

# GLASGOW 2014 XX Commonwealth Games Highlights



Getty Images

## Game on !

The XX Commonwealth Games held in Glasgow between the 23 July and the 3 August 2014 was the **largest multi-sport and cultural event to be held in Scotland in a generation.**

•••

Participating athletes represented **71 nations and territories and over 2 billion citizens** from across the Commonwealth, with each of the UK Home Nations competing against one another - a unique occurrence for a multi-sport event.

•••

More than **1.2 million tickets** were sold for the Games, around **96%** of tickets sold overall.

•••

**86%** of tickets from Glasgow 2014 were made available to the public.

At the end of the Games, Glasgow 2014 was hailed as "**the standout Games in the history of the movement**" by Commonwealth Games Federation chief executive Mike Hooper.

•••

The sporting competition covered **17 sports across 261 medal events and 1,385 medals – including 22 medal events across five Para-Sports: the largest integrated Para-Sport programme** of any Commonwealth Games.

•••

**Half price concession tickets were available** (at one or more price points) for all sessions for under 16s and over 60s – with concessionary tickets for under 16s a **Commonwealth Games first.** Tickets also included local transport to Games venues on the event day.

•••

The Games formed the centre piece of a **year-long programme of activity** in which Scotland 'welcomes the world', and with Glasgow being transformed to provide a festival of culture for its Games Time visitors reinforcing the message that 'People make Glasgow'.

•••

As Prince Imran of Malaysia, President of the Commonwealth Games Federation said during the Closing Ceremony: "Scotland, and Glasgow, you really have delivered in **every aspect the best Games ever.**"

•••

From its outset, the Games was planned to leave a **lasting legacy** for the East End of Glasgow, Glasgow and Scotland as a whole.



There were a number of unticketed events including: Marathon, Cycling: Road (Road Race) and Cycling: Road (Time Trial). Sections of Strathclyde Park were also unticketed for the Triathlon event.

•••

Four Heads of State attended the Games along with many other international dignitaries and Commonwealth Games Federation VIPs.

•••

The Games will be delivered within the budget of £575.6 million including a target of £112.6 million to be raised by Glasgow 2014 through commercial income.

•••

The total budget can be divided into the Glasgow 2014 budget (£485.6 million) and the security budget (£90 million).

## Who made the Games

The Glasgow 2014 Commonwealth Games were organised under the auspices of the Commonwealth Games Federation.

•••

Four key partners led the delivery of the Games (Glasgow 2014, Commonwealth Games Scotland, Glasgow City Council, and the Scottish Government). Scottish local authorities also played a crucial role during the Queen's Baton Relay, at Games venues and in delivering legacy along with a wide

range of other organisations.

•••

46 official Games sponsors supported the Games (6 partners, 13 official supporters, and 27 official providers).

•••

UNICEF and the Scottish Commonwealth Games Youth Trust (SCGYT) were the Games charity partners. Glasgow 2014 worked with UNICEF through the fundraising appeal "Put Children First" and with SCGYT to support investment in promising young Scottish athletes.

•••

The Organising Committee had at its peak over 1,200 paid staff working on the Games.

•••

Glasgow City Council staff worked tirelessly to ensure the city looked fantastic and provided a welcoming, safe and fun environment for visitors and residents while ensuring that 'business as usual' frontline services were delivered to citizens during the games.

•••

As of the end of June, Scottish companies had been awarded 484 of the 711 Games-related contracts, 180 of which were awarded to Glasgow-based companies.

•••

The contract for producing the Opening



and Closing Ceremonies was awarded to **Jack Morton Worldwide**, who produced ceremonies for the Athens 2004 Olympic Games, and the Commonwealth Games in Manchester in 2002 and Melbourne in 2006.



There were **10 official Games Ambassadors** (Jessica Ennis-Hill, Nicola Adams, Michael Jamieson, David Carry, Allan Wells, Tom Daley, Sir Chris Hoy and Rebecca Adlington, Billy Connolly and Martin Compston).



Over **50,000 people** from Scotland and beyond applied to become one of up to **15,000 clyde-siders**. A further **300 pre Games Frontrunner Volunteers**, **1,200 Host City Volunteers** and **3,000 volunteer cast members** for the Opening and Closing Ceremonies were recruited, demonstrating why the Commonwealth Games are known as the “**Friendly Games**”.



