

Strathclyde, Scotland. Candidate.
World Rowing Championships 2015

The perfect experience



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Page 05	Our mission statement	
Page 08	01 The athlete experience	
Page 16	02 The spectator experience	
Page 24	03 The FISA family experience	
Page 28	04 The global fan experience	
Page 34	05 The media experience	
Page 38	The perfect delivery	
Page 40	International development	
Page 46	Delivering on our environmental pledges	
Page 48	Summary	

“It would be fantastic if Scotland won the right to host the 2015 World Rowing Championships and I wish the bid team every success. Hosting major international sporting events like this is a key part of our drive to encourage more people to get involved in sport. It also showcases the UK as a major sporting nation with excellent championship facilities.”

Hugh Robertson
Minister for Sport and the Olympics





“As well as world-class sporting facilities and accommodation, athletes and spectators can expect a warm welcome from the people of Scotland – a people renowned for their hospitality and passion for sport. I hope that Strathclyde Park will be given the honour of hosting this prestigious sporting event.”

Alex Salmond
First Minister of Scotland



We will produce an innovative, sustainable World Championships with a progressive ambition for rowing.

Scotland provides the perfect stage for this event, and at one of the world's fairest courses: Strathclyde Park, we will create a truly memorable experience in an unrivalled environment for the athlete, spectator and media whilst proactively promoting rowing to a new and wider audience of millions.

Strathclyde, Scotland. The perfect experience.



“I have very happy memories of my time training and racing at Strathclyde Park. A World Championships there would provide a fantastic experience for the athletes and teams and also a great step for the development of rowing in Scotland.”

Katherine Grainger

Honorary President of Scottish Rowing
Triple Olympic silver medallist and four times world champion

