



End of Year Report



A legend. A legacy.
A lifetime of inspiration.



“It is so amazing to see these youngsters take interest in learning about the story of Eric Liddell, and hopefully they learn valuable things about what characteristics make a good hero”

Introduction

The Eric Liddell 100 is a programme of events and activities to recognise and celebrate the life, sporting and community service achievements of one of Scotland's iconic figures. It was planned around 2024, the centenary of Eric Liddell's historic success at the 1924 Olympic Games in Paris.

The Eric Liddell 100 has been led by The Eric Liddell Community, a specialist care and dementia charity based in an area of Edinburgh where Eric Liddell lived and studied. Established in 1980, with the family's support, the charity was named after Eric Liddell and since then, has endeavoured to provide care and support within the community, in line with his values.

The Eric Liddell 100 was launched by The Eric Liddell Community in 2022 with a mission: "To bring Eric Liddell's achievements to life for everyone, and inspire new generations to make a positive impact on their community, their society and their world."

The vision is "to create a global community that celebrates Eric Liddell's inspirational legacy, values and integrity."

As the centenary year draws to a close, this report outlines the key events and activities delivered through The Eric Liddell 100, providing details and statistics where possible to demonstrate the reach and impact of the initiative.

Did The Eric Liddell 100 deliver what it set out to achieve?

A summary of what has been achieved against each of The Eric Liddell 100 aims is provided below, with further evidence provided in the rest of this document.

The Eric Liddell 100 Aims:

To celebrate Eric Liddell globally, for his exceptional life, values and achievements.

A varied and full programme of events and activities has been delivered in Scotland, the UK, China, Hong Kong, Paris and the USA. Promotional activity has resulted in worldwide press and media coverage. Activities aimed to raise awareness of who Eric Liddell was, his sporting achievements, his remarkable life after sport and the values that he demonstrated throughout his life.

To acknowledge how his outlook shapes how we help people live full lives.

The Eric Liddell 100 values of passion, compassion and integrity provided the focus for all activity. These values formed the core of all content and messaging. Through Eric's story, audiences were encouraged to make a positive impact on the world by approaching the challenges they face, with these values.

To show a new generation how these aims can help them live their best lives.

The Eric Liddell 100 has delivered positive engagement with young people through the Educational Resource and Sports Event Toolkit, working with schools, youth organisations (via key partners Youthlink Scotland and the Boy's Brigade UK) and sporting events.

To build on existing international links and strengthen relationships around the world.

Partnerships were formed between The Eric Liddell 100 and the Scottish Government (in China and Paris), Hong Kong China Rugby, Confucius Institute for Scotland's Schools and Weih sien Internment Camp, the French Consul General in Edinburgh, the UK Government, Canadian Parliament, the Chinese Ambassador to the UK and the Chinese Consul General in Edinburgh, which led to the delivery of specific activities. Wider links, positive engagement and PR coverage has been achieved across the world.

Partnership Approach

The Eric Liddell 100 has been a partnership initiative and we are extremely grateful to all our partners that have supported this work as we could not have developed such ambitious plans alone!

As a small care charity, our capacity was limited both in terms of staffing and resourcing, and experience in some of the sectors that The Eric Liddell 100 has operated. By working with industry experts, with advice and guidance from a Strategic Leadership Group of experienced leaders from a relevant range of backgrounds, and by developing engaging and accessible resources that could be used and adapted to suit audiences in different contexts, The Eric Liddell 100 developed a model that has successfully achieved the aims of the initiative.

To develop new sporting, business, cultural and educational relationships linked to Eric Liddell's legacy.

Extensive new relationships have been developed with key organisations and individuals, linked to The Eric Liddell 100 workstreams. Support has included involvement in working groups, taking part in activities and events, and developing initiatives within their own organisations, or with their own audiences.

To create new funding streams to support the financial sustainability of The Eric Liddell Community.