A **mixed security workforce** was put in place for the Glasgow 2014 Commonwealth Games, **led by Police Scotland** including staff from **17 private security firms**, **2,000 members of the armed forces**, and **65 officers from the Scottish Prison Service**. At its peak, **some 6,000 officers were deployed** at any one time ensuring Games safety and security.

## Sporting Performance

**4,820 athletes** (**2,833 male** and **1,987 female**) competed in the Games. This included nearly **300 Para-Athletes** across 5 Para-Sports: Athletics, Cycling, Lawn Bowls, Powerlifting and Swimming.



Athletes were supported by **1,973 team officials**.



Competitors set **9 World Records** and **142 Commonwealth Records** over the course of the Games, with some competitors on more than one occasion breaking records they set during the 11 days. This included **4 new Commonwealth Games Records set by Scottish athletes**.



**England topped the medal table** for the first time in 28 years, **Wales surpassed their target of 27** and **Northern Ireland reaped their largest tally since the Games was last in Scotland in 1986**.



**Australia**, home of the Gold Coast, the next host of the Commonwealth Games in 2018, **came 2nd in the medal table** with **137 medals**, followed by **Canada with 82 medals**. **India**, the last host of the Commonwealth Games in Delhi in 2010, was 5th with **64 medals**.



Getty Images

**Team Scotland fielded their largest team ever of 310 athletes and secured 53 medals – 19 Gold, 15 Silver and 19 Bronze ranking 4th in the overall medal table.** This surpassed their Commonwealth Games target of breaking their previous record 33-medal haul of Edinburgh 1986.

•••

**204** Scottish athletes made their Commonwealth Games debut.

•••

The **Team Scotland Flag Bearer** at the Opening Ceremony was **Euan Burton**, who went on to **win gold in the Men's Judo 100kg** event.

•••

**All 14 Team Scotland judo players made it into medal fights winning 13 medals – six gold, two silver and five bronze.**

•••

**Jennifer McIntosh** is now **Scotland's most successful female athlete** in Commonwealth Games history with **five shooting medals** (the record was previously held by her mother Shirley who has four medals).

•••

**13 year old Erraid Davies**, a Para-Sport swimmer from Shetland, is **the youngest Team Scotland member ever** and the youngest member to win a medal ever, gaining a **bronze** in the **SB9 100m breast-stroke**.

At the Closing Ceremony, **Alex Marshall** - the Lawn Bowls athlete who won **two gold medals** at Glasgow Games - was **Team Scotland's Flag Bearer**.

## Games Visitors

Initial estimates suggest that there were over **600,000 unique visitors to Games and Festival 2014 events** between 23 July and 3 August with **many visitors attending multiple events**.

•••

Of those experiencing the Games or Festival 2014, **93% rated Scotland as a 'very good' place to visit** and **87% rated Glasgow as a 'very good' place to visit**.

•••

Retail figures show that the number of shoppers on Scotland's high streets during Glasgow 2014 was estimated to be up by just under **14%** on the same period last year.

•••

**Glasgow saw an increase** in shoppers of just under **22%** over the same period and a **hike of over 36%** over the two weeks prior to the Games.

## Games Experience

**91% of spectators** at ticketed events were **satisfied or very satisfied with their overall Games experience**.



**97% of spectators** at ticketed events were satisfied or very satisfied with atmosphere within venue.



**89% of spectators** at ticketed events were satisfied or very satisfied with their interaction with Games staff and volunteers.



**86% of spectators** at ticketed events said they were likely or very likely to recommend attendance at future events in Glasgow and Scotland.

## Games Mascot and Merchandise

The official mascot for the Glasgow 2014 Commonwealth Games was Clyde, 'a cheeky wee Thistle'.



Clyde was designed by schoolgirl Beth Gil-mour from Cumbernauld. Beth won a UK-wide Blue Peter competition to design the Glasgow 2014 Mascot, from among over 4,000 entries.



Approximately 50,000 Clyde toys were sold through official retail channels, with another 80,000 sold through other retailers.



15 and 25 cm Clyde toys sold out completely.

Approximately 500 temporary jobs were created to support the Licencing and Merchandising function in Glasgow 2014.

