



CLYDE MUIRSHIEL PARK AUTHORITY

Report to: Joint Committee
On: 12 September 2014

Report
By
Regional Park Manager

SUBJECT: THE SUCCESS OF RACE 2 THE GAMES AND ITS LEGACY

1.0 Purpose of Report:

- 1.1 To advise members of the Joint Committee of the success of Race 2 the games.
- 1.2 To inform members of the plans to build upon this success and create a Race 2 the games legacy.

2.0 Recommendation:

- 2.1 That the Park Authority supports the success of Race 2 the games and the plans to further develop its legacy.
- 2.2 That the Park Authority recognises the profile raising opportunities afforded by this event and the subsequent legacy events and instructs the Regional Park manager to gain maximum value on this opportunity.
- 2.3 That the Park Authority acknowledges that these legacy activities will achieve the following key objectives:
 - Raised Profile for Clyde Muirshiel Regional Park
 - Increased income and visitor numbers

Members wishing further information regarding this report should contact Mr David Gatherer, Regional Park Manager, Clyde Muirshiel Park Authority, 01505 614791.

3.0 Background:

The idea of Race to the Games has been discussed at previous Park Authority meetings and took place on Wednesday 2 July 2014.

- 3.1 On the day 13 teams took part in the 33km race from James Watt Dock in Greenock to the Glasgow Science Centre. They were supported by 10 support boats.
- 3.2 The event was filmed by 3 films crews; Inverclyde TV, MacTv and Sailability TV. Subsequent press coverage has been very positive. Race 2 the games featured on STV Glasgow's Riverside show, a 2 page spread in the Paisley Daily Express, a piece in the Dairy Record and several other local newspapers. Race 2 the games and CMRP will feature in a documentary on BBC Alba this autumn.
- 3.3 The event was well attended by members of the public and invited guests. Large crowds gathered at Intu Braehead to welcome in the boats. The Glasgow Science Centre reception was also well attended with Cabinet Secretary Shona Robison, Gerry Hughes, the first deaf person to sail solo around the world, Glasgow City Council Baillie Dr Nina Baker and Team GB Paralympic bronze medal winner Angie Malone in attendance to take part in the prize giving.

3.4 Measures of success included:

- Number of participants taking part in pre event training
- Number of participants taking part in race to the games event
- Value of pre event training to the park – currently circa £23,000
- Value of training 2015 – incremental income from legacy of R2tg event
- Value of sponsorship donations – corporate
- Value of funds raised during pre event online auction
- Measurement of success of raising Clyde Muirshiel Regional Park profile, through tracking of activity on the Clyde Muirshiel website
- R2tg website
- Clyde Muirshiel Regional Park/R2tg twitter accounts
- Measurement of media coverage pre/post event on local/regional /national basis

3.5 Performance on key measures of success:

- 240 kids from 10 schools and organisations took part in pre-event training
- 39 competitors from 13 teams. 10 support crew boats from far and wide
- Value of pre-event training to the park is £23,000
- Value of training in FY 2014/2015 to the park is currently around £110,000 and new organisations will be approached to participate
- Value of corporate donations to Race 2 the games is £6455 to date.
- £1,000 was raised in an online auction

- In the months February-July there were more visits to the CMRP website each month compared to the same time last year
- The R2tg website
- In the 2 months leading up to the event the Race 2 the games Facebook page increased its likes by 62%
- R2tg and CMRP will feature in a BBC Alba documentary airing this autumn (date unconfirmed). R2tg featured on STV Glasgow's Riverside Show and the Daily Record website as well as many local newspapers such as The Paisley Daily Express, Inverclyde Telegraph and the Cumnock Chronicle. All of the press coverage was extremely positive

3.6 The Park will now look to build upon the success of Race 2 the games and benefit from the increase in publicity. The Park will look to continue the relationships with other businesses involved in R2tg by offering them corporate social responsibility days at the Park where they will be invited to come and get involved with our work with disabled groups. These businesses will also be given the opportunity to have their own corporate regattas and to sponsor the Scottish Multiclass Regatta in 2015. Our intern, Jennifer, will begin work by approaching the businesses she has already worked with to discuss future partnership opportunities.

3.7 The R2tg legacy will continue at the Park. In September a number of Royal Yachting Association high performance coaches will come to Castle Semple to coach some of the best sailors from R2tg. It is our hope that some of them will progress to Paralympic level.

4.0 Conclusion:

4.1 R2tg performed well on all of the key measures for success.

4.2 The Park will now look to build on the success of R2tg by getting businesses involved with our future activities.

Contribution to the National Outcomes of Report: Race to the games
 Completed by: D. Gatherer, Regional Park Manager...Date 12 September 2014

1. We live in a Scotland that is the most attractive place for doing business in Europe	Race to the games will promote participants, organisers, place and facilities.
2. We realise our full economic potential with more and better employment opportunities for our people	This project has provided funding for a graduate intern, and funding raised by the participants will provide income for Clyde Muirshiel Regional park helping to ensure employment for activity staff.
3. We are better educated, more skilled and more successful, renowned for our research and innovation	One of the main goals of this project is to increase skill levels in the participants.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens	This project will help make the participants and helpers much more confident individuals and responsible team players.
5. Our children have the best start in life and are ready to succeed	This project will promote skill development, team working and goal setting.
6. We live longer, healthier lives	Active learning, recreation and healthy lifestyle are all promoted in the Race to the games.
7. We have tackled the significant inequalities in Scottish society	The project is specifically aimed at special needs groups within our society.
8. We have improved the life chances for children, young people and families at risk	This project will lead to improved life chances for some young people by increasing their skill and competence level to the point where they can pass on these skills.
9. We live our lives safe from crime, disorder and danger	
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need	
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	This project enhances community involvement with their children through their schools.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations	
13. We take pride in a strong, fair and inclusive national identity	This project is aimed at inclusivity within the sport of sailing.
14. We reduce the local and global environmental impact of our consumption and production	
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs	The project directly delivers on this outcome as evidenced by its monitoring and reporting.