

Argyll and Bute Queens Baton Relay

1.0 EXECUTIVE SUMMARY

The purpose of this report is to outline the key successes of the Argyll and Bute leg of the Queens Baton Relay on Sunday 13th July 2014, highlighting the multi-agency approach to the planning and delivery of a high quality sporting and cultural event across our communities.

The Argyll and Bute leg of the relay was the longest route within the forty day tour within Scotland. Given the complexity of the route for the convoy, the geographical area covered (174 miles) and the ambitious programme delivered in seven communities, the event was an outstanding success drawing significant participation from local communities.

The recommendations for this report are as follows:

It is recommended that the Community Services Committee:

- a) note the outstanding contribution made by services across the Council and from partner agencies; and
- b) note there is now a unique opportunity to continue to build on our commitment to increasing high quality physical education, physical activity and sport for our young people as part of the Council's Commonwealth Games Legacy Plan which can be taken forward by effective partnership working between internal service areas, external partners and volunteers.

Argyll and Bute Queens Baton Relay

2.0 INTRODUCTION

- 2.1 The Argyll and Bute leg of the Queens Baton Relay took place on Sunday 13th July 2014, day thirty of a forty day tour of Scotland leading up to the Commonwealth Games. More than ten thousand members of the public lined the route from Appin to Dunoon to support the baton-bearers and attend the seven community celebration events delivered by Argyll and Bute Council. The BBC provided a live stream across the route with additional positive media coverage and publicity through BBC news programmes, partner websites, press and social media.
- 2.2 The Argyll and Bute leg of the relay was the longest route within the forty day tour within Scotland. Given the complexity of the route for the convoy, the geographical area covered (174 miles) and the ambitious programme delivered in seven communities, the event was an outstanding success drawing significant participation from local communities.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Community Services Committee:
- a) note the outstanding contribution made by services across the Council and from partner agencies; and
 - b) note there is now a unique opportunity to continue to build on our commitment to increasing high quality physical education, physical activity and sport for our young people as part of the Council's Commonwealth Games Legacy Plan which can be taken forward by effective partnership working between internal service areas, external partners and volunteers.

4.0 DETAIL**4.1 Public engagement on the day**

The day exceeded all expectations and the good weather, as well as excellent engagement from local communities, resulted in a larger than anticipated turnout from communities the length and breadth of Argyll and Bute. The attendances below include spectators across the route and at the seven community celebration events:

Appin	200*
Benderloch	400*
Dunbeg	250
Oban	1,500*
Kilmartin	250
Dunadd	50
Lochgilphead	2,000*
Furnace	100
Inveraray	2,000*
Strachur	350*
Dunoon	5,000*
Total:	10,300

Celebration events *

Quote from a member of the public:

“I just wanted to say a huge thank you for your participation in organising the Baton Relay in Dunoon this afternoon. My mother (who is visiting on holiday from Northern Ireland) and I waited around in Dunoon for the arrival of the batonbearers and every official we came into contact with was polite, courteous and very friendly. The whole event was fabulous. The police were especially friendly and very helpful. It was a great success and I was proud to be a citizen of Argyll and Bute!

Thank you to all, especially the little children who were handing out flags and wrist bands”.

4.2 Partnership with Glasgow 2014

The QBR team were led by Adam Best and Mike Leyton who did an excellent job on the day. The team led the convoy across the 174 mile route which included two boat transfers and one bike transfer. The QBR team, Police Scotland, stewards and Council staff (including the JACC (Joint Agency Control Centre)) worked in partnership to create a very positive atmosphere, encourage the batonbearers, keep the crowds entertained and deal with requests for photographs.

4.3 Argyll and Bute Partnerships

Strong partnership working and effective planning across all agencies within the Argyll and Bute Steering Group began a year in advance of the relay. This proved invaluable to the delivery of a very successful day. Due to the geographical spread of the route and events, this was supported by the deployment of event leads and planning groups for each community celebration event which delivered an excellent programme of sporting and cultural activities. The programme was aided by a successful grant application for £10,000 from Event Scotland.

The evening celebration event in Dunoon Stadium was extremely well supported by the local community. The programme was professionally presented by Alison Walker, Commonwealth Games commentator.

As part of the Glasgow 2014 legacy the ceremony also included the Argyll and Bute young and adult sports volunteer of the year awards to recognise the excellent work of sports volunteers across the Argyll and Bute.

4.4 Marketing and publicity

Publicity materials were distributed across all communities in advance. The Steering Group made effective use of social media, websites and lookbook branding materials to ensure a strong public awareness in advance of the Queens Baton Relay visiting Argyll and Bute.

On the day the QBR media team, Argyll and Bute Council, Police Scotland communications and the BBC teams built an excellent working relationship and the local authority were very much given their place which was extremely positive. The local authority team travelling ahead of the convoy sent photographs to the teams in the JACC which were then used instantly for social media updates across all media outlets resulting in an extremely impressive reach.

Police Scotland L Division social media reach from QBR:

Facebook:	473,451
Twitter:	623,326

Argyll and Bute Council social media reach from QBR:

Facebook:	14,033 (12,407 leisure and libraries + 1626 council corporate page)
Twitter:	10,481

4.5 Stewarding

In order to ensure good quality health and safety and security arrangements, there was a robust policing and stewarding plan put in place which worked very well on the day. The plan included the recruitment and training of 160 stewards across the authority to work alongside 103 members of the police from L Division. Again strong relationships between Council Officers and Police Scotland were critical in the delivery of the event. The use of a texting service to stewards and event leads ensured they were kept up to date with issues/delays along the route.

5.0 CONCLUSION

- 5.1 The Queens Baton Relay offered Argyll and Bute Council and partners a unique opportunity to showcase the Argyll and Bute area. The excellent planning, community engagement on the day as well as exceptional feedback from the public, batonbearers, partners and press demonstrated the Council's ability to work across services to deliver a first class event.

6.0 IMPLICATIONS

- 6.1 Policy - The Queens Baton Relay formed part of the Scottish Government's Glasgow 2014 Legacy Plan and the council will continue to work on its local Legacy Plan and report back on key success measures.
- 6.2 Financial - None
- 6.3 Legal - None
- 6.4 HR - None
- 6.5 Equalities - None
- 6.6 Risk - None
- 6.7 Customer Service - The event was delivered by officers across the Council, over and above their day to day work remits.

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