## Culture

In addition to the 17 sports the Queen's Baton Relay, Opening and Closing Ceremonies, Culture 2014 and Festival 2014 played a massive part in the lead up to and success of the Games.

### Queen's Baton Relay

The Glasgow 2014 Queen's Baton Relay was the curtain-raiser to the XX Commonwealth Games.



Over a period of 288 days, the baton covered 190,000 kilometres and visited 70 nations and territories, representing a third of the world's population and making it the world's most engaging relay.



Over the 248 days of its international leg, the baton travelled through Asia, Oceania, Africa, Americas (south), Caribbean and Americas (north), before returning to Europe and the UK.



The baton averaged one to four days in each nation, with an extended duration of seven days in Wales and fourteen days in England, and involved thousands of batonbearers.



## Queen's Baton Relay (cont)

On its journey, the baton visited the world's smallest republic (Nauru), the world's second largest country (Canada), climbed to the mountain kingdom of Lesotho in Africa and scuba-dived in the Seychelles.

• • •

The baton then toured Scotland for 40 days, visiting 400 cities, towns and villages in all 32 local authorities across Scotland.

• • •

Around 4,000 Scots (including nearly 500 high school pupils) carried the baton, and an estimated 570,000 people lined the streets to support them and participate in the community events organised by local authorities as part of the relay.

• • •

In Scotland, the QBR provided some unique moments, attending the 21-gun salute in Edinburgh Castle, sailing on a Viking longship (in Shetland), being Parachuted on to Gleneagles Golf course and had athletes and celebrities, such as John Barrowman, Brian Cox and Clare Grogan, taking turns to carry the baton on home ground.

• • •

The QBR concluded when the baton was brought to Celtic Park during the Opening Ceremony and Her Majesty The Queen read her message to the athletes and declared the Games open.

## The Ceremonies

### The Opening Ceremony

The Opening Ceremony took place in Celtic Park on the evening of 23 July 2014 in front of approximately 40,000 spectators.

• • •

Over 3,000 cast members performed in the Opening (and Closing) Ceremonies which featured Europe's largest LED screen showing pre-filmed content involving 400 people from around the Commonwealth

• • •

It included an unprecedented appeal for donations to UNICEF's Children of the Commonwealth Fund with more than 500,000 people in the UK donating by text within an hour of seeing the appeal. At the Closing Ceremony the charity said initial figures showed that more than £5 million had already been raised to help young people across the Commonwealth.

### Closing Ceremony

The Games was formally closed on 3 August 2014 during a spectacular Closing Ceremony at Hampden Park in Glasgow which featured 700 festival tents and approximately 40,000 spectators.



## Cultural Programme

By the close of the Programme on 31 August, **around 1,500 events will have taken place** as part of the Glasgow 2014 Cultural Programme.

•••

**The Cultural Programme is the most ambitious cultural** celebration that has ever taken place in Scotland. It includes the nationwide activity Culture 2014, and the Glasgow-based Festival 2014 activity, which accompanied the sporting action from 19 July to 3 August. **Of these 1,500 events, 250 took place along the route of the Queen's Baton Relay.**

•••

The Programme includes **124 exhibitions, 89 of these were part of the landmark visual arts project GENERATION.**

•••

GENERATION involves **100 artists** and over **70 galleries, exhibition spaces and venues.** It will run until November 2014. See [generationsartscotland.org](http://generationsartscotland.org)

•••

In addition, Festival 2014 included **daily programmes** of events at four Live Zones – Glasgow Green, the Merchant City Festival, Kelvingrove Bandstand and BBC at the Quay with an attendance of **over three quarters of a million.**

•••

**12,000 spectators lined the Clyde, with**

**2,000 people sailing, in the 250 vessel strong Flotilla on the 26 July.**

## Celebrate

Celebrate was a unique **joint initiative** among **BIG Lottery Fund, Creative Scotland, Heritage Lottery Fund** and **sportscotland.**

•••

The Fund enabled communities to **hold their own Commonwealth celebrations** before, during and after the Games.

