

# SCOTTISH BORDERS EVENT STRATEGY 2022 TO 2027

SEPTEMBER 2022





Jenni Craig

Director Resilient Communities

John Curry

Director Infrastructure & Environment



# SCOTTISH BORDERS EVENT STRATEGY 2022 TO 2027

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Frania Gillen-Buchert

Events Manager at EventScotland



# Scotland

The Perfect Stage



EVENTSCOTLAND

Frانيا Gillen-buchert - Events Manager



# VISITSCOTLAND

VisitScotland is the national tourism agency for Scotland, funded by the Scottish Government

*VISION - Scotland is a leader in 21st century tourism with a thriving, responsible visitor economy.*

**Events are a key component of Scotland's visitor economy, delivering significant economic, social, and cultural benefits.**

It is estimated that approximately 50% of total visitor spend in Scotland is **event-related** (£6bn).



# EVENTS Directorate

VisitScotland has a Directorate that is specifically focused on Events - the “Events Directorate”.

## What do we do?

**Work with partners to identify, bid for and secure major sporting, cultural and business events worldwide, as well as support Scotland's domestic events industry.**

## 3 Departments

- **Business Events**
- **EventScotland**
- **Event Industry Development**



# Our 3 departments

## EventScotland

- Bid for & secure major sport & culture events
- Fund, support & promote events
- Develop a diverse portfolio of sport, culture and golf events that deliver strong impacts

## Industry Development

- Themed Years & Growth Fund
- VisitScotland events including Expo & Thistle Awards
- Knowledge sharing, advice & guidance
- Quality & best practice

## Business Events

- Bid for & secure major Business Events
- Promote Scotland as a place to live, work, study and invest through attracting academic & sector specific events
- Support Scottish Government ambitions using the Policy Driven Model to bring high profile and governmental interest events to Scotland

# National Events Strategy



## VISION

*Scotland's reputation as **THE PERFECT STAGE** for events is recognised nationally and internationally*

## MISSION

*To develop, through a **ONE SCOTLAND** approach, a strong and dynamic events industry producing a portfolio of events and festivals that delivers sustainable impact and international profile for Scotland*



# Key Assets

Utilise and develop the assets that make Scotland the perfect stage for events.