Scotland

Creating the
perfect stage

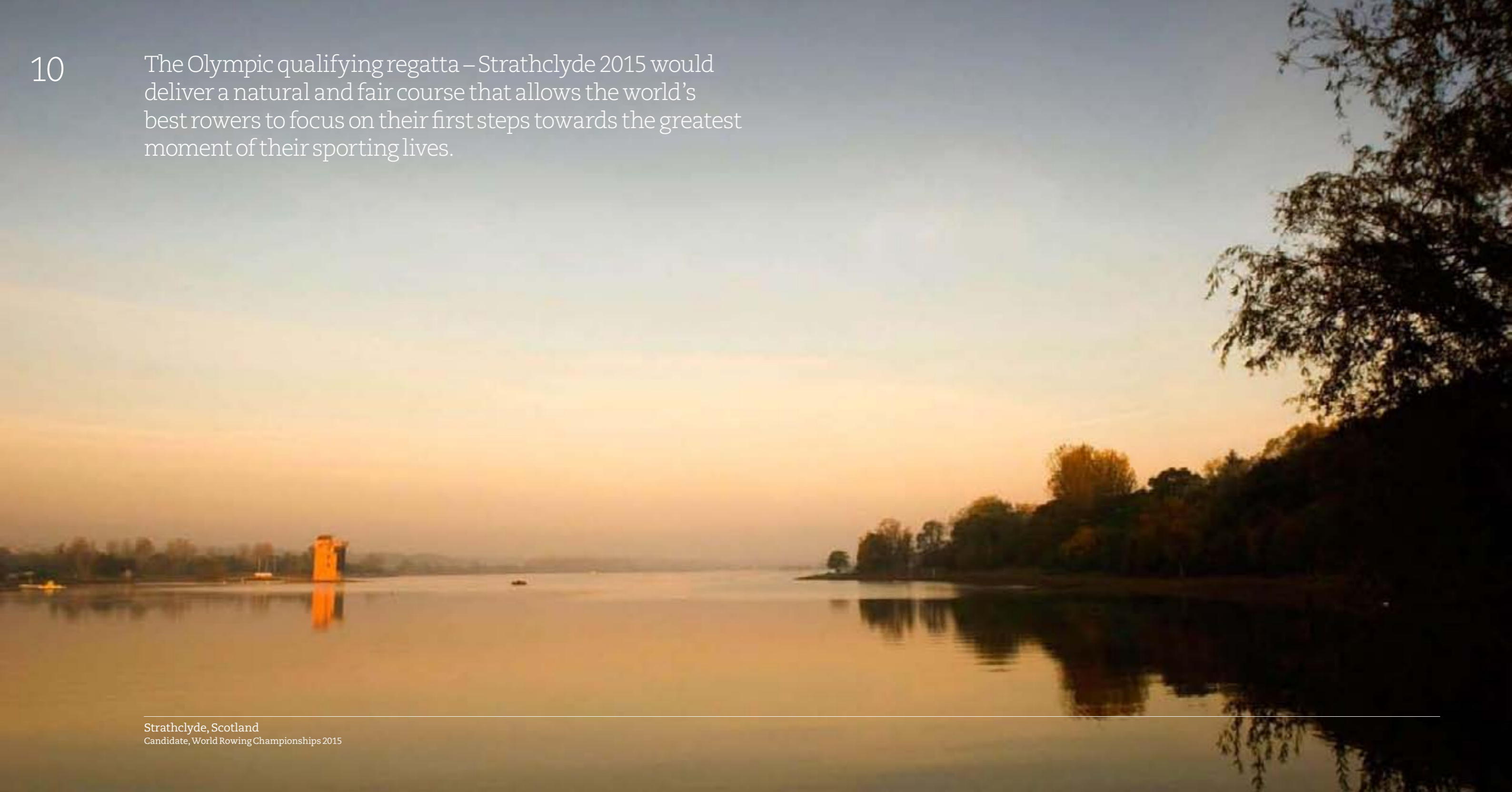


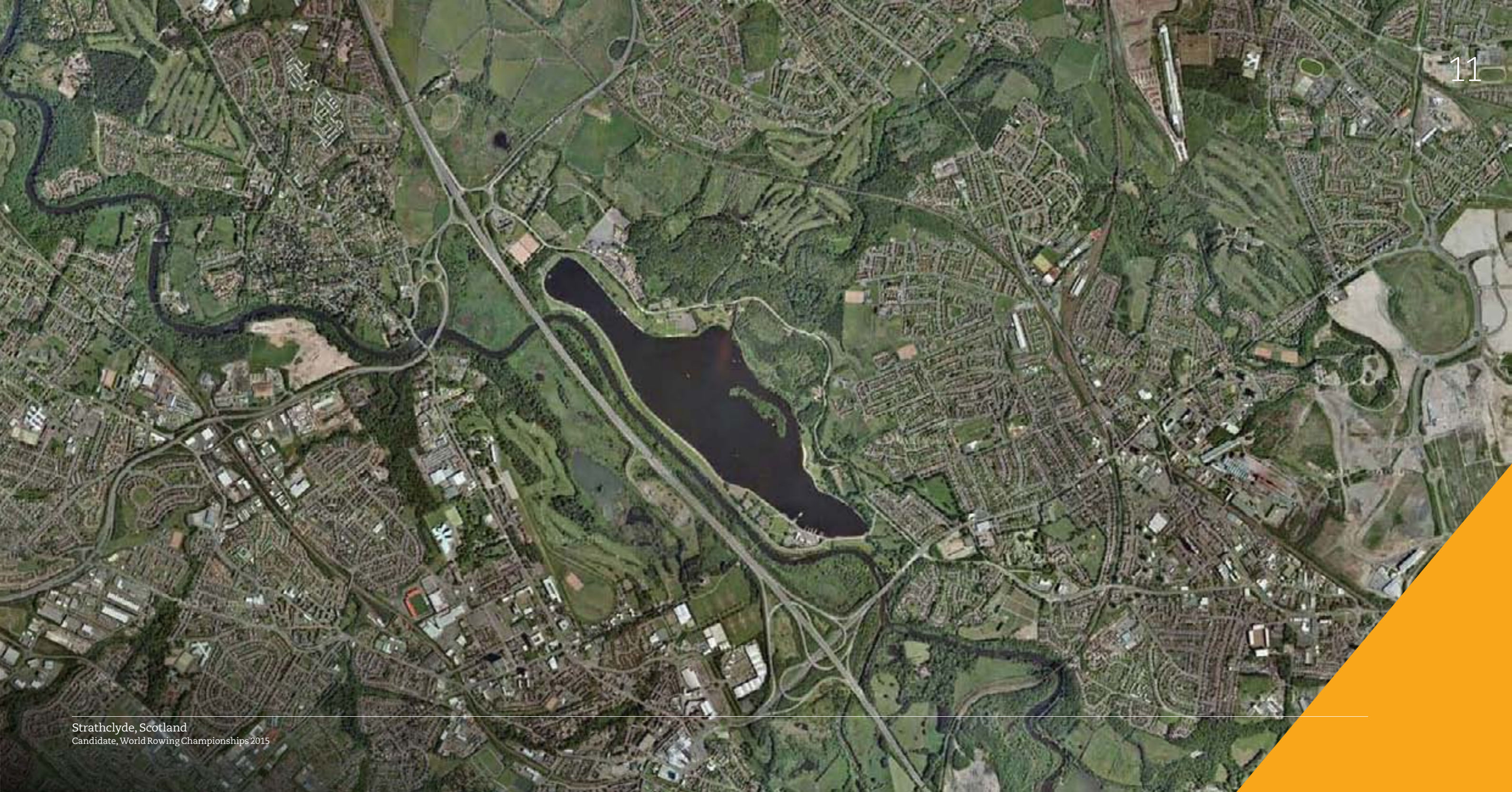
01 The athlete experience

The rowing course in Strathclyde lies on a stretch of water regarded as one of the fairest courses on the planet. All courses can be affected by wind but experience has shown that even with cross winds there is no significant difference between lanes at Strathclyde.

10

The Olympic qualifying regatta – Strathclyde 2015 would deliver a natural and fair course that allows the world's best rowers to focus on their first steps towards the greatest moment of their sporting lives.







Concierge service (information desk)

With easy access for all athletes to gyms, Wi-Fi, in-site entertainment, information desk and catering that meets athletes' performance needs, Strathclyde will seem like a home-from-home.

Premium accommodation

2,700 team beds all within 20 minutes journey to the course, 1,100 in the same athlete village.

Seamless transportation

The ability to transport all teams simultaneously to the course.

The fairest course

The analysis of data from racing at the course in the U23 World Championships shows that the percentage of wins in each lane in unseeded races has a tiny variance of only 8%.





“Remember these six minutes for the rest of your lives. Listen to the crowd and take it all in. This is the stuff of dreams.”

Sir Steve Redgrave

Five times Olympic gold medallist



02 The spectator experience

The World Rowing Championship Organising Committee's partnership with the Edinburgh Festivals will provide a unique combination of sporting excitement and cultural festival. It will deliver a fantastic spectator experience for rowing enthusiasts and locals alike. There will be many attractions and activities on site to help build the excitement.

A natural environment with great views from both sides of the water means all spectators can see the action at key parts of the course. The 6,000 capacity covered grandstand boasts fantastic views right across the whole length of the course.



Commentary and event data available wherever you are:

