

Item: 7

Education, Leisure and Housing Committee: 8 February 2023.

Natwest International Island Games – Guernsey 2023.

Orkney Island Games Association - Proposed Grant Funding.

Report by Corporate Director for Education, Leisure and Housing.

1. Purpose of Report

To consider financial assistance towards competitors taking part in the 2023 NatWest International Island Games.

2. Recommendations

The Committee is invited to note:

2.1.

That Orkney Islands Games Association is preparing for the 2023 NatWest International Island Games to be held in Guernsey from 8 to 14 July 2023.

2.2.

That it is anticipated that 11 sports will be represented at the 2023 NatWest International Island Games, with 89 provisional Orkney participants.

2.3.

That Orkney Island Games Association is seeking financial support from the Council in respect of two team officials as well as games participants.

2.4.

That the cost of attending the 2023 NatWest International Island Games is estimated at £1,730 per competitor.

2.5.

That, historically, the level of grant awarded by the Council was assessed on an individual basis for each NatWest International Island Games, depending on the location of the Games, and comprised a per capita grant of £100 per person, up to a maximum number of participants and officials.

2.6.

That Orkney Island Games Association has sponsorship packages available to local businesses, as detailed in Appendix 1 to this report.

2.7.

That, in advance of a service budget being established as part of the Council's annual budget setting process, any financial support to Orkney Island Games Association in 2023/24 would be subject to an adequate budget being made available.

It is recommended:

2.8.

That the Council offer to be a Gold sponsor, at a cost of £10,000, of Orkney Island Games Association in respect of the Orkney Team attending the 2023 Natwest International Island Games, to be held in Guernsey from 8 to 14 July 2023.

2.9.

That, subject to an adequate budget being made available in 2023/24, the Gold sponsorship, referred to at paragraph 2.8 above, should be payable equally over each of the two financial years 2022/23 and 2023/24, up to a maximum sum of £5,000 each year.

3. Proposed Grant Funding

3.1.

Orkney Island Games Association has been a member of the International Islands Games Association since 1985 when the first games were held.

3.2.

Orkney Island Games Association is currently making the necessary arrangements for participating in the NatWest International Island Games, which will be held in Guernsey from 8 to 14 July 2023. Orkney anticipates being represented in the following 11 sports:

- Archery.
- Athletics.
- Badminton.
- Cycling.
- Golf.
- Shooting.
- Swimming.
- Triathlon.
- Bowls.
- Sailing.
- Football.

3.3.

The provisional number of athletes from Orkney who will participate in the Guernsey Island Games is 89 and the estimated cost is £1,730 per person, which includes travel, accommodation and team tracksuits, and offset by team fundraising, grants and sponsorship.

3.4.

In addition, Orkney Island Games Association has requested grant assistance for two officials to accompany Orkney's team at the same level as that given to participants.

3.5.

The request for financial support for two officials to accompany the team has been made as Orkney Island Games Association deem them essential to the team during the games for tasks such as managing the team, organisation of travel, dealing with the press and troubleshooting.

3.6.

Council support for previous Island Games has been via a per capita grant of £100, payable over two financial years.

4. Sponsorship

4.1.

Orkney Island Games Association has a range of sponsorship packages that have been offered to local companies, details of which are attached as Appendix 1 to this report.

4.2.

A diamond sponsor, along with one gold sponsor and one silver sponsor, have been secured by the Orkney Island Games Association for the team traveling to Guernsey.

4.3.

One Gold sponsorship package is still available along with silver and bronze packages.

4.4.

It is proposed that the Council become a gold sponsor of the Orkney Team attending the Natwest International Island Games in Guernsey.

5. Corporate Governance

This report relates to the Council complying with its financial processes and procedures and therefore does not directly support and contribute to improved

outcomes for communities as outlined in the Council Plan and the Local Outcomes Improvement Plan.

6. Financial Implications

6.1.

The provisional cost for participation at the Island Games is estimated to be £1,730 per person, equating to a total cost of £157,430 for a maximum of 89 participants and two officials.

6.2.

The proposal is for the Council to sponsor the Orkney team that will be attending the Guernsey International Island Games at a cost of £10,000 spread equally over the next two financial years. This would be split between the two financial years 2022/23 and 2023/24.

6.3.

There is budget provision for £5,000 within the 2022/23 Leisure and Admin budget. In advance of a service budget being established as part of the Council's annual budget setting process for 2023/24, this is subject to an adequate budget within the service being made available.