The Eric Liddell 100 created new relationships that have secured income for both The Eric Liddell 100 and wider The Eric Liddell Community programmes. These funding streams will continue to be developed for the future benefit of the organisation.

Patronage

The Eric Liddell 100 was honoured that Her Royal Highness The Princess Royal agreed to be Patron of the initiative and we are extremely grateful for her support and participation in key events.

Following her first visit to The Eric Liddell Community in 2022, the first public event attended by our Patron was a dinner held in July 2023 in Edinburgh. Eilidh Doyle, the most decorated Scottish track and field athlete of all time and Eric Liddell 100 Ambassador, delivered the key note speech, followed by an inspiring address by HRH The Princess Royal. The dinner, attended by over 60 guests, raised around £60,000 in support of The Eric Liddell 100.



Educational Workstream

Educational Resource

The Eric Liddell 100 Educational Resource was launched on Wed 7th February at Castlebrae High School in Edinburgh. The resource, developed by experienced teachers and aligned to the aims of Scotland's Curriculum for Excellence, provides detailed lesson plans and supporting materials to engage young people in Eric Liddell's story, the values he led his life by, and the inspiration that they bring.

A Sports Event Toolkit was launched alongside the Educational Resource, providing everything required to host an Eric Liddell inspired sports event, including downloadable templates for certificates, posters, invitations, social media and communications.

Since it was launched, the Education Resource has received 2,444 views from 1,198 different users and the Sports Event Toolkit has received 1,023 views from 514 different users via our website.

To support schools and community organisations to host Eric Liddell inspired events, we distributed 130 special Eric Liddell 100 medals and 469 pin badges to over 250 schools/ community organisations.

Medals and pin badges were distributed to schools and community organisations in the following areas

Aberdeenshire	Falkirk
Angus	Glasgow
Dumfries and Galloway	Midlothian
Dundee	Moray
East Ayrshire	Perth and Kinross
East Lothian	Scottish Borders
Edinburgh	South Ayrshire

Schools were involved in a wide range of activities - some of these activities that The Eric Liddell 100 were involved with, or aware of, are outlined:

Scottish Borders:

All 60 primary and secondary schools across the Scottish Borders held Eric Liddell inspired sports days during the summer term.

On 5th June The Eric Liddell 100 was invited to participate in the Inspire Learning Festival in Kelso attended by 1,000 primary school pupils from across the region. We were delighted to be joined by Olympic silver medallist, Gemma Burton, and two local Team GB athletes, Isla Paterson and Thomas Hilton, who helped encourage and inspire pupils.

The Inspire Learning Team hosted a series of Eric Liddell 'live lessons' broadcast live across all Scottish Borders schools on 17th April and to over 20 schools across Scotland on 28th May.

Over 500 pupils also participated in an Eric Liddell inspired 'Design a Rugby Shirt' competition, linked to Melrose Sevens.

The Great Tapestry of Scotland in Galashiels also held a 300-word story competition and local school children acted out the scenes from the tapestry that feature Eric Liddell.



School Sporting Events:

The Edinburgh Secondary Schools Athletics Championships were held at Meadowbank Stadium on 29th May. Over 100 pupils from S1 to S3 participated, with 24 teams from 12 secondary schools. Eric Liddell's niece, and our Patron, Sue Liddell Caton, awarded Eric Liddell medals to pupils nominated by their teachers for demonstrating The Eric Liddell 100 values of passion, compassion and integrity.

The annual Scottish Schools Track and Field Championships, renamed this year as the Eric Liddell 100 Championships, took place at Grangemouth on 7th June, with 1,620 participants from 220 schools, reaching from the islands to the borders. The Eric Liddell Trophy, presented annually since 1949 to the male athlete considered to have achieved the most meritorious performance at the Championships, was this year awarded to Josh Mungin from Park Mains High School Erskine. Commemorative Eric Liddell 100 medals were presented to the winners of Boys & Girls 400m and 300m (4 races in total), presented

at the event by our CEO John Macmillan and Scottish Athletics icon, Eilidh Doyle.