*World Pipe Band Championships*



*Up Helly Aa*



*UCI Mountain Bike World Cup*



*P&J Live, Aberdeen*



*The Open*

## OUR PEOPLE

## OUR CULTURAL HERITAGE & IDENTITY

## OUR NATURAL ENVIRONMENT

## OUR BUILT FACILITIES

## OUR SIGNATURE EVENTS



*Edinburgh Military Tattoo*



*Tiree Wave Classic*



*Shetland Folk Festival*



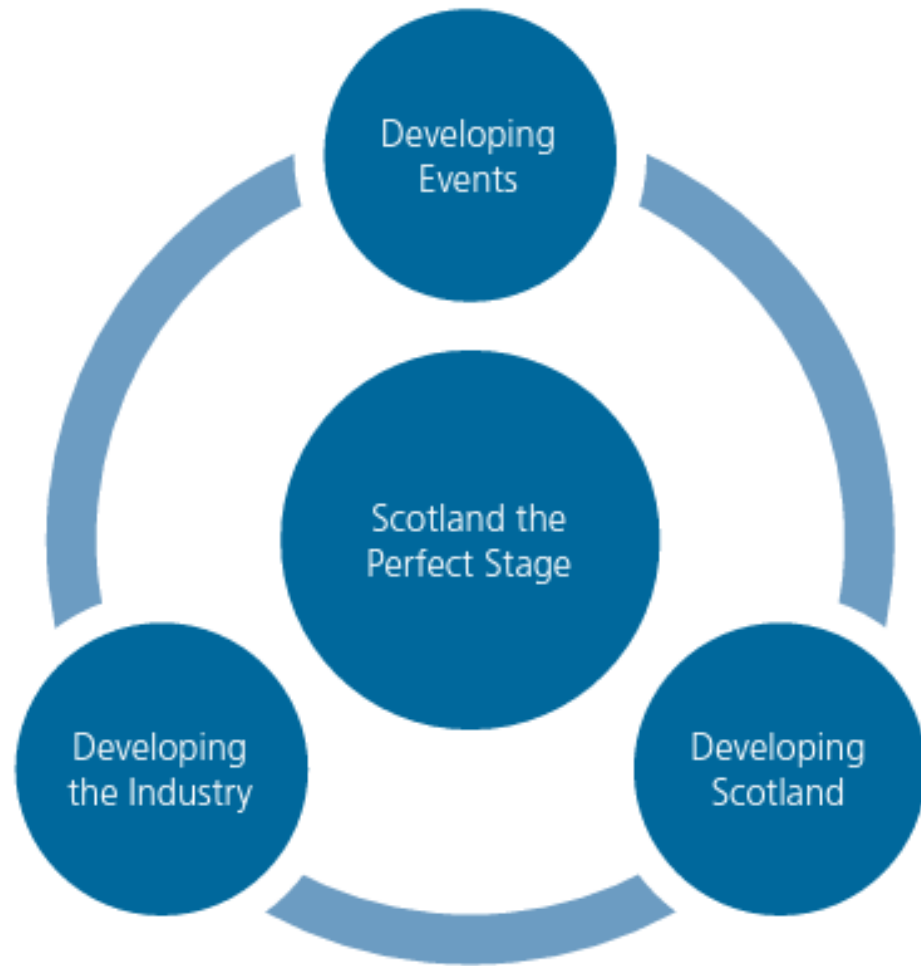
*Tour of Britain*



*Spectra*



# STRATEGIC PILLARS





## FUNDING PROGRAMMES

- International Events Programme
- **National Events Programme**
- Themed Years programme
- Community Cycling Fund

[www.Eventscotland.org](http://www.Eventscotland.org) (part of visitScotland.org)



A photograph of a diverse crowd of people at a festival. Many individuals are wearing green and gold patterned scarves. The background shows a blurred city street with buildings and lights.

**11**  
**FESTIVALS**

**4.7M**  
**IN ATTENDANCE**  
**ANNUALLY**

Edinburgh Art Festival



# STRATEGY REFRESH

- The term of the current strategy is nearing conclusion
- Looking to review and extend the strategy to 2035
- Published by Autumn 2023



# EMERGING FROM THE PANDEMIC

## Current Issues:

- Global Economic Environment
- Lack of funding at various levels:  
ie, Scottish Government/ LAs
- Commercial Challenges
- Supply chain disruption
- Significantly increased costs
- Recruitment/ Work Culture
- Consumer confidence

## New Priorities:

- ✓ Alignment with Government policy
- ✓ Strategy Refresh
- ✓ Transition to Net Zero
- ✓ Economic, Social & Cultural Impacts
- ✓ Equality, Diversity and Inclusion

# Future priorities - Government Policy

On 1 March 2022 Scottish Government published [National Strategy for Economic Transformation NSET](#)):

- a thriving **wellbeing economy** by 2032
- driven by an ambition to be **fairer, wealthier and greener**.
- programmes of action:
  - **Entrepreneurial People & Culture;**
  - **New Market Opportunities;**
  - **Productive Businesses & Regions;**
  - **Skilled Workforce;**
  - **A Fairer & More Equal Society.**

In the economic and fiscal context set out in the [Resource Spending Review](#) (RSR). Priorities for Scottish Government resource spending to 2026/27:

- **tackling child poverty,**
- **transitioning to net zero,**
- **growing a stronger economy,**
- **improving public services**



# Timeframes/key activities

Autumn 2022 – Desk research, EIAG

**Spring 2023 – 12 week public consultation period**

Summer 2023 – draft the final strategy

Autumn 2023 – publish Scotland the Perfect Stage 2025-2035





# Thank you

**Frانيا Gillen-Buchert**

Events Manager

[Frانيا.Gillen-Buchert@visitscotland.com](mailto:Frانيا.Gillen-Buchert@visitscotland.com)





Annique Armstrong

Regional Director for Dumfries & Galloway and  
Scottish Borders

VisitScotland

# EVENT PROMOTION







**THE BUZZ IS BACK**

# HOW WE USE EVENTS IN OUR CHANNELS

## Year of Stories Example



VisitScotland (Default) Sponsored · 2022

Be inspired at fantastic events and festivals bursting with creativity and stories - of all kinds!  
#TalesOfScotland #YS2022

📍 Borders Book Festival, Melrose



VISTISCOTLAND.COM/STORIES  
Must see events in the Year of Stories 2022 [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

## Email Example



SCOTLAND | ALBA [View online](#)



Paisley Halloween Festival © Renfrewshire Council

### WHAT LEVEL OF SPOOK FACTOR DO YOU HAVE?

Delve into the thrilling range of Halloween events this year, from family friendly fun to downright terrifying nights. Let's see how daring you truly are!