7. Legal Aspects

In terms of the Local Government and Planning (Scotland) Act 1982, section 15(2), the Council may provide or do or arrange for the provision of or doing of, or contribute towards the expenses of providing or doing, anything necessary or expedient for the purpose of ensuring that there are available, whether inside or outside their area, such facilities for recreational, sporting, cultural or social activities as they consider appropriate.

8. Contact Officers

James Wylie, Corporate Director for Education, Leisure and Housing, extension 2401, Email james.wylie@orkney.gov.uk.

Frances Troup, Head of Community Learning, Leisure and Housing, extension 2450, Email frances.troup@orkney.gov.uk.

9. Appendix

Appendix 1: Orkney Island Games Association – Sponsor Invitation.



Sponsorship Opportunities

International Island Games

Guernsey

8th – 14th July 2023



INTERNATIONAL
ISLAND GAMES
ASSOCIATION

Guernsey



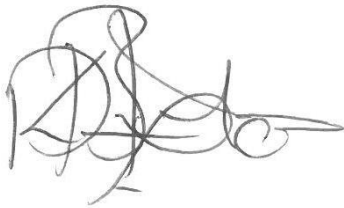
NatWest International
Island Games XIX

Welcome to the Orkney Island Games Association (OIGA) invitation to sponsor.

At OIGA, we are proud of the founding role Orkney played in establishing the International Island Games, and helping to develop the Games into the multi-national event it is today. Together with your help, we plan to ensure Orkney continues to contribute to the success of the Island Games after a Covid-enforced hiatus of 2 years.

The pages that follow briefly introduce you to the history, culture and scale of the International Island Games, and outline the various and varied opportunities available to you as a potential sponsor of this prestigious worldwide event.

We hope to demonstrate how participation will benefit your organisation, both within the Orkney Islands, elsewhere throughout the UK, and around the world.



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Garry Burton
Chairman – OIGA 2023



What are the International Island Games?

Sponsored by NatWest, the International Island Games is a multi-sport competition held once every two years, between islands from all around the world. Over 3000 competitors from 24 islands compete. The host Island can choose between 12 and 14 sports, from a list of 18. To compete in the Games, competitors must have been born in a member Island or have lived on that Island for 12 months prior to the Games.

The Games are open to both amateur and professional athletes, providing competitors with the opportunity to compete against world-class sportsmen and women. Examples include Mark Cavendish (Cycling – Isle of Man), Kelly Sotherton (Athletics – Isle of Wight) and Pál Joensen (Swimming – Faroe Islands).

Orkney Island Games Association (OIGA)

Orkney played a vital role in establishing the Island Games when they took part in the 1985 Inter-Island Games in The Isle of Man. These Games hosted 700 competitors from 15 Islands and, most importantly, laid the foundations for what the International Island Games are today.

Orkney has competed in every Games since. The increasing popularity in sport in Orkney is due in large measure to the existence of the Association and the encouragement it offers to sportsmen and women of all ages and all disciplines. Through the Association, all our athletes are encouraged to see the Games as a goal to aim for and this strengthens their commitment to their sport. The continued aspiration offered to participants by the Games is vital for the Orkney sporting community.

The Association is the body responsible for coordinating Orkney's contribution to the Games. At OIGA we aim to support grass roots sport clubs and individual athletes by improving their access to national level competitive sport. Orkney is faced with a constant problem - lack of competition. This is due, in part, to the obvious difficulties of attending sporting events out with Orkney. The time spent in travel and the added costs of accommodation present a constant barrier to regular participation at sporting events. However, lack of competition also arises because of the small population from which each island draws its competitors.

Seen in that context, the Games provide an ideal forum in which to display talent and foster sporting links and friendships between different Island communities.



A recipe for success

The Orkney Team is no stranger to success. To date, the Team have returned with no less than 111 medals, 23 of which were Gold.

Over the years we have travelled the world – proudly raising the Orkney flag...



Team Orkney in Bermuda - 2013



Team Orkney flight to Gotland - 2017



In front of the famous Rock of Gibraltar – Team Orkney’s most recent games in 2019

We would like you to become part of the Team, and enjoy our future success, together.



Orkney Team for Guernsey 2023

The OIGA is already working hard finalising the Orkney team for the Guernsey 2023 games. Total attendance, after the disruption of Covid in the last two years, is difficult to predict, but is expected to be similar to Gibraltar in 2019. In any case Orkney will be fielding a team of around 110 competitors, coaches and officials, in the following sports:

Archery	Golf
Athletics	Sailing
Badminton	Shooting (small bore)
Bowls	Shooting (clay pigeon)
Cycling	Swimming
Men's Football	Triathlon

With the world re-opening after Covid, Orkney's sportsmen and women are now fully engaged in the training programmes of their respective disciplines, hoping to secure a final place on the Orkney team with a view to flying the Orkney flag high at the Guernsey Games. The degree of dedication, physical and mental commitment displayed by our athletes is an inspiration to the younger generation, who can aspire to Guernsey 2023 - and beyond.

