

DCMS FOI Case 84281



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26<sup>th</sup> August 1997

The Rt Hon Chris Smith MP  
Secretary of State for National Heritage  
Department of National Heritage  
2-4 Cockspur Street  
London SW1Y 5DH

|   |                          |
|---|--------------------------|
| SECRETARY OF STATE                                |                          |
| DEPT OF NATIONAL HERITAGE                         |                          |
| ACTIC 1   | [REDACTED]               |
| 17  | 17 SEPT.                 |
| DEPT. REPLY<br>(If Appropriate)<br>Official Reply | COPIES TO:<br>[REDACTED] |
| DNH (EC)  | (IN) Special<br>Advise   |

Dear Secretary of State

Thank you for your letter of the 10<sup>th</sup> July 1997 regarding your review of the listing of sporting events under the 1996 Broadcasting Act.

The PGA European Tour is opposed to the listing of any sporting event in that we believe this principle to be fundamentally flawed. The net effect of this process is to deprive the sports' governing bodies concerned of valuable income, and we do not agree that the public should have an automatic right to live television coverage of sports events without reasonable fees being paid for such access. We are however conscious of the balance which needs to be maintained between the widest television distribution of our key events and the need to generate income from the sale of these rights.

The PGA European Tour management team under the Executive Director Ken Schofield CBE is fully aware of these issues and as a Member of the Major Sports Division of the C.C.P.R. and as signatory to the voluntary code of conduct for broadcasting rights to sports events we shall continue to take an active role in this debate.

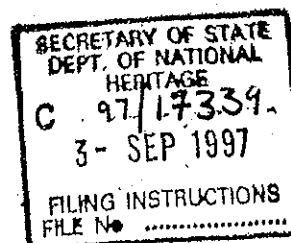
Our Executive in conjunction with the CCPR will present evidence to your review committee with particular reference to the Ryder Cup Matches. I should point out however that the relationship between the development of the European Tour, its television policies and our success in recent Ryder Cup Matches is complex and interdependent.

For your personal immediate information, the only scheduled Ryder Cup Matches to take place in the United Kingdom in the next 10 years will be the 2001 Matches presently planned for the Belfry near Birmingham.

With kind regards

Yours sincerely

Neil Coles MBE  
Chairman



- Executive Director  
K. D. Schofield CBE
- Deputy Executive Director  
G. C. O'Grady
- Board of Directors  
N. C. Coles MBE, Chairman  
A. Gallardo, Vice Chairman  
B. Gallacher OBE  
T. A. Harlan  
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D. Jones  
J. E. O'Leary  
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