Stirling Highland Games launches ‘Buy a Ticket and Make a Difference' Campaign

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The Stirling Highland Games, a key annual event celebrating Scotland’s heritage and culture, has recently launched its newest campaign that asks locals and visitors to consider buying an entry ticket to the event and make a difference to the not-for-profit that has been organising it since 2014.

The Stirling Highland Games committee is hopeful that this year’s event can support its organisers Ceangail into 2025, giving the social enterprise the opportunity to see its development proposal to Stirling Council, given the green light.

The Stirling Highland Games event is being used as a future delivery model as Ceangail aims to deliver 3 annual events in Stirling to become more sustainable. Its proposal for the Burgh Meadows development marks a significant milestone in establishing a dedicated community hub, where SHG can also nurture future generations of Highland Games athletes.

The Ceangail proposal envisions transforming an unused brownfield site into a vibrant community hub called The Burgh Meadows, complete with a state-of-the-art training facility for Highland Games athletes. By providing a dedicated space for training and development, this initiative seeks to preserve and promote the traditional Scottish sports and activities that are central to the Highland Games.

The Stirling Highland Games committee's decision to back this proposal underscores the importance of investing in local sports infrastructure. The games, which attract competitors and spectators from across the globe, play a crucial role in showcasing Scotland's rich cultural heritage. However, until now, athletes have lacked a dedicated training facility, relying instead on makeshift arrangements that do not always meet the rigorous demands of their disciplines.

Matt McGrandles, President of the Stirling Highland Games, expressed his enthusiasm for the project: "Granted, there is the bigger picture of the social enterprises vision for Stirling but by supporting the proposal it is a natural extension of our commitment to the sport and our community. The development at Burgh Meadows will not only provide much-needed training facilities for us but will also serve as a focal point for fostering local talent and encouraging wider participation in the Highland Games."

The Highland Games committee aim to offer comprehensive training programs tailored to various skill levels, from beginners to elite athletes. These programs will be led by experienced coaches who specialise in the unique techniques and physical conditioning required for success in Highland Games events. By providing access to expert guidance and top-tier training equipment, the Burgh Meadows development would provide SHG with the kind of facility that would allow them to elevate the standard of competition and inspire a new generation of athletes.

Matt added, “With the continued backing from our Supporting Partners, I would also love to see Stirling becoming Scotland’s base for the Wounded Highlanders where para-athletes can meet, train and improve their skill set for highland games competition. I am proud that Stirling is already leading the way here as these athletes deserve the opportunity to compete in more highland games during each season. Between our fantastic Adaptive Heavyweights Supporter, Anatomical Concepts and ourselves, I hope we can make that happen over the next 3 to 5 years. But first, we need a sports field and that is why the success of Ceangail’s proposal is so crucial to us.”

Residents and Visitors will soon see promotional cards in businesses across central Scotland, where they can pick one up and having scanned the QR code, will take them to the Stirling Highland Games website with the opportunity to buy a ticket and make a difference.

Ceangail’s social mission is to inspire young people into tourism through its vocational training programmes and practical experiences, such as through the Stirling Highland Games event. The event has provided over 170 young people with practical experience in events, digital media and heritage tours since 2014.

More details about tickets for Stirling Highland Games can be found at www.stirlinghighlandgames.com and further details about Ceangail CIC can be found at www.ceangail.org.

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