## Social Examples



VisitScotland (Default) · 2022 · Aug 31



Until next time Edinburgh Festival! 🇬🇧 #Edinburgh #edinburghfringe #visitscotland #scotlandiscalling #edinburghfestival

👍 Like    💬 Comment    ➦ Share



# MARKETING CALENDAR



**Off the Beaten Track**

May



**History & Culture**

Jul



**Autumn Escapes**

Sep



**Winter Breaks**

Nov



**Touring**

Jan



**Family Trips**

Mar





# DIGITAL MEDIA LIBRARY

VisitScotland

Business Events

Travel Trade

Media Centre

Corporate

Digital Media Library



Collections

Upload

How to guide

FAQ



Scottish Borders



Related:

ATTRACTION

IMAGE

LANDSCAPE

RESTRICTED

SCOTLAND

SOUTH OF SCOTLAND

STANDARD

SUMMER

AND < OR

VISITSCOTLAND

VISITSCOTLAND / IAN RUTHERFORD

Show all

Scottish Borders



All Themes



All Asset Types



All Licenses



All Orientations



100 of 1961 assets found, sorted by Latest

Latest



# EVENT LISTING

[← BACK TO RESULTS](#)

[SEARCH AGAIN](#)

[VISIT WEBSITE](#)



## Jimmy Carr: Terribly Funny 2.0

The Edinburgh Playhouse, 18- ... | Comedy

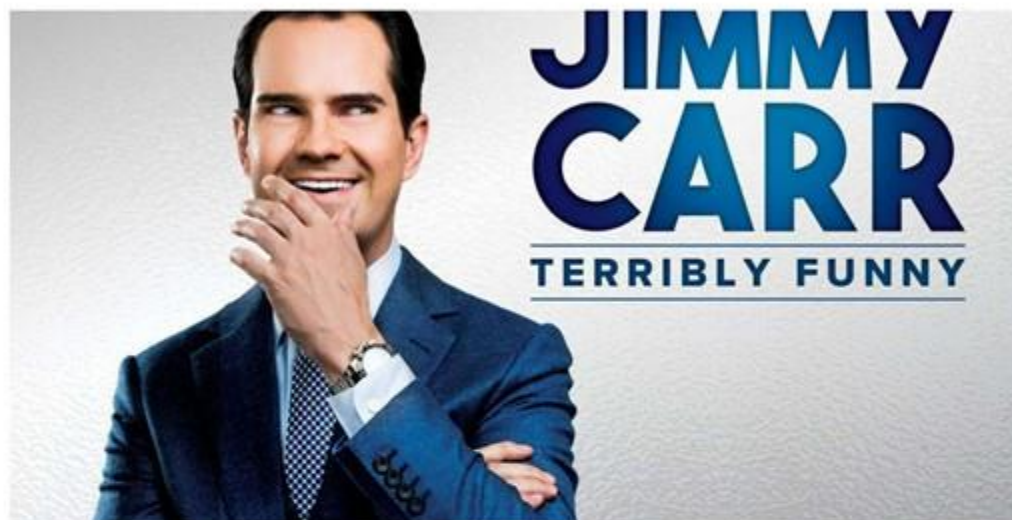
Performance by Jimmy Carr.



Price from:  
**£38.15**

Date:  
**12 Feb**

Visit:  
**WEBSITE**

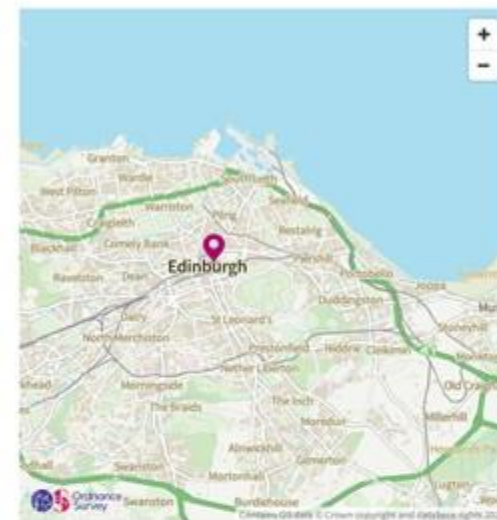


## JIMMY CARR: TERRIBLY FUNNY 2.0

Comedy | Edinburgh | Edinburgh & The Lothians | **From £38.15 per ticket**

Performance by Jimmy Carr.

Famed for his award-winning stand-up and TV presenting roles, comedian Jimmy Carr celebrates an illustrious career spanning more than two decades.



### DETAILS

[Visit website](#)

**The Edinburgh Playhouse,  
18-22 Greenside Place,  
Edinburgh,  
EH1 3AA**

# EVENT LISTING



## Söderberg Jazz Sundays - Tenement Jazz Band Trio

Söderberg Pavilion, 1 Lister ... | Other Music



Price from:  
**£14**

Date:  
**13 Nov**

Visit:  
**WEBSITE**



## The AC/DC Experience

Cafe Drummond, 1 Belmont Str ... | Other Music

Price from:  
**£12**

Date:  
**09 Sep**

Missing web link

Default Image

No description



## THE AC/DC EXPERIENCE

Other Music | Aberdeen | Aberdeen & Aberdeenshire | From £12 per ticket

The legendary sound, spirit and attitude of the mighty AC/DC is alive and kicking!