•••

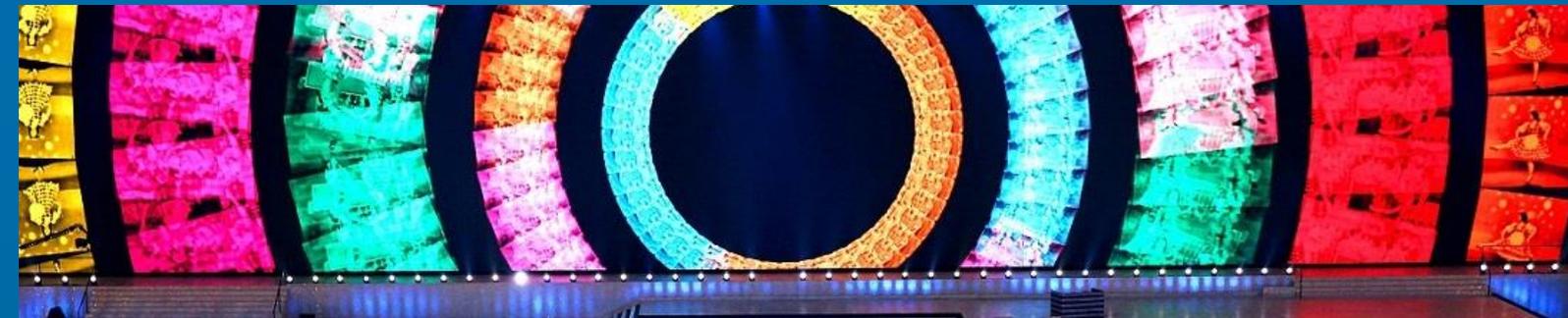
From its launch in June 2013, around **£4.5 million** was awarded through **646 awards** with groups in every local authority area benefiting.

•••

**The Programme was particularly successful in supporting projects led by and for Commonwealth Diaspora communities** and enabling community participation in Culture 2014, Queen's Baton Relay and Festival 2014 events.

## Pride House

**Pride House was central to raising the profile of Lesbian, Gay, Bisexual and Transgender (LGBT) rights during the Games** and demonstrated the positive and unifying power of sport, **welcoming over 6,000 visitors** through its doors.



## Beyond the Games

**Beyond the Games - Living the Values** was a one day conference which took place on 21 July 2014 at Glasgow Caledonian University with over **300 delegates and 128 organisations attending** from Glasgow, Scotland and beyond.



The conference considered the Commonwealth Games Federation values of Humanity, Equality and Destiny, and explored how sport can encourage and drive social change.

## Commonwealth Business Conference

The Commonwealth Games Business Conference was a **one and a half day conference**, held at Glasgow University and jointly organised by Scottish Government, UK Trade & Investment and Scottish Enterprise.



The Conference attracted an audience of over **320 business CEOs and political leaders** from across the Commonwealth, and was live-streamed and **watched in 80 countries**.

## Scotland House

During the Games, The Inovo Building, Glasgow City Halls and The Old Fruitmarket were **transformed into Scotland House**, a hub to celebrate Scotland's sporting success, culture and business potential. The house also hosted the Glasgow Business Embassy.



Scotland House was a **partnership** between Commonwealth Games Scotland, the Scottish Government, sportscotland, Glasgow City Council and partners, VisitScotland, Scottish Enterprise and Creative Scotland - **with core costs of around £530,000 shared by partners**.



The Scotland House programme featured **91 events in total**. The business element delivered by Scottish Enterprise attracted over **1,000 attendees including national and international business leaders**. This included a series of Doing Business events linking Scottish Businesses with 4 main Commonwealth markets and **over 700 delegates attended sectoral events** ranging from life and chemical sciences and renewable energy to creative industries.

Scotland House also included a **private space for Team Scotland athletes** and



their families to meet, and for post competition media activity.



**Team Scotland events at Scotland House** included a **Flag Bearer Ceremony**, the **Queen's Baton Relay**, medallists' nights and the Team Scotland **closing celebration**.



**The Old Fruitmarket was also used daily** by Festival 2014 as part of the programme of public events.

## Media Coverage

**Sunset+Vine and Global Television (SGVT)**, were the Host Broadcaster for the Games, providing footage for domestic and international broadcaster.



The BBC, as the Domestic Broadcast rights holder, produced more than 300 hours of network TV coverage, 200 hours of radio coverage and over 1,300 hours of live action.



