A special issue celebrating 2014 and a year of brilliant events in Scotland
Comment

2014 - A TRiumph FOR SCOTLAND

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When we look back on the history books, 2014 will undoubtedly stick out as a highlight for major events around the world, and particularly for Scotland. The year has seen an unprecedented step change in how Scotland is perceived, with our capacity, capability and credibility showcased to the world.

In this issue we look back at 12 months of brilliant moments, and some of the events that have showcased Scotland as the perfect stage for events.

The Commonwealth Games and The Ryder Cup were both described as the ‘big ones’. Both events had a huge reach, far beyond their sporting boundaries and the stunning photographs in this edition of ES News underlines the business, cultural and industry impacts those events delivered.

Still fresh in the memory, The 2014 MTV EMA All up Glasgow in October with a kid’s glamour and a packed programme of activities culminating in the spectacular show at The SSE Hydro. One of the biggest properties in world music, Scotland is an ideal host for MTV and we will look forward to welcoming them back next year for another exciting project.

All of these mega events have taken place against the backdrop of Homecoming Scotland 2014, a hugely successful programme, which has attracted over 1 million visitors to events throughout the country. There have been many highlights in the 1000+ strong programme, with Bannockburn Live, the Forth Bridges Festival and Whisky Month standing out.

Over the past decade our reputation has grown rapidly and we have shown that we are now in a select group of established major event destinations, with international federations and property owners seeing the benefit in bringing their events to Scotland. As a year, 2014 highlights how Scotland has developed since EventScotland was formed in 2003.

What is important to note, is that we are now renowned for our experience and expertise in event delivery which is compounded by our fantastic built and natural environments, our rich culture and heritage, and our people.

Bidding for events is a highly competitive process, but we have developed an innovative structure and approach to major events, which has proven to be very successful. Our model has been replicated around the world, which is a clear sign of what we have achieved. This year we have had a number of successes but none including the 2015 Davis Cup, 2018 European Swimming Championships and EURO 2020.

Towards the end of this edition we take the chance to look at what’s coming up in early 2015, a year that promises to be every bit as special with five major World and European Championships, taking place alongside the 100th Open Championship Gala dinner.

For now though, I would like to take this opportunity to thank everyone who was involved in making this such an incredible year, and we can all look forward to maintaining the momentum into 2015 and beyond.

Homecoming Scotland 2014

Year of Homecoming 2014 in pictures

Homecoming Scotland 2014

A Night in the Garden at the Royal Botanic Gardens, Edinburgh

COMMONWEALTH GAMES GYMNASTICS GOLD MEDALISTS

Daniel Purvis & Daniel Keatings at the 2014 MTV EMA pre-event reception.

KNOCKHILL CELEBRATES ITS 40TH ANNIVERSARY WITH HOMEcoming SCOTLAND 2014 SUPPORT

Knockhill Racing Circuit, Scotland’s National Motor Sport Centre, celebrated its 40th anniversary this year with the special Homecoming Scotland back events. The successful MCE British Superbikes and the Dunlop British Touring Car event in August both had a Homecoming Scotland Knockhill 40th anniversary marquee with competitors and the race machinery invited back to show off racing successes over the 40 years of Knockhill.

In addition, the Touring Car event featured a 50th anniversary tribute to the legendary Stirling Moss when driving the McQueen/Barnes Barnato car at the event. This car, which tied in with the Forth Road Bridge 50th with a special Bridge closure to allow the Classic cars and current leading BTCC cars to parade across the Bridge.

This attracted widespread TV, radio and Press interest as well as around 2000 spectators on a Thursday morning.

Knockhill Events Director, Stuart Gray said: “We were delighted to have assistance from Homecoming Scotland, preceded by a unique Bridge parade, and with the anniversary marquee displaying invited racers, and race parade, we truly marked our 40th in style and expressed an increase in attendances as well as exposure around Scotland, the UK and the world.”

For more information on our events see EventScotland.org

*Information correct at time of print

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The Commonwealth Games

The Commonwealth Games in pictures

Glasgow 2014 was recognized as hosting the “Best Ever Commonwealth Games”.

13 million tickets were sold including a new world-record crowd of 171,000 for Rugby Sevens.

Scotland’s most successful Commonwealth Games team with 53 medals won.

Hannah Miley won Scotland’s first swimming Gold in the 400m medley.