- Live around the course
- On radio headsets
- Through mobile phone technology

A premium experience

- 'The Thistle Lawn' – premium enclosure close to the finish line
- 'Bowl' spectator viewing – both sides of the course

Close up to the action

With two of the largest screens in Europe located along the course, the spectators can view all the excitement, power and determination of the athletes.



A festival experience to remember



While the world's top and emerging athletes are battling it out at Strathclyde Park, the world's most talented and emerging artists will be showcasing their cultural prowess in Edinburgh – the world's favourite Festival City.

The timing of the World Rowing Championships and the 2015 Edinburgh summer festivals provides a unique opportunity. The WRC Organising Committee will form a pioneering partnership with the Edinburgh Festivals to expose both events to new audiences and offer access for all World Rowing Championships attendees to the cultural experience of a lifetime.

22

Each year Edinburgh's
seven festivals sell over
4 million tickets



We have agreed with Creative Scotland, the National Arts agency for Scotland, to provide a programme of cultural entertainment that represents both Scotland's traditional and contemporary culture. This will create a more absorbing, richer experience at the World Rowing Championships 2015.

We will provide themed activities for spectators which blend the best of rowing with the best of Scotland.

Interactive areas will include:

- Row – Rowing and Fitness
- Taste – Sample the Taste of Scotland
- Try – Have-a-go yourself.

03 The FISA family experience

The World Rowing Championships held in Scotland would be a major opportunity to showcase rowing as a participative and highly competitive sport delivering on FISA's commitments and ambition.

We welcome the FISA family to Strathclyde Park where they will be entertained by first-class Scottish hospitality. It's not only the athletes who are striving for excellence, but also the officials. We will provide the environment in which to do so.

