



Project Abstract



ORGANISATION

PROJECT NAME

Camanachd Association

Shinty's Story

SECTION 1: PROJECT DEFINITION

1.1 Overview

As the governing body of Shinty, Camanachd Association (CA) play a central role in directing and managing a key Scottish national and community sport. With an aim to ensure that the sport of Shinty enhances the lives of its communities, CA have identified a pathway to enable young people and adults of any ability to participate in and enjoy the sport. Aligned to the Scottish Government's strategic aims (as outlined in the CA Strategic Plan), CA wish to work in collaboration with partners to realise shared aims and visions of equality, diversity, and inclusion in ensuring the promotion, growth, and evolution of Shinty across Scotland.

To facilitate the promotion of Shinty, CA aim to install a **Shinty Experience Exhibition, 'Shinty's Story'**, formed of physical and digital content. Having secured venue space on the ground floor of the High Life Highland pavilion to house the exhibition, and with expert event advice from a range of partners forming the Heritage Committee, CA are now seeking to secure funding to support the full development of the exhibition with an aim that it will be linked across an integrated network, optimising accessibility.

1.2 Background

A key project over the next 3 years is the delivery of the **Bught Park Development Project**. The Camanachd Association were the lead organisation in the generation of the Bught Park Users Group in 2019 which included key stakeholders and all Users of the facilities including Inverness Shinty Club.

This was set up to promote the upgrade and development of the Bught Park facilities which led to a Bught Park Partnership Working Group involving Highland Council and Highland and Island Enterprise which commissioned a Feasibility Study undertaken by ekos Economic and Social Development and Integratis Consulting in 2020.

This Feasibility Study funded by Highland Council and Highlands & Islands Enterprise became a key support to the application in 2021 from Highland Council for Levelling Up Funding which was successful and has seen just under £20 Million invested into Bught Park, The Northern Meeting Park and the Inverness Castle project.

There has been further progress in 2022 with the Highland Council confirming that the changing facilities and toilets would be completely refurbished with the stand receiving cosmetic upgrades. In addition to this, a new pitch side pavilion will be built.

The upper floor of the pavilion will be a hospitality/bar with the bottom floor reserved as a dedicated space for shinty. This space will be a shinty exhibition called "**Shinty's Story**". It will aim Shinty's Story is set for its grand opening in September 2025.



SECTION 2: PURPOSE AND SCALE

2.1 Reason for Project

The project enables the Association to reach and teach a wider audience about the sport of shinty, its historical connection, cultural significance and role in modern day society. The opportunity created through the Levelling Up Fund's investment into Bught Park is one that must be capitalised on. The creation of a blank canvas, ready to be enriched with artifacts, learning experiences and cultural content is a huge opportunity for both the Association, and indeed for the Highlands. It is hoped that visitors to Shinty's Story will leave feeling an enrichment in their understanding of Scotland, the Highlands and the role that shinty plays in the tapestry of Scottish culture. Furthermore, it is hoped that this enhanced understanding will lead to more people taking up the sport in a number of capacities such as but not limited to: playing, volunteering, fandom, officiating, caman making.

It is envisioned that over time Shinty's Story will become one of the must see features for tourists visiting Inverness as well as attracting sporting enthusiasts from across the country, thus creating a wider economic benefit to the businesses in Inverness and the surrounding area. Additionally, it will provide local people with a greater sense of pride and connection with Bught Park and Inverness as a whole as they will enhance their understanding of its crucial role in the development of Scotland's Community Sport. The enrichment of local's understanding of the cultural role of the sport will hopefully encourage them to learn more about their local area and enhance their appreciation of place.

