



APPLICANT INFORMATION PACK
TRUSTEE



ST ANDREWS LINKS THE GREATEST GOLF STORY EVER TOLD

For more than 600 years St Andrews Links, much like the game of golf has evolved. The 1974 Links Act authorise the Town Council to hand over control and management of the courses to St Andrews Links Trust and Management Committee which were set up by the Act. The Act was designed to support the great golfing heritage and traditions associated with the famous Links.

St Andrews Links Trust is responsible for the management and maintenance of the seven Links courses at St Andrews, including the world famous Old Course, host of The Open Championship a record 30 times. Today more than 240,000 rounds are played every year over our seven public courses.

St Andrews Links Trust manages a number of additional facilities including three clubhouses, a golf academy and five shops. Around 240,000 rounds are played over the seven courses attracting visitors from around the world to follow in the footsteps of the world's greatest golfers and become a part of golf's rich history.



ST ANDREWS LINKS AT A GLANCE

THE LIVING LANDSCAPE

Amount of green waste compost generated annually and given to the public.

► **100**
TONES

Business and Green Waste: 100% Recycled

23% Other

30% Wild Habitat
(Inc. Rough)

47%
Managed Turf

370+ HECTARES

529 **47**

SPECIES OF
FLORA &
FAUNA

PROTECTED
SPECIES OF
FAUNA

240k+

OVER 240,000 ROUNDS OF GOLF PLAYED
ANNUALLY ACROSS OUR 7 COURSES.

150k+

COVERS SERVED IN OUR
RESTAURANTS SO FAR IN 2023.

4m+

SHOTS HIT USING TOPTRACER
IN THE FIRST YEAR.

COVERING OVER 370 HECTARES, THE
ST ANDREWS LINKS FOOTPRINT INCLUDES:

- 2** SITES
- 7** COURSES
- 4** STORES
- 3** CLUBHOUSES
- 5** F&B VENUES
- 1** GOLF ACADEMY



£93

AVERAGE SPEND IN THE
OLD COURSE SHOP

£9.6M

TOTAL RETAIL REVENUE IN 2022



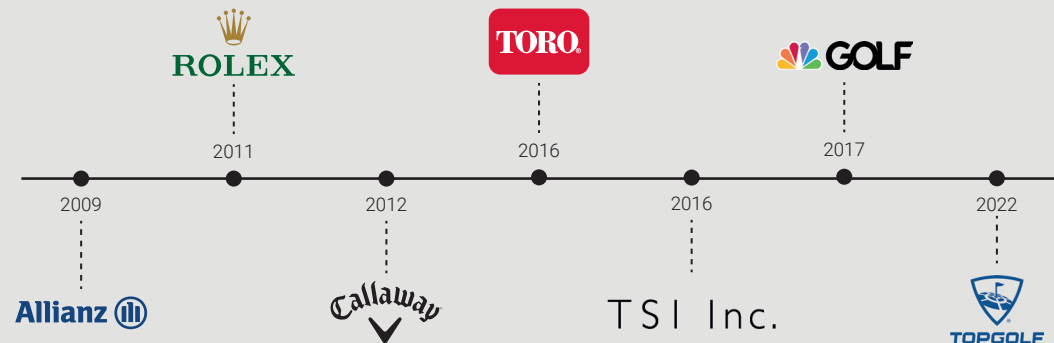
850+

JUNIORS COACHED ON
AN ANNUAL BASIS

ST ANDREWS LINKS PARTNERSHIP PROGRAMME

BECOME A PART OF HISTORY

The St Andrews Links Partnership Programme supports our core product, aiding the protection and preservation of the world's most famous Links for future generations to become a part of history. Collaborative in nature the Partnership programme draws on the individual expertise and experience of each of our Partners, creating opportunities and realising solutions for each other. Bringing together the most iconic and successful brands in the world offers a unique and powerful tool, one that has been harnessed by all of our Partners through knowledge sharing and communication. Today our Partnership Programme is an established part of our daily operation. Our Partnerships have evolved over time, going beyond contractual terms and conditions to recognise and realise our shared ambition and mutual values, not least our commitment to the Home of Golf.



OFFICIAL SUPPLIERS

Helping to provide unrivalled Scottish Experiences at the Home of Golf:



TOPTRACER

The industry-leading ball tracing technology provides golfers with accurate, live shot data that can be used for practice purposes or to compete in challenges and games with friends, at the St Andrews Links Golf Academy.



TRAVISMATHEW

TravisMathew is a premium men and womens golf and lifestyle brand based in California. The St Andrews Links x TravisMathew collection is designed for both on and off the course and encourages the next generation of golfer to embrace the history, passion and spirit of St Andrews in a way like never before.



CLUB CAR

ClubCar is one of the most respected brands in the golf industry. A world leader in creating comfortable, sustainable and efficient environments, who play an integral part in the operation of the seven public golf courses managed by St Andrews Links, by providing a fleet of Carryall® and Precedent® golf cars.