A series of 5 'Super 7's' school sports events took place at the Emirates Stadium, Glasgow, at the end of March, with a total of 120 schools and 1,200 pupils participating. Relay events were named after Eric Liddell and our CEO and Kieron Achara (former Team GB basketball player) presented Eric Liddell 100 awards.

East Lothian Inter-schools' Athletics Event at Meadowmill Stadium, took place on 11th June, where Eric Liddell 100 medals were presented by our CEO, with pupils from 7 secondary schools from across the district participating.

George Watson's College hosted Eltham College and St Leonard's for a day of rugby and netball fixtures in February, linked to The Eric Liddell 100. The Eric Liddell 100 film for schools was shown and players were awarded EL100 medals for demonstrating the values of passion, compassion and integrity.



Other school visits:

Our CEO was invited to visit the following:

- Boroughmuir High School, Edinburgh, where he delivered a series of assemblies to around 1,800 pupils
- St Michaels' Primary School, Dumfries and Galloway, where he gave a presentation and supported Eric Liddell learning activities.
- Newington Primary School, Dumfries and Galloway, as part of their Eric Liddell inspired sports day.

Confucius Institute of Scotland's Schools:

- The Confucius Institute of Scotland's Schools (CISS) held an Eric Liddell poster competition. 750 entries were received and winners were selected from 20 schools from across Scotland. The winning entries were displayed in the South Wing at The Eric Liddell Community from June – August and a fantastic photobook was produced, available online at <https://heyzine.com/flip-book/4d53391918.html>
- CISS took a group of 45 students and 7 teachers to Tianjin in July and took part in the following Eric Liddell themed activities:
- A sports day at a local high school, to commemorate Eric Liddell's sporting legacy
- A visit to Tianjin Sports Museum, where one of the students presented his St Andrews Beach Race participation medal to the museum, along with a photo book from the Eric Liddell poster competition.
- Both events were filmed for local TV.

Online learning course

The Eric Liddell online learning course for adults/ community was launched at The Eric Liddell Community on 16th January 2024 (Eric Liddell's birthday). The online course was developed by a team from Woodgate Consulting, in partnership with the University of Edinburgh.

The engaging and interactive course covers the following key themes:

- Eric Liddell and the power of sport and community
- Eric the team player
- Eric the Olympian
- Eric the teacher
- Inspiration today

An interactive timeline also provides a plotted history of key moments and events in Eric's life.

Since it was launched, the online learning course has received 557 views from 310 different users. The course also provided the content for the Eric Liddell exhibition. This course can be accessed from The Eric Liddell Community website at <https://ericliddell.org/online-learning/>



World Athletics Heritage Plaque

At a ceremony held on 2nd March at the Museum of World Athletics Exhibition in the St. Enoch Centre, Glasgow, World Athletics President Sebastian Coe awarded a World Athletics Heritage Plaque in the posthumous category of 'Legend' to 'The Flying Scotsman' Eric Liddell.

Sue Liddell Caton, Eric's niece and Patron of The Eric Liddell Community, collected the award, which was part of the Eric Liddell Exhibition, before it is permanently located in The Eric Liddell Community.



Stade de Colombes, Paris

The Eric Liddell 100 was invited as a key partner in a special ceremony to commemorate Eric Liddell's win at the Stade de Colombes (Stade Yves-du-Manoir) in Paris, on 22nd March. The event was organised by French authorities and the French Consul General in Edinburgh, with the support of the Scottish and UK Governments in Paris. Our CEO was asked to deliver a speech along with French Government/local authorities and Scottish Government Representatives. The stadium was recently refurbished and was used as a venue in the 2024 Olympic Games.



Sports and Physical Activity Workstream

The University of Edinburgh's 'Eric Liddell Gym'

The University of Edinburgh's 'Eric Liddell Gym' at the Pleasance, was opened on 7th September 2023, following refurbishment and significant investment. Eilidh Doyle and Sue Liddell Caton were invited to cut the ribbon to officially open the new gym. Unique artwork featuring Eric Liddell on the gym walls will help to ensure his legacy lives on for students at the university.