2.2 Stakeholder Groups / Target Audience

Stakeholder	Area of Interest
Local Community	The exhibition would serve as a cultural asset and potentially boost tourism, impacting the local community's identity and economy
Shinty Clubs	Clubs from the surrounding area have a stake in preserving and showcasing the sport's heritage, which can foster a sense of pride and attract new players
Shinty Players	Current and former shinty players are stakeholders as their stories and experiences are central to the exhibition's content
Local Businesses	Local businesses can benefit from increased footfall generated by exhibition visitors, making them stakeholders in its success
Tourism Organisations	Bodies promoting tourism in Inverness have an interest in the exhibition as it can become a tourist attraction, contributing to the local tourism industry
Educational Institutions	Schools and colleges in the region can use the exhibition as an educational resource, making them stakeholders in its content and accessibility
Sports Enthusiasts	People interested in sports and cultural history, even if not directly related to shinty, are potential visitors, and their experiences matter to the exhibition's success
Youth Organisations	Organisations working with youth may see the exhibition as an educational and recreational resource for young people.
Local Visitors and Tourists	The general public and tourists have a stake in the exhibition's quality and accessibility, as they are the primary audience



International Visitors and Tourists

International tourists have a stake in the exhibition's quality and accessibility, as they are the primary audience.

2.3 How will the Project Operate

The project will be largely a self-guided tour, with visitors utilising touchscreen technology to explore various aspects of shinty's tapestry. A staff member will be responsible for opening and closing the building as well as any tasks related to the exhibition. Additionally, talks and roadshows will also be delivered and organised to coincide with timeline and key dates throughout the year.

The plan is that the exhibition will be open 5 of 7 days a week, which may include over weekends to coincide with events that are happening at Bught Park or the surrounding area. Anticipated opening times are:

5/7 days per week

1 April - August: Open from **10:00 - 17:00**

September – 31 March: Open from **11:00 - 16:00**

Conversations have already taken place with Inverness Shinty Club about the possibility of them running certain tours on shinty. The club is run by volunteers who would be an additional support to staff members at certain times throughout the year.

2.4 Alignment with Strategy

The project itself is specifically referred to on page 13 of the strategy "Support the ongoing development of the **Bught Park** and Mossfield stadium as national priorities that host international fixtures, major cup finals and regular participation." Furthermore, the project connects to all areas of our strategy. However, we have profiled four "Game Changing" areas that it relates to, including:

- **Champion the need for modern shinty facilities** - the development of a shinty exhibition, alongside the redevelopment of the Bught Park, would be an incredible improvement in the quality of facility that shinty can offer.
- **Profile, grow advocacy and support in the promotion of shinty** – little further explanation is needed to demonstrate how the development of an interactive shinty exhibition in the heart of the Highlands would help to grow the sport's profile.
- **Enhance provision of Camans** – it is envisioned that part of Shinty's Story will be a video tutorial on Caman Making as well as an explanation of how it is an endangered craft. We hope that this will spark the desire in visitors to learn more about this ancient skill (<https://www.youtube.com/watch?si=ST7AQm3okv6qmrXF&v=4kqUA39sigM&feature=youtu.be>)
- **Grow girls & women's shinty** – we have committed to exploring new approaches to respond to the needs of the women's game and through the exhibition we intend to profile the unique development of all aspects of Scotland's Community Sport.