Team Scotland family space at Scotland House; the destination hub that celebrated Scotland’s sporting success, culture and business potential based at Glasgow’s City Halls and Old Fruitmarket.

Scotland’s most successful Commonwealth Games team with 53 medals won.

The Commonwealth Games in pictures

GLASGOW 2014
An athlete’s perspective
Euan Burton, Team Scotland Flagbearer and Judo Gold Medallist

What was it like competing in front of your home crowd at the Games?
It was the most nerve-wracking, most exciting and most rewarding experience of my career as an athlete. I was acutely aware that as one of the senior members of the team, as the Team Scotland Flagbearer, there was pressure on me to perform in style.

Did you go to Scotland House? If so, what did you think about it? What did you do there? And, did you think it was well organised?
It was a very calming place in the centre of the mayhem that was occurring in central Glasgow during the Games. I used it as a base to meet family and as a meeting point with other athletes and staff. The people involved couldn’t have been more helpful and the Team Scotland branding helped make it feel ‘ours’.

What will be your lasting memory of Glasgow 2014?
I think the faces of our judo medallists as they celebrated their medal winning performances will stay with me forever.

What moment or performance is your highlight of the Games?
The entire judo performance at the Games, 13 medals, 6 Gold was of course a highlight. Aside from the judo I was there in the Hydro to watch boxers Josh Taylor and Charlie Flynn win their Golds which again was an amazing moment for Team Scotland.

TOP TIPS

VisitScotland’s ‘What’s On’ calendar
Want to get your next event on VisitScotland.com? The website receives over 14.5 million visitors per year so remember to submit your listing for inclusion in the What’s On calendar. Listings are free of charge and usually take 7-10 days to approve. Just submit your event for consideration via visitScotland.com/submit-event

Have you taken the Resource Efficiency Pledge yet?
The pledge is a nationwide scheme backed by the Scottish Government and is an effective tool which can help events use energy, water and raw materials more efficiently. With free help and support included, events can work towards saving money, improving productivity and gaining recognition in the process. Start making your Resource Efficiency Pledges at http://pledge.resourceefficientscotland.com/

Food & Drink Trails & Itineraries
Discover our food and drink itineraries, as part of the Year of Food and Drink 2015 and find out why Scotland is renowned for its fresh produce, distinctive real ales and unique whisky at visitScotland.com/tastescotland

Managing Event Volunteers Course
The Management Event Volunteers course on 25 Feb is designed to support organisers to develop the skills and knowledge to effectively recruit, manage and make the most of event volunteering. The course will also allow organisers to share experiences and learn from others. To book a place and for full information go to www.volunteerscotland.net/organisations/training

National Events Funding – Round 29
The deadline for the next round of funding for the national events programme is Friday 6 February 2015 for events taking place from August 2015 onwards. For details of how to apply please go to eventScotland.org

GENERATION was a landmark series of exhibitions tracing the development of contemporary art in Scotland over the last 25 years, and was part of the Glasgow 2014 Cultural Programme.
The Ryder Cup

The Ryder Cup in pictures

An aerial view of the Tented Village – the biggest ever undercover structure at a Ryder Cup.

Onlooking crowds at the 1st hole of the PGA Centenary Course at Gleneagles.

Dinardere-Golf Club hosted the most successful Junior Ryder Cup in history with thousands of spectators attending.

With 2,000 accredited media on site, coverage reached more than 500 million homes around the world.

Scotland hosted a glittering evening to welcome the Ryder Cup teams to Scotland.

Team USA arrive into Edinburgh Airport on Monday 22nd September 2014.

As the industry leadership organisation, we at Scotland Food & Drink were keen to ensure that the 2014 Ryder Cup was remembered not just for the spectacular sporting success, but the delicious Scottish produce served up to the 250,000 visitors attending the event. We felt sure that this was an achievable ambition and that we could tempt the tastebuds of our domestic and international visitors with a flavour of our outstanding natural larder. It was too good an opportunity to miss and prove to the world that we are indeed a Land of Food and Drink.

We were delighted to work closely with appointed caterers, Mecco and Compass Group, and help them discover some fabulous producers including A Taste of Arran, Ochil Foods, Stag Bakeries, Simon Howie Foods, Plan Bee Ltd, Campbell & Sons Fishmongers and Cambus O’ May Cheese Company, to name but a few. The caterers were a joy to work with and showed real commitment to supporting our industry ambitions. We are sure that this will lead to a significant legacy for our sector, with long-term listings and new relationships forged. For our producers, the chance to supply the tournament gave them not just an economic boost, but a sense of pride to be associated with this prestigious event, and it meant a lot to us that companies of all shapes and sizes had a bite of the cherry.