In the UK **TV viewing figures for the Opening Ceremony peaked at 9.4 million** with an average of **7.6 million viewers watching the ceremony**.

## Social Media and Apps

The Glasgow 2014 website was visited over **a million times** per day.



There were over **3 million mentions of Glasgow 2014 and associated keywords** on social networks between the 23 July and 3 August 2014.



**The official Glasgow 2014 social media accounts** delivered **345 million impressions** across Games Time (combined number of potential users that saw any content from the Twitter & Facebook accounts).



The Glasgow 2014 mobile apps were downloaded on over **460,000 devices**.



The @GamesTravel2014 twitter account generated a maximum reach of almost **3 million people**.



Games spectators took advantage of enhanced journey planning tools with **900,000 journeys planned** via Traveline Scotland's website, app and customer call centre.



## Transport

**74%** of spectators at ticketed events were satisfied or very satisfied with their overall journey experience.



Games spectators heeded travel advice to use public transport as **trunk road traffic flows were up by only 7%**, on average, compared with a similar time last year. Traffic flows on the Kingston Bridge, for example, were up from 146,000 per day to 155,000 on average.



**'Glasgow kept moving'** with around **90%** of strategic motorway journeys across the city completed within less than **+5% of normal conditions**.



There were around **11,000 connections** to the Games Travel Radio service.



**97% of journeys** on the Games Route Network (GRN) were completed within **20 minutes**, meeting the Games bid objective.



Vehicular traffic flows in Glasgow city centre were **broadly similar** compared with the same time last year.



ScotRail laid on the biggest **train timetable**

ever seen in Scotland with ScotRail trains travelling more than **1.4 million miles** during the Games, more than **10 times the distance covered by the Queen's Baton Relay** on its journey around the Commonwealth.



More than **1,800** additional train services ran from Glasgow Central alone.



More than **150,000** journeys were made through Glasgow event stations on each day of the Games.



Footfall through Glasgow Central station was more than **3.4 million people** before the final weekend of the Games, with a maximum of **390,000** occurring on 29th July, more than double normal levels.



There were around **700,000 journeys** on Glasgow's SPT Subway, of which **210,000** took advantage of free transport for Games ticket holders. The number of journeys on the weekend of the Rugby Sevens at Ibrox was almost 2.5 times normal levels.



Footfall at Glasgow City Council's four monitoring stations within the pedestrianised areas of the city was up, on average, by 22% or around 600,000 people.



400 bikes were available for hire at 31 locations throughout Glasgow, with around 10,000 rentals as part of Glasgow City Council's 'Nextbike' cycle hire scheme.

## Legacy

Over 50 national legacy programmes and over 80 Supporting Legacy 2014 projects are providing opportunities across the country, and some in the Commonwealth. The programmes sit under the four national legacy themes of active, connected, flourishing and sustainable. More information is available at: [www.scotland.gov.uk/assessinglegacy2014](http://www.scotland.gov.uk/assessinglegacy2014).



In Glasgow, over 80 Council-led projects and over 300 Community-led legacy projects have been ensuring a legacy from the Games under the City's six legacy themes. More information is available at: [www.gameslegacyglasgow.com](http://www.gameslegacyglasgow.com)



The Athletes' Village will provide 700 new homes in Glasgow's East End, including 400 for social rent and a new 120-bed care home for the elderly. The design standards at the Athletes' Village have already resulted in numerous awards.



New and refurbished Games venues were already open to the public, schools, clubs

and sports bodies for use in advance of the Games, with all Glasgow-based venues opened over a year before the Games. This bodes well for sustained use of Games infrastructure.

## Transfer of Knowledge

All four Games partners are actively participating in the Transfer of Knowledge (TOK) from Glasgow 2014 to future Games, including the Gold Coast 2018.



This includes over 125 final TOK reports, many key statistics and copies of project documentation.



This will culminate in a debrief workshop with the Gold Coast on the 6 October 2014, and will include details of planning, responsibilities, lessons learned and recommendations.



Glasgow 2014 is the first Games to include information by other Games Partners in the TOK process - another first.



In addition, the Observer Programme was run during Games Time by the Commonwealth Games Federation. This programme enables colleagues to see the Games in operation.

