
Minute of the meeting held in the Scottish Parliament.

PRESENT

Margo MacDonald MSP, Alison Johnstone MSP, Mark Griffin MSP, Liz Smith MSP, Nanette Milne MSP, Hugh Henry MSP, Peter Warren, Kim Atkinson, Daniel Gray, John Clayton, Ron Sutherland, Colin Rennie, John Gillies, Ronnie Sloan, David Laing, Rodger Evans, Bob Aitken, Allan Alstead, Jim McIntosh, Duncan Hamilton, Michael Chisholm, Jim Gunn, Scott Hastings, David Wardrop, Hayley Wotherspoon, Hugh Hall, Katie Vaky, Hallie Willis, Rick Kenney, Peter Nicolson, Roisin Lochriy Hopkins, Julie Mason, Tania Smith, Jacqueline Ferguson, Scott Lamond, Eddie Doccochin, Jim Moffat, Kim Karam, Amy Whike, Cameron Watt, Euan Miller, Walter Macadam, Nigel Holl, Douglas Bryce, Karin Jackson, Margaret Ann Fleming, Anne Smillie, Alan Miller, Paul Zealey, Robbie Clyde and Bob Ellis.

APOLOGIES

Diane Cameron, Jane Campbell Morrison, Sara Ebbett, Ian Findlay, Suzanne Hargreaves, Robert Heatley, Gavin MacLeod, Jenny Marra MSP, Neil Matheson, David McColgan, Tracy McGarry, Dominic McKay, Jim Moyes, Steve Paige, John Park MSP, Charlie Raeburn, Brian Robinson, Bill Walker, Brian Walker, Stew Fowlie, Clare Adamson MSP, Neil Park, Craig Bradshaw, Alastair Ross, Greg Coburn, Joanna McLaughlin, Scott Lamond, Tavish Scott MSP and David Arnott.

Previous Minute:

Matters Arising – None.

Round Table Discussion

Margo opened the meeting by welcoming guest speakers Paul Zealey, Head of Engagement and Legacy with Glasgow 2014, and Robbie Clyde, Ryder Cup Project Director with Event Scotland.

Paul Zealey – Glasgow 2014 Game Plan

Paul spoke around four main areas:

Introduction The objectives, guiding principles and supporting documents

Getting to know our audiences Identifying, understanding and motivating the people we want to talk to

The Glasgow 2014 brand story The essence and overarching narrative

Unfolding the story The Game Plan, campaign themes and propositions

The core objectives of the 2014 brand and communications strategy are to:

-Raise awareness of the Games, be engaged with the build up and excited at the prospect of a truly spectacular event.

-Raise intent to buy a ticket to the Games and convert into 1 million ticket sales.

-Raise intent to become a volunteer and recruit 15,000 volunteers.

-Create a Games database of 500,000+.

-Generate widespread coverage across Scotland, UK and internationally.

-Leverage and support partner and sponsorship activities.

These core objectives have been developed to create “**The Game Plan**”: an integrated approach to telling the world about the Glasgow 2014 Commonwealth Games.

Paul gave an account of the consultation process and research undertaken to reach these objectives and therefore the Game Plan.

The Game Plan contains a number of key themes:

Remaining positive A steady stream of good news stories, on time, on budget, another venue opening, to keep the bad news at bay.

Introducing Glasgow 2014 An opportunity to build awareness and excitement on the back of London 2012. Plus celebrate the Games afterwards

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Benefiting from the Games Invitations to individuals, communities and businesses to directly benefit from economic and health programmes.

Contributing to the games Two great ways to get involved and be at the heart of the Games; volunteering and the Queen's Baton Relay.

Enjoying the sport Elite athletes, Team Scotland and local heroes competing in one of the world's biggest sporting events.

Enjoying the destination Making the most of Glasgow and Scotland around the Games including the culture programme and Homecoming.

Providing information Clear, timely information about the events and what's happening.

Paul stated Glasgow's 2014's determination to convince 'the whole of Scotland' that 'The Commonwealth Games will be the biggest and most exciting sporting event ever to come to Scotland. It will be an unforgettable celebration of sport and culture. We are all invited and everyone has a part to play in making them a huge success.' This would be achieved via 'A major post Olympic Scotland-wide advertising-led campaign, supported by PR, digital and other channels'.

Paul asserted the critical importance of volunteers to The Game Plan, because 'The 15,000 volunteers are the heartbeat of any Games. They are the friendly faces and the behind-the-scene heroes that make for a seamless and enjoyable experience and leave a lasting impression on our visitors.'

He continued that The Queen's Baton Relay would have a vital part to play in every region of Scotland, making the populous 'Aware that the Commonwealth Games will be coming to their town, excited at the prospect of being part of it and nominating themselves or a friend to become a bearer.'

Paul ran through the details of the Cultural Programme, and outlined the benefits to tourism of 2014.

Margo thanked Paul and introduced the next speaker.

Robbie Clyde – The Ryder Cup 2014

Robbie began by thanking the Cross Party Group on Sport for the opportunity to present. He noted that there were 702 days to go until the start of the Ryder Cup, and that Scots players were already mightily keen to be involved.

