

Commonwealth Games Queen's Baton Relay Suffolk

Monday
9th June 2014



Inspiring Suffolk to become England's Most Active County



Commonwealth Games Queen's Baton Relay

The Queen's Baton Relay is the traditional curtain-raiser to the Commonwealth Games. It visits all 70 competing nations and territories representing almost a third of the world's population. The Baton carries a message from the Queen to the Commonwealth that she reads out at the Opening Ceremony of the Games and symbolises the coming together of all Commonwealth nations and territories in preparation for the four-yearly festival of sport and culture.

On Monday 9th June 2014 Suffolk welcomed the Baton of the XX Commonwealth Games taking place in Glasgow, Scotland from 23rd July to 3rd August 2014 with an exciting day of sporting activity aimed at celebrating the Games, showing support for Team England and highlighting Suffolk's ambition of becoming the most active county in England.

The Queen's Baton Relay in Suffolk

In numbers

- 5 events
- 18 sports
- 350 volunteers
- 3,000 people active
- 6,000 spectators
- 1 GREAT DAY!

Media coverage

Media interest was high and positive coverage was achieved pre, during and post Relay including coverage by:

- 3 TV channels
- 6 Radio Stations
- 35 Press publications (including at least 6 front page headlines)

It is estimated that this coverage had an audience reach of over 3 million people.



Inspiring Suffolk to become England's Most Active County

What happened where?

Lowestoft

Official Baton bearer and London 2012 Olympic boxing medalist Anthony Ogogo led the way on Lowestoft seafront with a breakfast fun run involving over 800 adults and young people. The relay inspired a day of sporting activity on the beach for local schoolchildren and businesses.

Newmarket

500 young people from 22 local schools descended on the famous Rowley Mile Racecourse for a community sports festival and mass participation relay. The Baton was proudly carried by Ron Wallwork, MBE 1996 Commonwealth Games Race Walking Gold medallist and Ryan Moore, the Queen's Jockey, who carried the Baton on horseback.

Bury St. Edmunds

Official Baton bearer and England Under 19 cricketer Lilly Reynolds, carried the Baton into a 'Super8' athletics competition at Bury St Edmunds Leisure Centre accompanied by 300 excited primary school children proudly carrying 'We are England' flags. Over 500 participants took part in the athletics competition cheered on by Britain's greatest ever-female gymnast Beth Tweddle MBE, Paralympic swimmer Rachael Latham, International Shot Putter Sophie McKinna and GB Paralympic sitting volleyball captain Claire Harvey.

Ipswich – Northgate Sports Centre

700 primary school children took part in a Quadkids athletics competition at Northgate Sports Centre. Carried by London 2012 Olympian Louise Jukes the Baton was welcomed with a guard of honour and a massive England flag creating a spectacular demonstration of support for the Baton Relay and for Team England.

Ipswich – Christchurch Park

Over 2,000 spectators welcomed Suffolk's penultimate Batonbearer, fitness enthusiast Ken Webb, accompanied by 12 young people as he made a grand entrance in to the historic Christchurch Park. Following a mass warm-up the day's final Batonbearer, London 2012 Paralympic Powerlifting medallist Zoe Newson, officially started a celebratory fun run, which saw over 250 participants complete a run around the park whilst being doused in multi-coloured paint powder as a fitting and fun finale to the Baton's visit to the county.



"This is a great advert for our wonderful beach and puts Lowestoft back on the map"

Cllr Bruce Provan, Waveney Borough Council's cabinet member for tourism and economic development

"It was amazing" Emily, 10, from St Louis Catholic Academy, Newmarket

"To see so many kids and everyone taking part and being inspired is amazing"

GB International Shot Putter Sophie McKinna

"We can see that the whole county has engaged with this and it's fantastic"

Andy Bate, Commonwealth Games England

"It was a brilliant atmosphere" Beth Tweddle, Britain's greatest ever gymnast

"The fact that Suffolk has been chosen to host the Queen's Baton Relay is proof positive of our ability to hold successful major events"

Cllr Alan Murray, Suffolk County Council's cabinet member for health and adult care

Suffolk School's Celebrate

To encourage Suffolk Schools to make the most of the Baton Relay the 'Suffolk School's Celebrate' programme was established. The aim of the programme was to signpost schools to resources from Glasgow 2014, the British Council and the BBC to help them integrate learning about the Commonwealth and the Commonwealth Games right across the curriculum.

A series of competitions and challenges allowed more direct engagement with the Suffolk stage of the Baton Relay.

Highlights included:

- Three schools each winning the opportunity for three of their students to run with the penultimate Batonbearer in Christchurch Park.
- 360 entries for a 'design a mascot' competition for Lowestoft.
- A science challenge run by University Campus Suffolk inviting local school children to learn about nutrition and healthy living by designing a complex dietary plan for an athlete.

In total over 100 Suffolk schools took part in the programme.

Suffolk Celebrates Small Grants Programme

To encourage the community to celebrate the Baton Relay and to generate awareness and support for Team England on their journey to the 2014 Commonwealth Games. Suffolk County Council helped to create seven additional events over the weekend immediately prior to the Baton's visit to the county. Events provided local residents with an opportunity to have a go at a range of sports including golf, orienteering, football, skateboarding, rowing and more. An alternative baton relay was also hosted across six villages near Ipswich. Collectively the events attracted over 600 participants with over 50 volunteers giving up their time to support. All events reported positive outcomes including new relationships with local partners, significant profile in the local media and a desire to run similar events in the future due to the positive feedback received from those attending.



Suffolk County Council would like to thank the many individuals and organisations whose hard work and commitment ensured that the Commonwealth Games Queen's Baton Relay visit to Suffolk was a memorable and successful occasion.

Inspiring Suffolk to become England's Most Active County