This programme included representatives



from Glasgow 2014, the Scottish Government and Glasgow City Council providing insight and advice to 84 international delegates from 7 Games Organising and Bidding Committees, 3 of which were from the Commonwealth family.

•••

A wider lessons learned exercise is also taking place to transfer knowledge from the Games Time experience across Glasgow and Scotland to future planning of major events.

## Special Moments

The Glasgow 2014 Commonwealth Games has produced some epic moments that have defined the entire competition. Some expected, some unexpected, these moments have helped give us **a Games we will remember as the best ever!**

•••

### **Scottie dogs at the Opening Ceremony.**

These Scottish Terriers made a huge impact on the people of the Commonwealth with their Mackintosh inspired coats.

•••

A record-breaking **171,000** attended the Rugby Sevens.

•••

**Popping the Question** - Cyclist **Chris Pritchard** proposed to his girlfriend. Para-Sport cyclist **Aileen McGlynn** was proposed to after she won a silver medal. One fan

used the frenetic **Rugby Sevens** atmosphere to pop the question.

•••

**Blessing Okagbare** took **200m** and **100m double**. Blessing charged to victory to secure both Gold medals in front of a packed Hampden Park.

•••

**David Katoatau** won **Weightlifting Gold** for Kiribati. David secured the **first ever medal for Kiribati** in the Men's 105kg Weightlifting competition. The raucous crowd were then given a celebratory dancing lesson by the islander!

•••

**Claudia Fragapane** won fourth historic Gold. This gymnast from Bristol is the first Englishwoman to win **four Golds** at one Commonwealth Games in 84 years.

•••

**The Hampden Roar** singing 500 miles by The Proclaimers. The Hampden crowd roared the song along to the action at the Games, with the fastest man alive – **Usain Bolt** – showing off his moves.

•••

For the Home nations, it was a Games to remember with **Alistair Brownlee** of **Team England** holding off the challenge of his younger brother Jonathan to win the men's **Triathlon** completion in 01:48:50 Jonathan collected Silver in 01:49 01. Northern Ireland's **Paddy Barnes** success-



fully defended his Commonwealth Games Boxing title. Barnes is only the fourth boxer in Games history to win more than one Gold medal in the same weight division.



England's **Zoe Smith** won a dramatic Gold and set two new Commonwealth Games records, with a total of 210kg in the Women's 58kg Weightlifting competition.



**Ross Murdoch** of Team Scotland broke the Commonwealth Games record when he won Gold in the 200m Breaststroke Final at Tollcross International Swimming Centre. The atmosphere was electric!



Scotland's **Lynsey Sharp** took Silver in the Women's 800m at Hampden Park. Lynsey had been struck down by illness on the eve of the race.



England's **Nicola Adams** became the first ever women Commonwealth Games Boxing champion, when she took Gold in front of a packed SSE Hydro.



**Max Whitlock** of Team England collected an outstanding 5 Gold medals in the Artistic Gymnastics competition.



**Geraint Thomas** became the first Welsh Gold medal winner in the Men's Road Race. Taking place on the final day of the Games,

the event was blighted by heavy rainfall, with 140 cyclists starting the race and only 12 making it to the finishing line.

## Perceptions of Scotland & Glasgow as a place to visit

During the Games **80% of people** surveyed in Scotland **watched or intended to watch the Games on TV or big screen.**



Further, when Scots were asked what if anything do you think has or will have changed because of the Games **73% expected a positive legacy.**



Specifically, **37% expected more people to want to visit because of the Games, 29% mentioned improved sports facilities in Glasgow, 23% mentioned people in Scotland feeling proud and 17% expected people to have good memories of the Games.**



Further, **88% of Glaswegians** surveyed just before the Games thought hosting the Games would have a positive impact on the city.

# BRING IT ON



## Game Over?

From the outset, legacy has been central to the planning of these Games. With the Closing Ceremony now behind us, Games Partners remain committed to continuing to build on these strong foundations, ensuring the benefits of the Games are felt throughout Glasgow and Scotland for years to come.

This Highlights report will be updated in October 2014 when more information will become available.

The next report on progress towards a lasting legacy from the Glasgow 2014 Commonwealth Games will be a year on, in summer 2015.

### Acknowledgments

Getty Images, Neal Doggett, Transport Scotland

TNS Scotland, Legacy2014