### DETAILS

[info@cafedrummond.com](mailto:info@cafedrummond.com)

Cafe Drummond,  
1 Belmont Street,  
Aberdeen,  
AB10 1JR

### DATES & TIMES

9 Sep 2023 8pm

MORE INFORMATION

9 Sep 2023 @ 8pm

Note: Opening times are a guide only and change on a daily basis. Please contact th



# PR/CORP COMMS

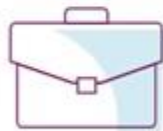


## Why join a regional tourism Facebook group?



### Connect

Network with industry peers



### Inform

Stay up-to-date with industry news



### Inspire

Celebrate industry successes in your region



### Learn

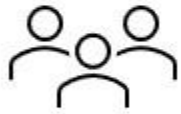
Get advice and support from partners

# INDUSTRY RELATIONSHIP

## Key Contacts at VisitScotland

### Industry Relationship Manager

Hélène Sinclair  
IRM East Lothian & Scottish Borders



- ✓ Provide personalised advice and support
- ✓ Digital advice
- ✓ Key liaison for all VisitScotland departments

### Event Listings

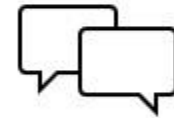
contentevents@visitscotland.com



- ✓ Queries for submitting an event listing
- ✓ Help for listing already submitted

### iCentres

Share your event details in advance with IRM for iCentre coverage



- ✓ 26 iCentres across the country open all year round.
- ✓ Share the latest event information direct to visitors



# COLLABORATION



## STAYING HERE

Voted the best place to live in Scotland by the Sunday Times it's no wonder so many people want to stay a little longer than a day when they come to visit. And with over 150 great shows to see at FBTS over 10 days, why would you want to leave.

Below are just some of the fantastic places to stay whilst in the local area. We'd recommend booking early!

Marine North Berwick

Gilsland Park

No 12 Hotel & Bistro

Tantallon Caravan Park

North Berwick Holiday Homes

Coast Properties

Gone To The Beach

North Berwick Holidays

Williamstone Farm Steadings

Whitekirk Hill



## Visit & Contact

[Download A Map Of Wigtown](#)



Visit us

[MORE](#)



Bookshops

[MORE](#)



The Open Book

[MORE](#)

## Experience

the Edinburgh Festival Fringe

[FIND OUT MORE](#) →

### What is the Fringe?

### Planning your Fringe

- Visiting Edinburgh
- Fringe street events
- Accessibility

[Home](#) > [Experience](#)

# USEFUL LINKS

- [www.visitscotland.org](http://www.visitscotland.org)
- [www.visitscotland.com/see-do/events](http://www.visitscotland.com/see-do/events)
- [contentevents@visitscotland.com](mailto:contentevents@visitscotland.com)
- Hélène Sinclair – [helene.sinclair@visitscotland.com](mailto:helene.sinclair@visitscotland.com)



# THANK YOU





Vanessa Wegstein  
Marketing Manager  
SSDA





# SUPPORTING EVENTS IN THE SOUTH OF SCOTLAND



- **SSDA and SSH Overview**
- **Our Activities**
  - **Product Development**
  - **Campaigns**
  - **Content**
- **Supporting Events**



# **GO THROUGH PLACE**

**Overlooked but a stunning  
destination with enormous  
potential.**

# **THE GO TO PLACE**

**The new year-round destination  
bringing increased tourism  
spend to local communities**



## **OUR BEHIND THE SCENES**

- Our face to the industry and our partners.
- Destination management and tourism product development
- Stakeholder and partner working
- Supports capacity building, collaboration between businesses and sharing expertise.



## **OUR FACE TO THE WORLD**

- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland audiences across Scotland, the UK and Worldwide



# PLACE BRAND AND MARKETING

## Scotland Starts Here Website and App



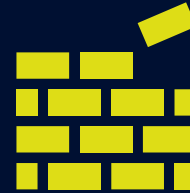
Monthly Visitors  
> 45,000



Downloads  
> 15,000



PPC Campaign to  
promote SSH  
website and app.



Built Content



Newly Launched



# CASE STUDY THE SMUGGLER'S TALE

Take afternoon tea at Gunsgreen House, the home of notorious smuggler John Nisbet.

Gunsgreen House is an imposing Grade A listed Georgian Palladian villa designed by well-known Scottish architect John Adam. It was built in 1753 by John Nisbet, a merchant and notorious smuggler and opened as a visitor attraction in 2009. Market research showed no other afternoon tea experiences in the locality, making this a novel experience for the destination.