Robbie began by offering an overview of key numbers:

- 2014 would be only the second time the Cup had been held in Scotland
- 250,000 spectators were expected, over 60% of them from outside Scotland
- It would be broadcast in 180 countries to an audience of 500 million people

Scotland had bid for the Cup in 2001. Strong governance and accountability were at the heart of the bid.

The Ryder Cup's three key benefits would be: Legacy; Event Experience; Economic Impact

Legacy had already begun, with Clubgolf a central tenet. Launched in 2003, the programme has now given 260,000 children the chance to play golf. In 2011 80% of Primary five pupils (260,000 children) played. There is no similar programme anywhere else in the world.

Margo asked whether monitoring was in place to see how many children took the game up after engaging with the programme. Robbie replied that monitoring was in place, and signs had been encouraging, particularly in terms of future club membership.

Robbie then outlined the context of the Ryder Cup from an Event Scotland viewpoint. Event Scotland had helped put on more than 35 golf tournaments since 2003, bringing in over £20m. Their tournament portfolio was an on-going project that looked more than a decade ahead.

He elaborated further on anticipated economic benefits. £100m would be brought into the Scottish economy in one week. The spending profile was high, particularly among American visitors.

The 1,000+ international accredited journalists present would help spread a good news story about Scotland, driving further tourism, golfing and otherwise.

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No Ryder Cup host had yet succeeded in encouraging its wider country to embrace the tournament: this would be the first to do so.

Robbie then ran through the governance and accountability structures in place to ensure the smooth delivery of the event.

He finished by reiterating just how exciting 2014 would be: the Commonwealth Games and Ryder Cup were two of the two biggest events that Scotland could feasibly host.

Margo thanked all the speakers for their presentations and opened the floor for questions.

Margo started by asking Robbie whether the enormity of 2014 had meant other sports were clamouring to host major events that year. Robbie replied that this had not been the case; sports were well aware that the key was to have staggered events that each allowed different aspects of Scotland to shine.

With reference to a £10m sport legacy fund announced by the Scottish Government the previous day, Mark Griffin MSP asked who would administer the money, and who could qualify. Paul Zealey answered that the fund would be administered by **sportscotland** and is targeted at community-based groups. Alan Miller, of **sportscotland**, continued that information on the fund was now available on their website.

Dr John Gillies asked to what extent health targets featured in legacy plans such as those presented today. Paul Zealey replied that physical activity aims were built in. He had recently met with NHS CEOs and was confident that they would be working with 2014 to align messages. Sir Harry Burns (the Chief Medical Officer) was, helpfully, a vocal member of the 2014 Legacy Board. Robbie continued that having a major golf tournament represented a fine opportunity to re-engage those who had ceased being physically active, particularly older demographics.

Alison Johnstone MSP asked how 2014 would ensure that its venues, such as the Sir Chris Hoy Velodrome, would not end up in a poor state as happened with Edinburgh venues after the 1986 Games here? In particular she highlighted the plight of Meadowbank. Paul replied that two thirds of venues were already in place. An assessment on long-term use had been rigorously carried out on all venues, hence the decision not to build an athletics stadium but to adapt Hampden Park. A new facilities management strategy with Glasgow Life would also help. There were individual strategies too, such as that to market Glasgow as a world class cycle venue alongside London and Manchester. More widely, everything centred around public access – 10,000 people had attended the Hoy Velodrome on its first weekend.

Duncan Hamilton felt that a key test of legacy would be the affordability of sport facilities after the Games. Tom Bishop added that cycling facilities went beyond velodromes; an investment in off-road cycling tracks was required. Ron Sutherland spoke of a perceived need for an indoor multisport arena in his local area of the Borders.

Bob Ellis welcomed the presence in his area of the Junior Ryder Cup in 2014. Robbie Clyde confirmed Event Scotland's delight that the country would be hosting the tournament, an unusual achievement given it was hosted here as recently as 2010. A new Junior Ryder Cup Planning Group meets for the first time in early 2013.

Margo thanked the guest speakers and those present for a lively and positive discussion. Margo reminded those present about the Scottish Swimming and Save the Children Parliamentary Reception this evening.

The date of next Cross Party Group on Sport was November 27th at 5.30pm.

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Appendix 1 – Future Sports Events Secured for Scotland

Start Date	End Date	Name
20/06/2013	23/06/2013	Champions of Tennis Edinburgh
03/09/2014	30/09/2014	Ryder Cup
16/11/2012	18/11/2012	UCI Track Cycling World Cup
25/07/2013	28/07/2013	Women's British Golf Open 2013
30/07/2015	02/08/2015	Women's British Golf Open 2015
27/07/2017	30/07/2017	Women's British Golf Open 2017
25/07/2019	28/07/2019	Women's British Golf Open 2019
18/10/2015	02/11/2015	World Artistic Gymnastics Championships
01/08/2015	07/08/2015	World Orienteering Championships
22/08/2013	31/08/2013	World Youth Netball Championships

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