2.5 Objectives and Expected Outcomes

Objective	Expected Outcome	KPI / Measure
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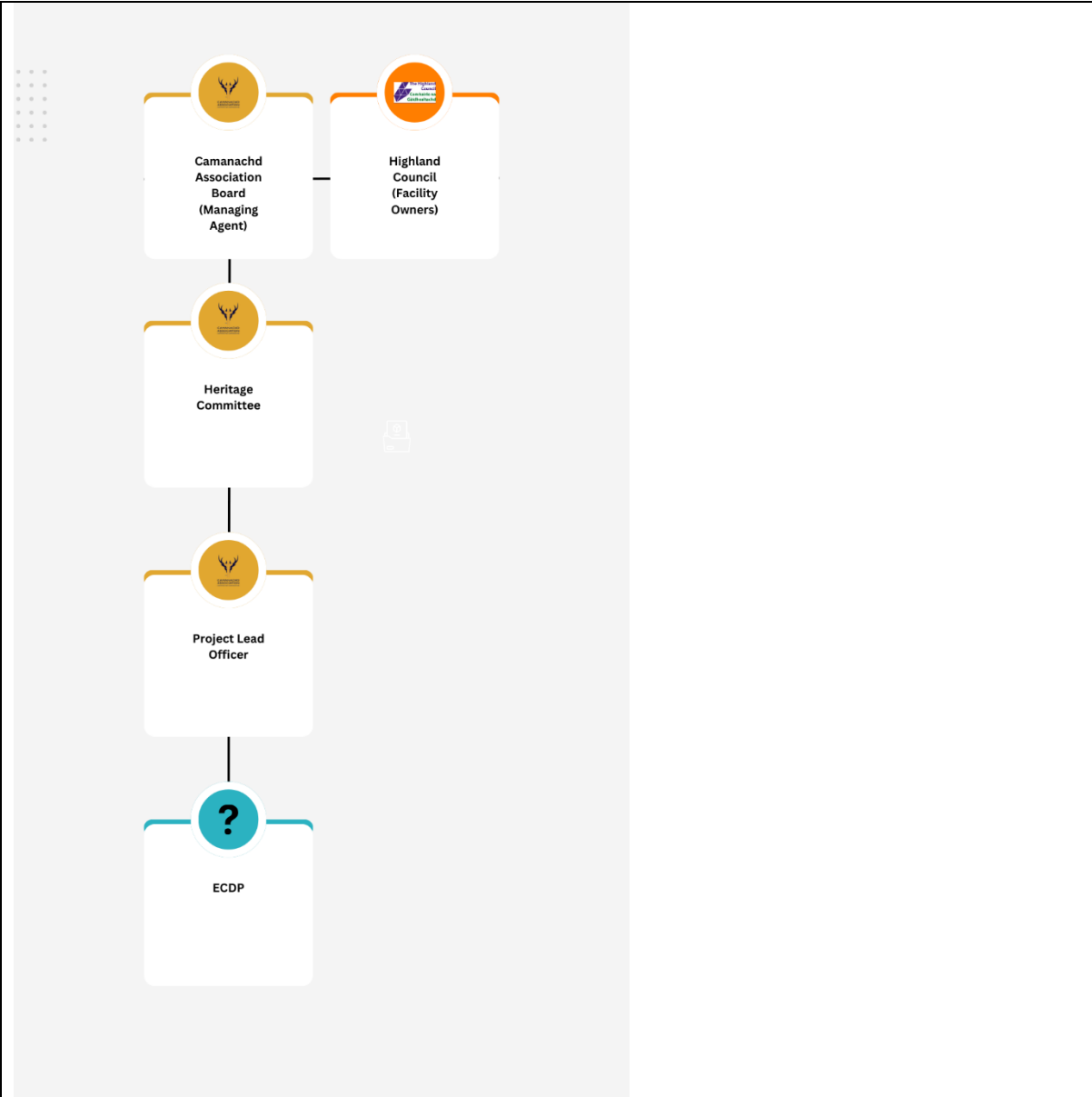
Increase the profile of shinty amongst newcomers to the sport	Enhanced understanding of the sport	Visitor feedback survey/increased attendance at games and finals
Enhance the quality of shinty facilities in the Highlands	Greater level of satisfaction from shinty users at Bught Park	User satisfaction survey to indicate level of perceived quality
Develop a hub of shinty to include not just the exhibition but an area to sell merchandise such as tickets for finals, Scotland shirts and other related items (Camanachd tartan etc.)	Increased visibility of the Association and higher attendance at cup finals.	Increased sales of merchandise including tickets at the venue.
Increase the depth of understanding and appreciation of shinty and its connection to Scottish heritage	Local people (Highlands) will have a deeper understanding about the sport and will be more inclined to participate	Visitor feedback survey/membership number increase
Create interest in caman making	Increased number of caman makers, thus making the sport more sustainable	Number of new active makers after 24 months.

Association KPIs will be aligned with those of the HLH Castle Project so as the projects can be more easily twinned.

SECTION 3: PROJECT DELIVERY

3.1 Project Delivery Approach

Board and Heritage Committee will oversee operational delivery of project using the below chain of command.



The appointed Exhibition and Content Design Partner will help to manage the development of all aspects of the exhibition, further details of which can be found in the procurement document (www.shinty.com). In addition to this, the Association has worked with Highlife Highland (sub body of Highland Council) to create a Management Agreement whereby both organisations will be keyholders to the building. The Association will be seeking funding to staff the building and will rely on a combination of staff and volunteers to manage tours, although it will be more common for self-led tours using the planned interactive displays.