## This Experience includes:

- Hear the stories of where smugglers once hid their contraband.
- See Nisbet's secret tea chutney hiding places.
- Have an excellent afternoon with a smugglers theme.
- For an additional fee, climb the brand new Gunsgreen

# MAKING YOUR EXPERIENCES BOOKABLE?

In recent years there has been a real shift in how people book everything online to activities. Purchasing online is now an essential part of modern life.

## BECOMING BOOKABLE, COMMISSIONABLE AND AVAILABLE.

- Bookable:**
- The product is available to be easily booked in advance. It isn't just available to those customers who turn up on the day.
  - It can be built into an itinerary delivered and sold by a travel agent.

## UNDERSTANDING YOUR TARGET MARKETS

Understanding your international target markets is a vital element of your inbound strategy.

Visitors from different countries have different needs and travel in different ways to domestic visitors. Not all products and experiences will be suitable for all international visitors.

VisitBritain and VisitScotland have extensive research available on international visitors, their travel styles and the experiences they are looking for on a UK holiday.

Looking at the research can help you build a profile of inbound visitors that may be interested in your product or experience. Use it to help you identify which are the key markets to target for your business.

Visitors choose different styles of travel based on whether their trip is for leisure, business, special interest or family reasons. The demographics, styles of travel, choices and likes/dislikes vary amongst different visitors and markets. Think backpackers and luxury travellers; think Germans and Chinese. Adapting and being responsive to your target markets is important. Both VisitScotland and VisitBritain research and Travel Trade partners will be able to advise you on what fits best for your business AND what you might need to do to target new international visitors from different markets.

Understanding how these visitors travel and what they like to do is crucial. To learn more about international target market visit <https://www.visitScotland.org/research-insights/about-our-visitors/international>

## RESEARCHING YOUR TARGET MARKETS WILL HELP YOU UNDERSTAND:

- What they want
- Who they are
- How they book

## Take a journey through our landscape

Everything you need to start your journey into Scotland's literary heartland is right here. Jump in your car and follow the journeys taken by Robert Burns through the Scottish Borders and see where he lived and worked in Dumfries and Galloway. Or set out on foot to follow hot on the heels of the smugglers who traded illegal goods in Eyemouth.



Robert Burns in the South of Scotland



Eyemouth and the Smugglers Trail



The John Buchan Trail

# PRODUCT DEVELOPMENT

- Bookable Experiences
- Digital Interactive Experiences
- Stories Resource Library
- Travel Trade Support



SUPPORTING

# YEAR OF STORIES

— 2022 —

**CURIOSITY**  
STARTS HERE







**STARGAZING**  
**STARTS HERE**



**WINTER**  
**ESCAPES**  
**START HERE**



# CONTENT

- Blogs and listicles
- Press and PR
- Newsletters
- Photo and video library
- Ebooks
- Podcasts





# SUPPORTING EVENTS

- Free event listings on Scotland Starts Here
- Inclusion in relevant **marketing campaigns**
- Inclusion in relevant **blogs**
- Inclusion in relevant **newsletters**
- Inclusion in relevant **PR activities**

**Events form and submission criteria are available through SSDA**



# GET INVOLVED

- Get in touch and tell us about event plans and ideas
- Submit your events to Scotland Starts Here
- Get involved on social with #ScotlandStartsHere





**THANK YOU**

**VANESSA WEGSTEIN**

Marketing Manager

[vanessa@ssdalliance.com](mailto:vanessa@ssdalliance.com)



# Brian MacFarlane

## Emergency Planning





SCOTTISH BORDERS COUNCIL

# Safety Advisory Group (SAG)

Brian MacFarlane

Emergency Planning



# SAG Aim

*The SAG is a multi-agency partnership that promotes good practice in safety and welfare planning for events by providing appropriate advice and guidance*

*To ensure events cause minimal adverse impact to the community*

*The SAG does not have legal powers and is not empowered to approve or prohibit an event from taking place although individual organisations will have powers to require event organisers to comply with their legal obligations.*

*Its role is to provide independent advice to event organisers, who retain legal responsibility for ensuring a safe event and it is the responsibility of the event organiser to ensure that they are aware of and comply with all the legislation relevant to the activities being undertaken.*





# SAG Objectives

- Advise on the enforcing actions and duty of care of the local authority and other partners as defined in related legislation.
- Provide a forum within which the SBC and other partners develop a coordinated and consistent approach to crowd and spectator safety.
- To take on any other safety and public protection functions as agreed and where appropriate agencies will inform the event organiser of any charges for resources.
- Determine if an event review is required after an event has concluded in order to identify any lessons learned to help inform future planning.
- To be available if requested to co-operate with local authorities and emergency services in relation to operational consistency and public safety.
- Identify those events which require the need for a Multi-Agency Control Centre (MACC).
- Share good practice with Event Organisers
- There shall also be a SAG core group who shall meet every 6 months
- Determine the criteria for events which will be invited to undertake the SAG process



