

29 April 2008

Glasgow 2014 – Delivering a lasting legacy for Scotland
Scottish Government
Area 2-F(S)
Victoria Quay
Edinburgh
EH6 6QQ

Dear Sir/Madam

**Glasgow 2014 – Delivering a lasting legacy for Scotland
– a Consultation Paper**

Thank you for providing Scottish Enterprise (SE) with the opportunity to comment on the Scottish Government's plans to deliver a lasting legacy for Scotland. The plans outlined in the consultation document make clear the tremendous opportunities open to Scotland as a result of Glasgow's outstanding success in the bid. SE was very pleased to be a major contributor to the bid and would hope, within our new remit, to play a significant part in delivering a lasting legacy.

The consultation document itself is very comprehensive and in responding to the four specific questions posed, our response aims to build on this with some constructive suggestions focussing on economic development.

Question 1: Are the benefits you would like from the Games covered in this paper?

Broadly, the benefits outlined are clear from an economic development perspective. There are a few areas where perhaps more could be done. While the legacy focuses rightly on inward investment opportunities, there is scope to focus also on outward investment in terms of trade. The Games give numerous opportunities to promote further trade between Scotland and Commonwealth countries and, in particular large growing economies such as India. These opportunities can be grasped as early as 2010 at the Games in Delhi when Glasgow and Scotland should gain considerable profile as the next Games to be held. Scottish Development International (SDI) and partners should consider these opportunities in their future plans.

In terms of tourism, more could be made of the potential benefits in developing lasting tourism infrastructure e.g. in projects such as the SECC arena (which SE is involved in) and the development of new hotels. SE via SDI is currently promoting Glasgow to new five-star hotel developers. The Commonwealth Games should help give a focus to those efforts and support them.

SE has been working with Event Scotland in the promotion of Scotland for major events such as the Commonwealth Games and the Ryder Cup. One benefit of maintaining and holding such major events is a growing capacity of Scotland, institutionally and in terms of infrastructure to bid for and host major events. This is a benefit which should not be overlooked.

Question 2: Is there anything else we should be doing?

Other than the issue raised above of focussing also on trade opportunities it is important that tourism promotion looks beyond 2014. Tourism is one of the government's priorities and is one of SE's priority industries. As part of SE's approach to tourism SE would like to see more emphasis on:

- local, authentic, Scottish food & drink;
- the promotion of local food, linking to nutrition and healthier and more active lifestyles;
- sustainable tourism, e.g. encouraging people to: use accommodation providers who are certified to the Green Tourism Business Scheme and support Climate Change Scotland (carbon balancing scheme investing in Scottish projects); and
- the benefits from the Games being spread, as much as is reasonable, across Scotland.

The Tourism Industry team see their key role being:

- making sure businesses are ready to present Scotland in the best light (ie. through the welcome, quality of customer experience, professionalism etc), and
- capturing the benefits by developing new products and experiences and supporting businesses to enhance their offering.

The tourism strategy for the Commonwealth Games should also focus on boosting visits to Scotland in the years following the Games.

Question 3: How can we individually or collectively best achieve these aims?

Individually, organisations must deliver those aspects of the legacy they are responsible for in a timely and effective fashion e.g. SE is a major funder of the SECC project, a significant partner in Clyde Gateway, and has recently reorganised its current activity to promote business opportunities arising from the London Olympics to also encompass the business opportunities from the Commonwealth Games.

Given the changing landscape of the public sector in Scotland, partnership will also be vital. SE will play its part in such partnerships but it is important that clarity of roles is established early and that the partnerships are nimble and not cumbersome. Involvement of the private sector will be critical. The concept of "Business Clubs" has been successful in previous Games and other major events and SE will be supportive of such approaches.

Question 4: Do you have any other comments to offer on what should feature in the final Games benefits and legacy plan?

There is little in the plan concerning scope for Scotland/Scottish companies to demonstrate technological or service innovation in the context of the Games and that is something which could be worth exploring further and that SE would be interested in supporting.

If you require any further information, please contact my colleague, Stuart Patrick directly on tel: 0141 42 8293 or email: stuart.patrick@scotent.co.uk

Thank you once again for inviting our comments and I hope you find the above helpful.

Yours faithfully

Jack Perry