The Land of Food and Drink Showcase in the Spectator Village offered a superb opportunity to tee up a diverse range of produce to visitors, opening their senses to everything from Peelham Farm, Rannoch Smokery charcuterie; Connage Highland Dairy crowdie and Errington’s Corra Linn cheese to Loch Fyne salmon and Argyll Smokery smoked trout, not to mention renowned shortbread from Walkers and The Shortbread House of Edinburgh.

And although the remarkable event has been and gone, the legacy lives on and, with the Year of Food and Drink 2015 just around the corner, there is much still to celebrate and look forward to.

Scotland secures World Badminton Championships

The most prestigious tournament in badminton, the World Badminton Championships is the latest major event to be secured for Scotland as a legacy of the 2014 Commonwealth Games. The event will take place at the Emirates Arena, Glasgow in 2017.

250,000 people from 96 different countries attended The 2014 Ryder Cup at Gleneagles.

Paul McGinley and Team Europe celebrate after Trophy Presentation following their historic victory over Tom Watson’s US Team.

Chef Neil Forbes, Café St Honore, demonstrating saddle of venison in the Spectator Village.

For more information on our events see EventScotland.org
WHAT’S COMING UP...

BIG BURNS SUPPER
23–31 JANUARY, DUMFRIES, VARIOUS VENUES

A contemporary Robert Burns celebration, this unique festival - extended to take place over nine days - features physical theatre, comedy, arts and live music throughout Dumfries. The diverse programme, celebrating the spirit of Rabbie Burns, will include Scottish talent Hue and Cry (pictured), The Vaselines and Skerryvore, as well as acts from further afield, Red Bastard and Living Room with Manu Delago. The Burns Night Carnival will also return, lighting up the streets with a dazzling community parade.

AE SPARK O’ NATURE’S FIRE
29 DECEMBER
ROBERT BURNS BIRTHPLACE MUSEUM, ALLOWAY

The closing event of Homecoming Scotland 2014, Nature’s Fire is a unique collaboration between South Ayrshire Council, National Trust for Scotland and outdoors arts specialists Walk the Plank. The event will lead visitors on an illuminated walk through the grounds of Robert Burns Birthplace Museum and Memorial Gardens. The words and music of The Bard will be brought to life through performance, live music, sound installations and readings whilst lit by the warming glow of fire sculptures transforming a winter’s night into a magical evening of poetry, song and celebration.

SAINSBURY’S GLASGOW INTERNATIONAL MATCH
24 JANUARY
EMIRATES ARENA, GLASGOW

The Emirates Arena will celebrate its third year of hosting world-class athletics, as the Sainsbury’s Glasgow International Match returns to the city on Saturday 24 of January. Just over six months on from the Commonwealth Games held in the city, the biggest names in athletics will line up on the track and field in the first major event of the indoor season.

YOUNG EDINBURGH INTERNATIONAL CROSS COUNTRY
10 JANUARY HOLYROOD PARK

Set against the spectacular backdrop of Holyrood Park and broadcast live on the BBC, this event is a great showcase for Edinburgh and Scotland. Watch some of the world’s best athletes stride over the mud and hills in this exhilarating race which is free of charge for spectators.

YEAR OF FOOD AND DRINK EVENTS FUND 2015

The Year of Food and Drink Events Fund is available to support event organisers to feature more of Scotland’s quality produce at events in 2015. The next funding deadline is Friday 6 February 2015 for events taking place between 1 July and 31 December 2015. For more information go to www.eventscotland.org/funding/year-of-food-and-drink-2015

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Eden Court CREATIVE debuts their Burns’ Night spectacle, ‘Haggis, Beasts and Tatties’. The Haggis Hoedown, led by scores of dancing haggis and a pipe band, will take place in Falcon Square followed by the procession to Eden Court Theatre for a building full of bite-size performances inspired by the Beasts of Burns’ poetry. Revelers will be able to dance the night away to the Tattie Band at the closing Grand Burns’ Ceilidh.

For up-to-date event information and listings, please see www.eventscotland.org