The SAG Group will consist of the following core group members;

- SBC Officers from Emergency Planning (Chair) / Licensing / Road Safety & Management / Regulatory Services / Economic Development
- Police Scotland
- Scottish Fire and Rescue
- Scottish Ambulance Service
- Bear Scotland (Trunk Roads)

The SAG will determine any additional attendees to be invited to assist as appropriate. This may include representation from;

- SBC Officers from Building Control / Assets & Infrastructure / Passenger Transport / Countryside Rangers /Any other service
- Public Transport Companies
- NHS Borders
- Visit Scotland (Events)
- Marine & Coastguard Agency
- Voluntary Organisations





# What do we expect from an Event Organiser

- Event Plan with named event organiser
- Map or Street Plan
- Risk Assessment
- Security/Stewards including name of Chief Steward
- Medical Cover
- Insurance Cover (Public Liability minimum £5 million)
- Traffic Management Plan – Requirement for a Temporary Traffic Regulation Order (TTRO)
- Community Engagement
- Environmental Impacts
- Licensing & Food Safety
- Communication Plan (Event Control/Multi Agency Control Centre MACC)





# Break





Stuart Turner

Chief Operating Officer

2023 Cycling World Championships



# 2023 UCI CYCLING WORLD CHAMPIONSHIPS

  
CYCLING WORLD  
CHAMPIONSHIPS

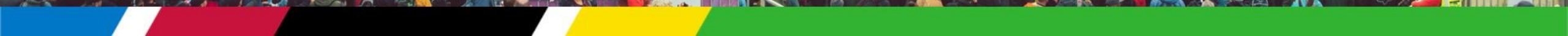
  
GLASGOW  
SCOTLAND

3-13 AUG 2023



Mercedes-Benz  
UCI MOUNTAIN BIKE WORLD CUP

Rank	Name	Time	Gap
1	Mylène NICOLE	5:20.6	
2	...	...	...
3	...	...	...
4	...	...	...





# SCOTLAND, THE PERFECT STAGE – WHAT'S NEXT?



GLENEAGLES  
SCOTLAND 2014





**THE 2023 UCI CYCLING  
WORLD CHAMPIONSHIPS  
WILL INSPIRE PEOPLE TO  
RIDE BIKES AND BE A  
CATALYST FOR CHANGE**



# THE BIGGEST CYCLING EVENT IN HISTORY

- 13 separate world championships combined into one mega-event for the first time
- 2,600 elite able-bodied and para-athletes from 120+ countries
- 8,000+ participants, including mass participation events
- Will be one of the world's top 10 most watched sporting events
- New combined event format will place every four years, one year ahead of the Olympics