At OIGA we are committed to local sportspeople and to provide the support and opportunities that they deserve. To fund this, we carry out a large amount and variety of local fundraising – using Orkney Team members, their friends and families, and other supporters of the Island Games. Each individual sport also carries out their own specific Island Games fundraising activities. All of the above taps into the well known generosity of the Orcadian public, and is very well supported.

However, taking an Orkney team to the Island Games is a huge undertaking, and fundraising alone cannot cover the total expected cost per person for Guernsey 2023, which is estimated to be in the region of £2000

This is why we want *you* to become part of “Team Orkney”.

Benefits of Sponsorship

In return for your support, your organisation will realise the following benefits:

- Global Advertising & Promotion
- Local & National Exposure
- Televised Exposure
- Internet Exposure
- Social Media Promotion
- Longevity



Sponsorship Options

Diamond Sponsor £15,000 (limited to a single business)

- Business name/logo printed exclusively on the FRONT of all the team tracksuit jackets (as shown on following page)
- Business logo on front of T-shirts and other kit as appropriate
- Business name and logo included in all Press Releases and adverts
- Specific name-check in media interviews
- Logo given prime position on the OIGA website, with link to your website
- Support promoted on social media such as Facebook, Twitter & Instagram

Gold Sponsor £10,000 (limited to two businesses)

- Business name/logo printed (appropriate size) on the BACK of all the team tracksuit jackets (as shown on following page)
- Business logo (appropriate size) on back of T-shirts
- Business name and logo included in relevant Press Releases and adverts
- Logo included in the body of the OIGA website, with link to your website
- Support promoted on social media such as Facebook, Twitter & Instagram

Silver Sponsor £5,000 (limited to four businesses)

- Business name/logo printed on ARMS of team tracksuit jacket (as shown on following page)
- Business name/logo printed on arms of T-shirt, space permitting
- Business name and logo included as “footers” to Press Releases
- Logo on the OIGA website, with link to your website.
- Support promoted on social media such as Facebook, Twitter & Instagram.

Bronze Sponsor £500 (unlimited)

- Opportunity to demonstrate your support of sports and of sportspeople in Orkney
- Logo on specific page of the OIGA website listing all other sponsors, with link to your website.
- Support promoted on social media such as Facebook, Twitter & Instagram.

All these sponsorship packages are offered on a first come – first served basis. If your preferred package is no longer available, you will be offered the closest available package, based on level of contribution, as an alternative.

General Longevity & Legacy Promotion for all Sponsors:

Many athletes continue to wear their Games tracksuit wherever and whenever they compete, both at club and National level. This means that the benefits of your sponsorship will continue to be realised long after the Games are complete.





Sample Team Orkney Kit - with sponsor's logo placement

Jacket Front



Jacket Back



Tee Front



Tee Back



What Happens Next?

Hopefully, the foregoing has shown how your sponsorship can support Team Orkney as we take part in the Guernsey 2023 Island Games; support that can help change the sporting lives for Orkney's athletes.

If you are interested in discussing sponsorship further, or require clarification, please do not hesitate to contact any one of the people listed below. We really look forward to hearing from you.

Contact Information

Edgar Balfour (Primary contact for Sponsorship queries)

Team Manager 2023

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Phone: 07762 596983

Garry Burton

Chair - OIGA

Email: garry.burton@orkney.gov.uk

Phone: 07595 091501

Moira Nicolson

Vice-Chair - OIGA

Email: moira@dsnicolson.co.uk

Phone: 07834 328909

Trish Sinclair

Treasurer - OIGA

Email: sinclair_negril@hotmail.com

Phone: 07707 467843

Websites:

Orkney Island Games Association

<http://www.oiga.org.uk>

International Island Games Association

<https://www.iiga.org>

Guernsey 2023 Official Games Website

<https://guernsey2023.gg>

Social Media:

Orkney Island Games Association facebook group

<https://www.facebook.com/>





Åland



Alderney



Bermuda



Cayman Islands



Falkland Islands



Faroe Islands



Frøya



Gibraltar



Gotland



Gozo



Greenland



Guernsey



Hitra



Isle of Man



Isle of Wight



Jersey



Menorca



Orkney



Saaremaa



Sark



Shetland



St. Helena



Western Isles



Ynys Mon