Scotland welcomes the international community



Premium sponsor hospitality

We will deliver a VIP hospitality experience for global sponsors

- Prime location on finish line
- 'Experience Scotland' through food and drink with first class catering
- Whisky tasting and tours
- An opportunity to build your own tour of Scotland
- Shop for Scottish merchandise and gifts

First class officials facilities

- Unrivalled view of the course
- New start pontoons
- Accommodation in walking distance of the course

FISA social programme

- Venues close to the course
- Traditional Scottish menus
- Whisky tasting
- Athlete's Farewell Party in Grade A listed Victorian vaults in Glasgow City Centre

FISA Congress

A Congress facility which allows for a comfortable working environment while enabling delegates to network with their colleagues from around the world.

04 The global fan experience

Although television is currently the primary means of engaging with the event for the world at large – we're also offering the opportunity for global fans to experience the event in other ways.

This World Rowing Championships will attract new audiences and participants worldwide.

An aerial photograph of a rowing team in a wooden boat on a body of blue water. The team consists of four rowers, each with their own oar, and a coxswain at the stern. The water is a vibrant blue with some white foam from the oars. The boat is a traditional racing shell, and the rowers are wearing dark clothing. The perspective is from directly above, looking down at the boat and the water.

World Championship's mobile phone application will be developed, and will be free for all

Enter the world of virtual racing

Don't know how to row? Get to know the sport through gaming and machines. We're working with some telemetry providers, including **RowPro**, to develop a system which allows anyone around the world to race virtually on the World Championship course. We would like to develop this concept under licence and work with FISA to create a truly worldwide phenomenon.

Attracting new audiences and
participants worldwide

31



We know that 74% of young people attending major sporting events in the UK are inspired to participate more frequently in sport

Inspiring generations

2015 gives us a unique opportunity to reach millions of people and inspire them with our sport.

Through social media we can get a real 'chatter' going on the web, in schools and in countries that don't yet even have a national rowing team. This will provide a legacy so that when the Championships are over, they live on in those who have been inspired by what they have seen and felt, inspiring more people to row and to support rowing.

Through this remote participation in the World Championships we will be able to capture valuable data which FISA can use to fuel its marketing initiatives and generate worldwide interest in the sport.

We will launch a marketing campaign for 2015 that capitalises on the local and national interest generated by the Glasgow Commonwealth Games in 2014. We will have access to both the Commonwealth Games database of over 1 million people and to the rowing 2012 database.

05 The media experience

Drama.
Excitement.
And Global
Broadcast.

This is the perfect experience for all and the media will help to spread the word globally

- A bespoke and innovative experience for broadcasters, media and the press alike
- Press will be treated as 'VIP guests'
- Soundbites from athletes at the end of each racing day
- Dedicated athlete representative for the press

An event that can only be staged in Scotland

- The most advanced online presence for a World Championships



Athletes soundbites

As the athletes are the heroes of the event we want to ensure the media have every opportunity to talk to them and hear their stories. We will have some dedicated athlete representatives who will liaise between team managers and press, to be able to access the athletes as much as possible but in a discrete and appropriate way.

The stage is set for the media to write up the most spectacular and creative rowing experience ever.

The media will be treated as VIPs with:

- A dedicated media concierge service
- Finish tower to suit broadcaster requirements
- Work with FISA on telemetry from the boats to 'bring the spectator into the boat'



A world-class delivery.
A commitment to excel.
A passion to succeed.

This world class event will have an
unprecedented marketing reach

Building the perfect stage

Scotland has an enviable track record of staging highly successful international events and festivals. In 2014 Scotland will host the Ryder Cup and 2014 Commonwealth Games with the triathlon taking place at Strathclyde Park.

Strathclyde Park is within easy reach of two major cities – Glasgow and Edinburgh – with a combined population of over 1 million people – and more than double that during the Edinburgh Festival which will be running at the same time as the Championships.

We have a fully confirmed financial support package to deliver this event experience from Scottish Rowing, British Rowing, UK Sport, EventScotland and North Lanarkshire Council.