ST ANDREWS LINKS BRAND & LICENSING

BRAND PROTECTION

Since 1999 St Andrews Links has sought to increase brand value through meaningful brand extension, harnessing and building on the reputation and renown associated with the Home of Golf. As is the experience of many luxury brands, a large amount of resource is dedicated to identifying those who trade on the reputation of St Andrews. Trademark protection has played a large part in the strategic work undertaken by St Andrews Links in the last two decades and whilst the organisation remains vigilant to those potentially infringing our rights, the trademark portfolio for St Andrews Links is a robust and comprehensive one.

The key assets owned by St Andrews Links include the words St Andrews, St Andrews Links, Home of Golf, Old Course and Tom Morris. In addition to these core brands, a number of sub-brands which are synonymous with the history of St Andrews are also registered including Valley of Sin, Road Hole and Swilcan Bridge. The words and any marks associated with these words are also registered both together and as separate entities.



Home of Golf®

ST ANDREWS LINKS®

ST ANDREWS LINKS • HOME OF GOLF • ST ANDREWS

OLD COURSE • TOM MORRIS

LICENSING APPAREL CASE STUDY - TSI



TSI Groove & Sports became the Official Apparel Licensee of St Andrews Links in 2016. TSI exclusively design, manufacture and retail official fashion and apparel collections using the St Andrews Links family of brands, including the words St Andrews.

From their headquarters in Tokyo, TSI have been hugely successful in delivering fresh, exciting apparel lines to the Asian market with a wide range of brands, including Margaret Howell, Stussy, Callaway Apparel and Diane Von Furstenburg and recognised the potential of St Andrews as a premium brand. The debut collection was unveiled to retailers in 2017 to and is now available to purchase in over 40 stores through-out Asia and online. The first St Andrews flagship store opened in Seoul, Korea in April 2018 through a sub-license from TSI to their Korean partner CreaS, who now operate 37 stores across Korea.

GAMING CASE STUDY - EA SPORTS



The Old Course as had a next-generation makeover as it becomes part of the EA Sports PGA Tour franchise. The 24th iteration of the EA Sports franchise of golf games reached peak popularity in the late 1990's with Tiger Woods putting his name to the game.

The 2022 edition – the first in seven years – will be created with EA's Frostbite engine, which will render every hump and hollow of the most famous golf course on the planet and will show case the courses iconic landmarks in stunning hi-definition.

Due for release in Spring 2023, the game will offer players the chance to live the life of a PGA Tour pro, including all four majors, as well as the Players Championship and FedEx Cup Play-offs.

THE ROLE TRUSTEE

The St Andrews Links Trust is looking to appoint a new member to its Board of Trustees (Board). We are looking for someone with passion, energy, commitment, and vision. This is an exciting time to join the St Andrews Links Trust as we will celebrate our 50th anniversary in 2024.

Position: Trustee

Salary: Unremunerated voluntary position

Hours: The time commitment is around 8-10 days per annum

Contract: Up to two terms of three years each, commencing 1st January 2024.

Location: St Andrews. Meetings will be held in St Andrews and Trustees are expected to attend in person.

ABOUT

The purpose of the Board is to ensure that we are effective in working towards the achievement of the Trust vision, and harnessing our resources to maximum effect and upholding our values.

As a member of the Board you will be an ambassador for the Trust and promote the reputation, vision and purpose of the organisation. You will work with your fellow trustees to ensure the organisation complies with its governing documents, relevant legislation, and regulatory requirements.

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THE ROLE TRUSTEE

PERSON SPECIFICATION

We are looking to appoint a new member to our board of trustees. Candidates must have;

- The ability to think strategically and to contribute to the strategic direction of the organisation.
- A proven record of using good, independent judgement in effective decision making.
- Experience of operating within a board or committee structure in a charitable, public sector or commercial organisation.
- An understanding and acceptance of the legal duties, responsibilities, and liabilities of trusteeship
- Passion and commitment for the work of the St Andrews Links Trust.

It is desirable for candidates to have skills and experience in any of the following areas:

- Experience as a charity trustee;
- The management and supervision of major projects (particularly capital projects);
- Marketing/ Digital Marketing;
- Sustainability;
- Diversity;
- Community relations;
- Tourism strategy.

The Trust would welcome applications from all sections of society and in particular from women, LGBT+ people, young people, disabled people and those from minority ethnic communities.

COMMITMENT

Board meetings are usually held up to six times a year, with Board papers circulated seven days ahead. There is at least one strategy day each year. Meetings take place at St Andrews Links Trust, Pilmour House, St Andrews, KY16 9SF, and Trustees are expected to attend in person.

You are also expected to be a Director of one or more of The Trust's subsidiary companies and to be a committee member of up to three committees. This requires a commitment of an additional 12-14 meetings per year. An illustrative copy of an annual Meeting Programme will be provided to interested candidates.

Outside board and committee meetings, staff may seek to consult Trustees on particular subjects.

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