Melrose Seven's

The Eric Liddell 100 was delighted to be invited to submit teams to compete at the historic Melrose Seven's rugby tournament on 13th April. The University of Edinburgh and Scottish Rugby provided players, coaches and support in the lead up to and during the event, and both men's and women's teams competed gallantly against some tough competition.

We were pleased to secure sponsorship from BlackRock for the supply of The Eric Liddell 100 strips which included the number '451' on the back, a nod to Eric's Olympic number worn in the 1924 Olympics. Partners from Blackrock came along on the day, including ex-Scotland international David Denton who works for BlackRock, and gave the teams some post-match support.





Paris-St Andrews Beach Race

On Friday 31st May, school pupils from Eltham College and St Leonard School were welcomed to The Eric Liddell Community for a stop-off on their incredible 680-mile journey from Paris to St Andrews.

The challenge aimed to celebrate Eric Liddell's legacy in the centenary year of his 400m gold medal win and raised money for three charities – Personal Best Foundation, Mary's Meals UK and The Eric Liddell Community. The Eric Liddell Community gratefully received £8,000 from the students' efforts.

The week-long run culminated in the students taking part in the annual 'Chariots of Fire' beach race at St Andrews, replicating the iconic Chariots of Fire scene that has become known worldwide. This year's event took place on 2nd June, and £500 of proceeds were kindly donated to The Eric Liddell 100.

Scottish Athletics Senior Championships

Scottish Athletics held their rebranded 'Eric Liddell 100 Scottish Athletics Senior Championships' on the 17th & 18th August 2024 at Grangemouth Stadium. Our CEO and Sue Liddell Caton presented special Eric Liddell 100 medals and Eric Liddell Recognition Awards as part of the events.

Scottish Disability Sports Championships

The Scottish Disability Sport National Athletics Championships took place on 11th September 2024 at Grangemouth Stadium. Our CEO attended and presented 6 Eric Liddell 100 medals to winners of the 400m events.

“Seeing children from their own school thriving as athletes gives them the confidence to have a go themselves. We have had lots of children ask about how they can take part in athletics following on from completing the 400m at school, which is why these events are so important.”



“The exhibition was excellent, thank you. Eric Liddell is my partner’s hero... he is still talking about our visit yesterday and his hero Eric Liddell.”

Cultural Workstream

Exhibition

An Eric Liddell exhibition, “Eric Liddell: Legacy of an Olympic Legend” launched at the Scottish Parliament on 24th July 2024 and ran until 12th September. The launch event was hosted by the Presiding Officer, Rt Hon Alison Johnston MSP and included introductions from our CEO, Sue Liddell Caton and a poem written and read by Lorna Farrell. Over 80 people attended the event. Exhibition visitor numbers have been confirmed by the Scottish Parliament as 33,028. The Scottish Parliament Visitor Services team carried out a survey of a small sample of visitors - of the people surveyed, 100% rated the exhibition as very good/ good (72% very good, 28% good) and the team noted lots of positive anecdotal feedback.

We were also pleased to be asked by World Athletics to arrange for a ‘pop-up’ display in the St Enoch Centre Glasgow from 19th February – 4th March. The Museum of World Athletics and Team Scotland also had exhibitions in the centre during this time, with visitor numbers of over 2,600. Coinciding with the World Indoor Athletics Championships at the Emirates Stadium, the exhibition was visited by international athletes and spectators, as well as shoppers and visitors to the centre.



Tartan

The Eric Liddell tartan, developed in partnership with Kinloch Anderson, was launched on 6th April (Tartan Day). The design takes inspiration from the elements of the Dalziel tartan (connected to the Liddell name), with colours and threadcounts representing important elements of Eric's life. To date £1,500 worth of sales have been made by The Eric Liddell Community (50% profit). A further £3,000 worth of sales have been made by Kinloch Anderson, who have generously agreed to donate 10% of income to The Eric Liddell Community on an ongoing basis.