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3.2 Timeline

Milestone	Description	Month
Promotion Strategy	Develop a comprehensive promotional plan, including social media campaigns and collaborations with tourism agencies, to attract a target of 1,000 visitors	Month 1
Feedback Mechanism	Implement a visitor feedback system to continuously improve the exhibition experience based on real-time insights gathered	
Curatorial Planning	Develop a detailed exhibition content plan outlining key themes, historical milestones, and engaging narratives for the shinty exhibition	Month 2
Digital Content Development	Create a user-friendly, content-rich page on www.shinty.com website complementing the exhibition, offering virtual tours, educational resources, and historical insights	
Visitor Data Analysis	Utilise visitor tracking tools to analyse foot traffic, popular exhibits, and dwell times, helping to optimise content placement and visitor engagement	Month 3
Artifact Acquisition	Identify and secure a diverse collection of shinty-related artifacts, memorabilia, and equipment for display,	
Sponsorship and Partnerships	Establish collaborations with local businesses, cultural organisations, and shinty clubs for sponsorship, cross-promotion, and resource sharing	
Interactive Displays	Design and create interactive displays, such as touchscreen exhibits and augmented reality experiences, to enhance visitor engagement and understanding	Month 4
Visitor Experience Mapping	Create a seamless and engaging visitor journey through careful layout and signage design, ensuring optimal flow within the exhibition space	
Youth Involvement	Launch a youth-oriented shinty art competition, inviting local schools to contribute artwork for a dedicated display section within the exhibition	
Audio Guide Production	Produce high-quality audio guides to provide visitors with insightful commentary, stories, and information about the exhibited items	Month 5
Multimedia Presentations	In conjunction with Kelvin Hall Moving Image Archive, develop captivating multimedia presentations featuring interviews with shinty legends, players, and coaches to provide insights into the sport's heritage	
Historical Documentation	Collaborate with local historians to gather and document historical shinty stories, photographs, and documents for display	Month 6
Interactive Workshops	Organise regular interactive workshops on shinty-related skills, such as stick making and ball crafting, to engage visitors directly with the sport's craftsmanship	
Educational Workshops	Establish partnerships with local schools to design and deliver shinty-themed educational workshops aligned with curriculum standards	Month 8
Connecting Communities	Organise shinty-related 'cultural exchanges', inviting teams from other regions to participate in special events and matches at Bught Park, to connect with the exhibition	



Milestone	Description	Month
Accessibility Enhancement	Continue to work with Highlife Highland, who own the facility, to ensure the exhibition space meets accessibility standards, including features for people with disabilities, this will be built into the procurement application.	
Merchandising and Souvenirs	Develop and stock a range of shinty-themed merchandise, including yearbooks, shirts, and souvenirs, available for purchase in the exhibition	
Continued Content Refresh	Develop a content rotation plan to refresh exhibits, stories, and displays at regular intervals to encourage repeat visits and maintain visitor interest	

3.3 Stakeholders

Stakeholder	Area of Support
Highlands & Islands Enterprise (HIE)	HIE funded consultants will support with the development of funding applications to ensure a flow of capital to enable the delivery of the project and related content.
Highlife Highland	As per the Management Agreement, HLH will own and manage the building and all associated costs such as insurances, utilities and security.
Heritage Committee	The Heritage Committee are the Association's guiding body for the project that will present recommendations to the Board of Directors.
Historians and Scholars	Individuals with expertise in Scottish sports history and culture have a stake in ensuring the accuracy and educational value of the exhibition
Local Schools	Schools will design and deliver shinty-themed educational workshops aligned with curriculum standards
Donors and Sponsors	Will enable a high quality delivery of the project and will have a stake in its quality and ROI in terms of publicity and promotion. Furthermore, ongoing donors will enable the project to revamp on a semi-regular basis.
Media Outlets	The strong relationships with media contacts throughout the Highlands will enable the project to receive strong publicity which in turn will attract visitors to the exhibition.
Arts and Culture Organisations	Cultural organisations will be able to support the exhibition by connecting to their own ideas and working collaboratively to share best practice and encourage visitors to "multi-hop" between venues.