# FROM GLASGOW ACROSS SCOTLAND AROUND THE GLOBE

**1.1 BILLION**

Estimated cumulative global  
TV viewing audience

**3.2 MILLION**

Projected social media followers

**1 MILLION**

Spectators expected to visit  
over the 10 days

**160**

Broadcast markets



# THE EVENT

## 13 UCI World Championships over 11 days in 1 place



**BMX FREESTYLE  
FLATLAND**



**BMX FREESTYLE  
PARK**



**BMX RACING**



**GRAN FONDO**



**PARA-CYCLING  
ROAD**



**ROAD**



**MOUNTAIN BIKE  
DOWNHILL**



**MOUNTAIN BIKE  
MARATHON**



**MOUNTAIN  
BIKING CROSS  
COUNTRY**



**INDOOR CYCLING**



**PARA-CYCLING  
TRACK**



**TRACK**



**TRIALS**

# CHAMPIONSHIP DELIVERY

BMX RACING

BMX FREESTYLE  
FLATLAND

BMX FREESTYLE  
PARK

PARA-CYCLING  
TRACK

TRACK

TRIALS

INDOOR  
CYCLING

Hub

ROAD CIRCUIT / FINISH

MOUNTAIN BIKE  
DOWNHILL

ROAD STARTS

MOUNTAIN BIKE  
MARATHON

ROAD TIME TRIALS

MOUNTAIN BIKE  
CROSS-COUNTRY

GRAND FONDO

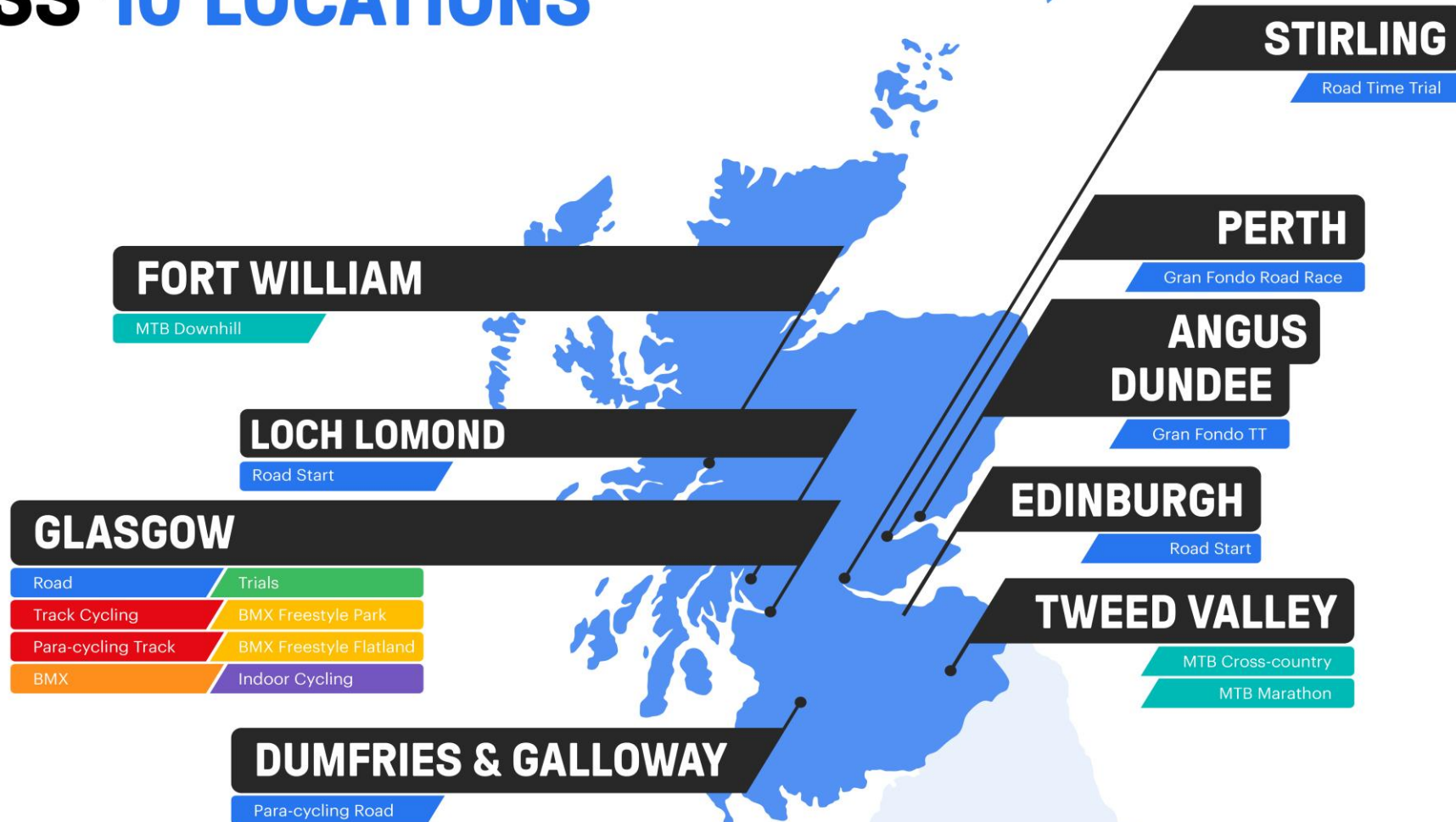
PARA-CYCLING  
ROAD

Championships  
delivered by Glasgow

Championships  
delivered contracted suppliers



# CYCLING EVENTS ACROSS 10 LOCATIONS





## WHY

are we here?

We want **everyone** to experience the freedom that riding a bike brings to our lives.

## HOW

will we do it?

**Together**, we will champion the power of the bike.

## WHAT

is success?

Delivering an event that inspires people to ride bikes and is a catalyst for change **before, during and after 2023.**



## GOALS

- Deliver an **innovative, world class event** - safely, on time and within budget - that provides a model for the future.
- Engage with both **new and existing audiences** to raise awareness and change perception of cycling
- Create new commercial revenue streams for cycling - and lift cycling into the realms of global blue-chip brands by marketing as a **purpose-led** event.
- Lead the coordination of a **One Scotland approach** that delivers the event policy priorities and is a catalyst for change to create new and accelerate existing cycling activity.