China and Hong Kong

We have been delighted by the support for The Eric Liddell 100 in China and Hong Kong.

On 31st May the Scottish Government in China hosted a reception at the British Ambassador's Residence in Beijing, to celebrate the centenary of 'The Flying Scotsman' Eric Liddell's 400m victory at the 1924 Olympics, his sporting achievements, enduring legacy and Scotland-China links.

From 1-30 June an Eric Liddell pop-up exhibition was displayed at the Sports Museum at Minyuan Stadium in Tianjin, China, where Eric Liddell was born.

On 2nd June the Highland Games in Beijing featured Eric Liddell rugby skills and track events.

A pop-up Eric Liddell exhibition was displayed at The Rotunda Exchange Square in Central Hong Kong from 13-27 June.



Weifang Exhibition

We were contacted by the Weihsien West Civilians Concentration Camp Site Museum in Weifang, with a request to host a wall mounted exhibition at The Eric Liddell Community.

With support from local student (and The Eric Liddell Community volunteer) Phoenix Zhang, we worked with the museum, to develop the exhibition in the South Wing and arranged a launch event on 22nd August, attended by a visiting delegation from Weifang and the Chinese Consulate General in Edinburgh. The exhibition brought income of £3,200 for The Eric Liddell 100 to cover venue and support costs.



Opening of the Eric Liddell Way

One of the main pathways across Bruntsfield Links has been named "The Eric Liddell Way". A Path Naming Ceremony took place on Friday 26th April involving local schools, members of George Watson's College pipe band and sporting events.

Luca's donated free ice cream to all in attendance from their 101-year-old Rolls-Royce and Scottish Rugby star Darcy Graham helped unveil the name alongside Cllr Marie-Clair Munro, our Patron Sue Liddell Caton, CEO John Macmillan and local school children. The event was covered by STV News and BBC Radio Scotland.



Borders Book Festival

On 15th June, Border Book Festival delivered a fantastic Eric Liddell 100 themed event with an amazing panel which included Eilidh Doyle, Alan Wells and Sue Liddell Caton (Eric Liddell's niece) chaired by the wonderful Sally Magnusson MBE.



Eric Liddell Lecture

The Inaugural Eric Liddell Lecture was held on 7th November 2023 on board Fingal, Edinburgh. An informed lecture was delivered brilliantly by Professor Dr Grant Jarvie, along with inspirational input from our Patron, Her Royal Highness The Princess Royal. Over 60 senior executives from major corporations attended the event which led to the development of a wide range of contacts that benefitted both The Eric Liddell 100 and The Eric Liddell Community.



Eric Liddell Awards

The Eric Liddell Awards Gala Dinner was held on Friday 1st November 2024. The event was hosted by Sally Magnusson MBE, and David Tanner hosted a live auction later in the evening. The awards were presented by HRH The Princess Royal to individuals who made a significant contribution to athletics, sports, science and community work.

We worked closely with partners Scottish Athletics, Scottish Rugby, Youthlink Scotland, Scottish Disability Sport and The Eric Liddell Community to identify the award winners. Throughout the year, 100 individuals were recognised with 'Eric Liddell Recognition awards', receiving a unique pin badge and certificate for demonstrating the values of passion, compassion and integrity in their sport, work or volunteering.

The 100 winners are listed on The Eric Liddell Community website at <https://ericliddell.org/the-eric-liddell-100-recognition-awards/>

From these 100 winners, 5 were selected to receive a National Eric Liddell Award on 1st November. Additionally, a Science and Technology award was presented to The Data Education and Schools Project, run by The University of Edinburgh, by event Gold Sponsors, Optos, and Scottish Olympians, Eilish McColgan and Stephen McGuire were also recognised with a National Eric Liddell Sporting Achievement Awards.

The event provided a fantastic final celebration of the 2024 centenary year and raised a total of over £84,000 on the night, with proceeds of nearly £54,000 after costs were deducted.



