

Scotland - Destination for Sport

[SPORT & THE ECONOMY]



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In this sport and economy section we look at a number of major events set to take place in Scotland over the next four years. This includes the Commonwealth Games, Ryder Cup, Share of Olympics, International Children's Games, Open at St Andrews, and the success of The Turnberry Open in 2009.



UCI Mountain Bike World Cup 2010

2014 Commonwealth Games in Scotland

"Securing the 2014 Commonwealth Games for Scotland will generate substantial economic benefit for the nation in the years leading up to and beyond the games themselves," said Paul Bush OBE, Chief Operating Officer at Event Scotland, the national events agency.

"Event Scotland is working with Glasgow City Council on a strategic approach to attract and win events in Commonwealth sports to utilise and showcase the city's new and existing infrastructure," he continued.

In January 2010 Scotland won the bid for the 2013 Juniors Track Cycling World Championships, the first event secured for the new Sir Chris Hoy Velodrome, predicted to generate around £2.2 million economic impact for Scotland. Other events secured for Scotland include the first British elite Triathlon of the year, which will take place in Strathclyde Country Park during May.

Event Scotland is also working to attract events in Commonwealth sports to take place outside of Glasgow, which will raise the profile of the games across the country and spread the economic benefits. This year, the World Archery Championships will take place in Edinburgh, as will the World Duathlon Championships, which will provide a platform for Commonwealth athletes in Scotland to compete. Both these events combined will generate nearly £2 million for Scotland's economy.

2014 Ryder Cup in Scotland

Scotland is known as the home of Golf throughout the world. With 500+ golf courses and events from the Barclays Scottish Open to the Johnnie Walker Championship, and one of the most iconic tournaments – the Open Championship – held here three years out of every five, Scotland's golf credentials are impeccable.

"In terms of economic impact, golf events are worth anywhere from £70K to over £70 million," said Paul. "In order to achieve an accurate and meaningful economic impact for the 2014 Ryder Cup, EventScotland in partnership with Ryder Cup Europe, Ryder Cup Wales and UK Sport will undertake economic impact studies on Ryder Cup Wales in 2010 and Ryder Cup Scotland in 2014," he continued. "This research will include investigating actual expenditure at the event by spectators, sponsors, organisers, facility providers, local businesses, media providers and international visitors to measure the impact on the venues, regions, and the overall economy."

The Turnberry Open 2009

Despite last year's recession hit, golf was still a very viable proposition as a brand promotion vehicle for companies and financial institutions, and demonstrated value for money. Chief executive, Peter Dawson said: "The Open has been the most lucrative of all the four majors in dollar terms for some years now...our business model is to have, within the ethos of The Open, as commercially successful

an event as we can to finance amateur events, governance of the game – that costs £3-4 million a year – and also to have money to support worthy golf projects around the world...we also put money away for a rainy day," he continued, "and because of the contracts we have, the impact of the recession is considerably cushioned." (Telegraph.co.uk, Charles Carrick, 21 Apr 2009).

Lanarkshire International Children's Games

Lanarkshire is to host the 2011 International Children's Games, following a joint bid by North and South Lanarkshire Councils to bring the world's biggest youth sporting event to Scotland for the first time. Up to 1,500 competitors aged 12 to 15, along with coaches, administrators and delegates from more than 70 countries will head to Lanarkshire for the International Olympic Committee-recognised event in August 2011.

Share of Olympics

Scottish companies have been awarded contracts to work on the London Olympics, amounting to £100 million. A spokesman for Scottish Enterprise said that 47 Scottish firms have secured contracts so far, and a spokesman for the Olympic Delivery Authority said "Scottish companies have already won contracts totalling tens of millions of pounds, and there are still millions of pounds worth of business opportunities between now and 2012."

The University of Stirling – Scotland's University for Sporting Excellence



In May 2008, the Scottish Government designated the University of Stirling as Scotland's University for Sporting Excellence. Sport is an integral part of the University's vision and the announcement by First Minister, Alex Salmond confirmed its reputation as a world class centre for sport.

Scotland now has a national university for sporting excellence, which will help the nation's profile by developing skills and providing employment in sport, while at the same time preparing well-rounded students to represent Scotland on the international stage.

The combination of sport and education enhances both life chances and employability. At Stirling, the University offers options to study sport with a range of 20 different subjects, while there are further undergraduate degrees in Sport and Exercise Science and in Professional and Physical Education.

Masters options in Sports Coaching and Sports Management are also well-established, while a bespoke Continuing Professional Development programme ensures all ages and stages can enhance their knowledge and benefit from the support of our experienced staff.

The community of sports researchers are recognised as experts in their field, having been commissioned by UK Sport, the British Council and the SFA (Scottish Football Association) amongst others. Recent studies have looked at physical activity amongst Scottish primary school children and considered the politics and impact of hosting a major sports event.

All the study and research options take place across a beautiful parkland campus, which is home to a number of sports bodies including the sportscotland Institute of Sport, Scottish Swimming and the SFA National Women's Football Academy.

From national tennis tournaments to British University Cross Country Championships, triathlons and weekly football fixtures, the facilities at Stirling



accommodate many Scottish sporting events. Stirling's 50m swimming pool is recognised as a British Swimming Intensive Training Centre, the base for many of Scotland's Commonwealth and Olympic swimmers.

Across the campus, there are: 10 tennis courts (indoor and outdoor) comprising the National Tennis Centre; a par-3 nine-hole golf course; a multi-use sports hall the size of eight badminton courts; three sports science laboratories; a state-of-the-art fitness centre with Olympic weightlifting platforms; seven grass pitches; all-weather pitches and a 400m athletics track, to name just some.

There is even Airthrey Loch, which provides not just pretty scenery, but the location for kayaking and canoeing classes. Each week, around 700 children and 300 older adults visit the campus to take part in a wide variety of health and sports activities, with Sports Centre memberships open to the local community as well as students and staff.

At high performance level, the University runs Scotland's most successful scholarship

programme. Established in 1981, graduates include golfer Catriona Matthew, who in 2009 became the first Scottish woman to secure a golf major – winning the British Open and ATP Tour – and Davis Cup tennis player, Colin Fleming.

Across six sports the scholarships recruit winners and provide the support to enable them to succeed in both their sport and education.

Recognising its success, the Scottish Funding Council selected the University of Stirling to establish a national sports scholarship scheme, bringing together member colleges and universities in a network so they can best support their talented student athletes. Now in its second year, Winning Students supports almost 100 athletes across 15 sports.

The advent of the Olympic Games in 2012 followed by the Commonwealth Games and Ryder Cup in 2014 will place sport centre stage in Britain, and Scotland's University for Sporting Excellence is established to play a key role at the heart of this sporting landscape.

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