# ACHIEVING OUR POLICY AMBITIONS



**THE EVENT**

**'INSPIRED BY'  
2023  
CYCLING WORLDS**

**ONE SCOTLAND  
National Policy  
Framework**

**EVALUATION FRAMEWORK**

# Event Policy Priorities:

- **Participation**
  - Event Activation and Inspired By Projects
  - Local / National Participation Delivery Plans
  - Spotlight / Accelerate / Amplify / Expand Initiatives
  - Campaigns
    - *Champion of the World / Earn Your Stripes / Ride the Worlds*
    - Community Cycling Fund / Facilities Fund
- **Equality, Diversity and Inclusion**
  - Engagement – targeted groups
  - New Audiences
  - Accessibility
- **Environmental Sustainability – Climate Champion**
  - Carbon Reduction and Measurement
  - Active Travel and sustainable transport
  - Operational Practice and Innovation

## ACHIEVING OUR POLICY AMBITIONS



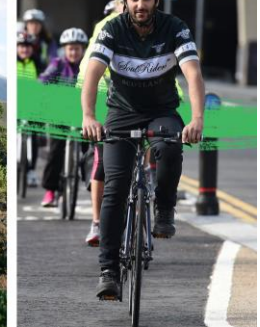
**PEOPLE**  
For everyone



**PLACE**  
A great cycling nation



**PLANET**  
Climate champion





# ***INSPIRED BY*** Projects and Initiatives

- £8 Cycling Facilities Fund (sportscotland & Scottish Government)
- £1m Community Cycling Fund (EventScotland and sportscotland)
- National Policy Framework for Cycling
- Cycling Participation Strategy - ONE Scotland
- Local: Cycling Strategies and Delivery Plans
- ***2023 Campaigns ... 'Champions of the World, Earn Your Stripes'***
- ***Transport Scotland / Delivery Partners Projects***
- ***Commercial Partner Activations***
- ***FREE Bikes for Children Pilots***
- ***Others....?***

ACHIEVING OUR  
POLICY AMBITIONS





**ONE Team Scotland Approach**

*National Policy Framework for Cycling to 2027*

# SUSTAINABLE DEVELOPMENT APPROACH

## Cycling Delivers on the SDGs:

- Affordable and inclusive mode of transport.
- Improves energy efficiency of transport systems.
- Generates healthy and non-air polluting lifestyles.
- Enables access to education, jobs and community activities in urban and rural areas.
- Cycling tourism is sustainable; creating green jobs, promoting local culture and products in a low carbon way.
- Cycling industry creates more jobs for the same revenue than any other transport sector.







# SUSTAINABLE PROCUREMENT CODE

May 2022

- Overarching procurement strategy creating a link across the hub/spoke model.
- Key enabling mechanism for achieving event sustainability objectives.
- Universal principles: contract requirements will vary significantly based on relevance.
- Supported by workshops for 2023 staff and event delivery partners to ensure a consistent approach when:
  - Assessing the best options with the lowest overall balance of cost, carbon, and environmental impact.
  - Measuring and reporting delivery of outcomes.
- Legacy document for future Scottish events and cycling World Championships.

## The story so far...

01

What success looks like: 'An event which is clearly diverse and demonstrates equity and inclusion in its activities'

02

Consultation, engagement and data review to shape and inform the framework

03

The current EDI landscape in cycling and where can we have the greatest impact

04

Strategy, priorities and purpose - creating a framework that aligns to the UCI Cycling World Championships 2023 mission, values and purpose

## Key Facts

- Sustran's 2019 Bike Life report shows that fewer women than men meet recommended physical activity levels and men are twice as likely to use a bicycle on a regular basis than women.
- Around 15% of cycle coaches in Scotland are women compared to 40% in Scotland
- Less than 5% of media sports coverage is dedicated to women's sport and just 1.8% of sports stories are written by women
- Girls are more likely than boys to disengage with sport as they reach their teenage years (81% of girls aged 5-7 meet physical activity guidelines, but only 49% of girls aged 13-15)
- Only 2% of pupils travel by bike to school but 14% would like to (YouGov survey)





# Pillars

## Experience

Welcoming everyone to be part of the event



Foster inclusion into the heart of the event to create a positive experience for everyone

## Engage

Connecting with communities



Deliver a truly unique event which reflects the vibrant and diverse communities of Scotland through its volunteers and spectators and reaching out to those that will benefit the most

## Empower

Inspiring new audiences to ride a bike



Inspire new audiences and strengthen communities through cycling to build a broader more diverse sport for the future



**UCI** CYCLING WORLD  
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**SEE YOU IN 2023**

**Craig Burn**  
2023 UCI Cycling World Championships  
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**JOIN US ON  
OUR JOURNEY**



# SCOTTISH BORDERS EVENT STRATEGY 2022 TO 2027

SEPTEMBER 2022







# Panel Q&A



# Next Steps



# Thankyou