; programming</b>	Align opening hours with visitor leisure patterns. Promote events and activities that suit non-attendance days.
	<b>Promotion &amp; listings</b>	Share events and offers with Visit Southport for inclusion in listings and social media content.
	<b>Accessibility</b>	Check wayfinding, accessibility information and staff confidence in supporting mobility needs.
<i>Events, Pop-Ups &amp; Temporary Activity</i>	<b>Permissions</b>	Confirm whether you need a Temporary Event Notice (TEN), planning consent, highways approval or noise management measures. Engage early.
	<b>Operations</b>	Factor in transport restrictions, servicing access, safety, capacity and stewarding arrangements.
	<b>Promotion</b>	Ensure all promotion follows Open branding DOs and DON'Ts and avoids implying official association.
<i>All Businesses</i>	<b>Information &amp; updates</b>	Sign up to official bulletins via <a href="https://sefton.gov.uk/open26">sefton.gov.uk/open26</a> . Use Visit Southport, The Open website and Merseytravel as primary information sources.
	<b>Visitor welcome</b>	Brief staff on key messages, opening times, transport basics and where to direct visitors for official updates.
	<b>Natural Welcome</b>	Support recycling, waste reduction and responsible travel. Promote Southport's natural assets and encourage respectful visitor behaviour.

## Section 12

# THOUGHT-PROVOKING FREE HOSPITALITY TRAINING

Commissioned by **InvestSefton** and delivered by **Andrew Kemsley** of **10 Hospitality**, a specialist in creative and engaging training for some of the UK's most respected hospitality brands, this workshop is designed to inspire businesses to elevate their guest experience. The focus is on transforming everyday customer interactions into memorable moments that encourage visitors to return to Southport long after The Open has ended.

At the heart of the programme is the concept of “**A Natural Welcome**” – being warm, confident, and well-prepared hosts. The Open 2026 presents a unique opportunity for Southport businesses to showcase their hospitality on a global stage and create lasting positive impressions for visitors.

This workshop is suitable for:

- *Experienced professionals*
- *Any customer-facing role across sectors, including hospitality, retail, and professional services*
- *Those new to hospitality*
- *Those who want to become ‘world class’*

The programme will be delivered through InvestSefton, with sessions taking place on:

- **8th June 2026** - 6-8pm *Formby Hall Golf Resort and Spa*
- **9th June 2026** - 10-12pm *Formby Hall Golf Resort and Spa*

For further details or to register:  
Email: [investsefton@sefton.gov.uk](mailto:investsefton@sefton.gov.uk)  
Tel: 0151 934 3452

## Section 13

# VOLUNTEERING OPPORTUNITIES

A local volunteer programme is being developed to support the delivery of The Open in Southport and help manage the increased number of visitors during Championship week.

Volunteers will play a key role in welcoming visitors, providing directions, sharing event and travel information, and helping people move confidently around the town. Roles will be largely based off course, including at transport hubs, Park & Ride sites and key visitor arrival points across Southport, Royal Birkdale and surrounding areas.

Training and briefing will be provided to successful applicants, alongside support during the event period. Volunteering opportunities will be open to adults aged 18 and over.

Further details on how to get involved, including roles, time commitments and how to apply, are available via [Open Host Team | Volunteer at The 154th Open](#) and [sefton.gov.uk/open26](http://sefton.gov.uk/open26) and local information bulletins once the programme is confirmed.

## Section 14

# USEFUL LINKS

### THE 154<sup>TH</sup> OPEN

Official news, spectator information and Championship updates: [www.theopen.com](http://www.theopen.com)

### VISIT SOUTHPORT

Leisure, events, accommodation, food & drink and visitor information: [www.visitsouthport.com](http://www.visitsouthport.com)

### ENGLAND'S GOLF COAST

Golf tourism information, itineraries and regional golf promotion: [www.englishgolfcoast.com](http://www.englishgolfcoast.com)

### SEFTON COUNCIL – THE 154<sup>TH</sup> OPEN

Local services, road and access updates, public information and bulletins: [www.sefton.gov.uk/open26](http://www.sefton.gov.uk/open26)

### MERSEYTRAVEL

Public transport timetables, service updates and journey planning: [www.merseytravel.gov.uk](http://www.merseytravel.gov.uk)

### BUSINESS SUPPORT & ENGAGEMENT

Invest Sefton – business support, advice and readiness activity: [www.investsefton.com](http://www.investsefton.com)

Sefton@Work – skills, employment and workforce support:

[www.sefton@work.net](http://www.sefton@work.net)

### CHAMBERS & BUSINESS NETWORKS

Southport BID: [www.southportbid.com](http://www.southportbid.com)

### LIVERPOOL BID COMPANY

[www.liverpoolbidcompany.com](http://www.liverpoolbidcompany.com)

### VISIT LIVERPOOL

Regional accommodation, food & drink and visitor information: [www.visitliverpool.com](http://www.visitliverpool.com)