Championships fully funded by core partners



EventScotland



A perfect delivery

- Aspiration to improve – upgrading the Rowing Course to the very best international standards
- 2014 Rowing World Cup – a test event for athletes and the organising committee
- Edinburgh Festival spectators aware of the event
- Access to Commonwealth Games 2014 ticketing database – over 1 million tickets to be sold
- Access to the LOCOG 2012 ticketing database of 2 million names
- Access to two major cities – Glasgow and Edinburgh with combined population reach of over 1 million people within an hour's drive

A proven delivery

- 2007 U23 World Championships, Strathclyde – 70% of all staff and volunteers from this event have pledged to help in 2015 – supported by teams from:-
- 2006 World Championships, Dorney Lake – “Everything here has been thought through very carefully and there’s a very high standard of volunteers that know about rowing and are dedicated to the sport – it makes all the difference.”
Denis Oswald, 2006
- 2011 Junior World Championships, Dorney
- 2012 Olympic & Paralympic Games, Dorney

GB working in partnership across the world

- GB are working with FISA in innovative development projects
- Maldives development project created by Guin Batten and partnered with British Rowing, FISA and the Maldives High Commission helps source equipment and coaches to help the Rowing Association of the Maldives' ultimate aim of hosting the World Coastal Rowing Championships in 2015

Unprecedented international development opportunities

- Self-build ergometer programme taken to Kenya and South America – aim to expand globally
- Global coaching framework – British Rowing in partnership with FISA producing a global framework leading to professional coaching qualifications worldwide including rowing's developing nations
- Exchange of information – coach from Brazil has visited and hosted by GB Rowing and given complete access to coaches and coaching programme

International development



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Helping the world to row

The Worldwide Schools Development initiative

With FISA's proud record in helping developing countries worldwide, it's been proposed that we have a 'row millions of metres' challenge for schools, leading up to the championships and linked in with the official website.

Row a million metres... a true innovation

- Any school can participate worldwide
- Challenge is for each school to row a million metres
- The programme would run from World Cup 2014 – World Championships 2015
- Estimated reach would be over a million school children
- The metres can be rowed either on ergometers or any type of boat anywhere
- Children submit distances, update their blogs, upload their photos and videos

Worldwide ergometer challenge over set distance eg. 1,000m

- Scores uploaded to central website
- Schools race in areas/regional/national/international categories
- Winners race 'live' on big screen at the championships



Delivering on our environmental pledges

This document is printed on FSC Certified paper stock. 'FSC Certified' is fibre which comes from sustainable managed sources.



Our sustainability commitment never tires

As we prepare to make Strathclyde 2015 the most successful rowing event ever, we remain diligent in our commitment to sustainability and the environment.

100% Wildlife Protection

We will be working with the local council and key members of the Environmental Sustainability Advisory Group (including WWF-UK) to ensure we meet our wildlife protection requirements, aiming for no negative impact on local wildlife.

A pioneering sport

- Rowing as a pioneer in 'green' events. Building on FISA's initiatives and those of the 2012 Olympic and Paralympic Games in the UK and the Commonwealth Games in Scotland in 2014, the aim is to create sustainable, clean and environmentally friendly major sporting events
- Commitment to implementing the ISO20121 Event Sustainability Management System
- Commitment to produce a full report on the event looking at all impacts as identified in eventImpacts.com
- Event to be run in line with the AISTS, IOC approved Sustainable Sport and Event Toolkit
- We have a target of sourcing a 'green' energy partner

WWF

WWF-UK is pleased to support the sustainability and environmental commitments made in this bid. WWF-UK looks forward to working with the sport of rowing to engage athletes, spectators and sports fans in environmental activities at the World Championship

In summary, we have ensured that our activity promotes FISA's primary aims:

- To promote the sport
- To increase exposure in the media
- To produce new revenues
- To preserve the values of the sport

Moreover, with the World Rowing Championships as the catalyst, we have designed an event with a huge range of benefits, namely:

- A championship centred around the experience of the athletes and teams
- A revolutionary spectator experience
- The exposure of rowing to a new audience, internationally, of millions
- Cultural and entertainment activity, the likes of which have never been seen at a World Championships before
- A warm Scottish welcome to the international community
- A truly global fan experience
- Innovations (for consideration by FISA) to increase the accessibility of and interest in rowing
- A bespoke experience for broadcasters, media and the press alike

- World-class delivery on one of the world's fairest courses
- Creative international development opportunities
- An event that builds on FISA's initiatives and those of the 2012 Olympic and Paralympic Games in the UK and the Commonwealth Games in Scotland in 2014 to create sustainable, clean and environmentally friendly major sporting events
- An event that can only be staged in Scotland

Summary

Strathclyde, Scotland. The perfect experience.