

Ceangail CIC Collaborates with The University of Stirling Masters Students

Friday 7 February, 2020

The Stirling Highland Games, delivered by Ceangail CIC, continues to deliver more than just its social purpose and with the help of 5 MSc marketing students from the University of Stirling, whose aim is to create a marketing mix that attracts 8000 visitors to this year's event.

Between 2014 and 2019, the event has provided 150 practical training opportunities for young people aged between 16 and 40 and the team is looking forward to involving this year's candidates on Saturday 15th August.

The 40 odd volunteer team that work behind the scenes have been part of the success story so far with over 25,000 visitors attracted to the event, generating an additional £1.7 million for the Stirling economy. The 2019 event attracted many overseas visitors with 30% of them booking accommodation at least 1 night in Stirling but the local events company wish to achieve so much more.

The path to resurrect this event in Stirling has been a struggle for the social enterprise, with funds required to be raised annually through sponsorship and grant applications. Ceangail CIC's Director has built up support over the last 6 years but as the event celebrates its 150 year anniversary, the project challenges of securing funders as well as attracting more tickets sales both locally and nationally continues.

It was, therefore, a welcome addition when Stirling Highland Games was selected by the University of Stirling as one of the projects their marketing students should get involved in.

"I've just come back from attending the initial student presentation and it was hugely encouraging to see what they are thinking," advises Matt McGrandles, Chair at Ceangail CIC. "I am looking forward to working with Omar, Matt, Daisy, Na Cheng and Evonne. Their perspective on marketing is refreshing and once their framework has been submitted, we will look to implement it into our plans for the 2020 event."

Ken Thomson, Marketing and Retail Division at the University of Stirling added, "I contacted the client companies that we are working with and again sincerely express our gratitude for their co-operation and support. We are very fortunate in once again being able to provide students with the opportunity to undertake a project through which they are able to apply the skills which they have been developing in the business environment."

Like many of the modern Highland Games events founded post 1745 to 1946, Stirling has also missed several years delivery in the last 150 years however there is a real appetite from the current team to deliver a great event this year with new competition events, more food and drink and some great performances on offer.

Further information about the Stirling Highland Games 2020 schedule can be found on www.stirlinghighlandgames.com or by calling the office on 01786 273556.

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