Faith Activity

Whilst perhaps best known for his sporting success, Eric Liddell's faith shaped his life, values and achievements. The Eric Liddell 100 has worked with a range of faith organisations to recognise the importance of faith in Eric's story.

Eric Liddell Service of Celebration at St Giles Cathedral, Edinburgh

On 22nd June 2024 at St Giles Cathedral, a service of celebration and remembrance for Eric Liddell was held, attended by around 300 guests. The service featured special readings and musical performances that paid tribute to Eric Liddell's enduring legacy. Patricia Liddell Russell, Eric's eldest daughter conducted the first reading and Her Royal Highness The Princess Royal, Patron of The Eric Liddell 100, delivered the second reading.

Each guest received a welcome message from Boroughmuir High School students, mirroring a similar note given to Eric Liddell before his 400m victory at the 1924 Paris Olympics. This note read: "He that honours me, I will honour. Wishing you the best of success always." This symbolic gesture aimed to share a piece of Liddell's history with attendees, enhancing the commemorative atmosphere.

The service included the world premiere of a composition by Alexander McNamee, a young composer who was a student at George Watson's College when he set Sir Alexander McCall Smith's poem to music. This had been developed for our 40th Anniversary event in 2020 but was not able to be performed due to Covid-19 restrictions.

A touching performance of Eric Liddell's favourite hymn, "Be Still My Soul," by The Ensemble from The Household Troops Band of the Salvation Army, under Bandmaster Carl Saunders, added a

poignant connection to Liddell's final moments.

A Reception event kindly hosted by The Lord Provost/Lord Lieutenant of Edinburgh followed at the City Chambers. The coverage of this service and the interviews with our Patron and Patricia Liddell Russell on the BBC's Songs of Praise provided further global profile for The Eric Liddell 100.



Online Resources for Faith Groups

A Cross-denominational Working Group formed in early 2024 to develop Eric Liddell based resources for churches and faith groups. These include suggestions for hymns, prayers and readings, along with some activities for youth, guild and other groups. The resources are available on our website and were shared widely throughout the faith community <https://ericliddell.org/faith-resources/>

Songs of Praise

We were delighted to work with Songs of Praise in the build up to the centenary year, and they joined us at the St Giles Cathedral event in June. Film clips from the event, along with interviews with HRH and Patricia Liddell Russell, and images of The Eric Liddell 100 activities, featured in a special episode of Songs of Praise entitled "Olympic Faith", which aired in July 2024 and is available on BBC iPlayer for one year. <https://www.bbc.co.uk/iplayer/episode/m0021lsb/songs-of-praise-olympic-faith>
This followed an earlier episode in January 2022 linked to Eric Liddell's induction to Scottish Rugby's Hall of Fame (100 years after his first cap in 1922). And we have been informed that The Eric Liddell 100 will feature again in an end of year episode.



Parliamentary Receptions

Scottish Parliament Reception

An Eric Liddell 100 Reception was held at the Scottish Parliament on 20th September 2023, attended by 70 guests including MSPs, local Councillors, partners and supporters.

The reception was kindly hosted by local MSP, Daniel Johnson and Patron of The Eric Liddell Community, Sir Alexander McCall Smith, read one of his poems about Eric Liddell. Our CEO followed by providing details of what The Eric Liddell 100 aims to achieve.



Dover House Reception

The Secretary of State for Scotland, kindly agreed to host The Eric Liddell 100 Westminster Parliamentary Reception at Dover House, London, on 26th February 2024. Whilst he was unable to attend the event, Under Secretary, John Lamont MP did attend and gave a great welcome with references to Eric Liddell, supported by his own enthusiasm for running. Eilidh Doyle, Eric Liddell 100 Ambassador, gave an inspiring welcome followed by a presentation by our CEO about The Eric Liddell 100.

The event was attended by around 50 guests including MPs, MSPs, Members of the House of Lords, Scottish/British businesses, charities, supporters and partners. A number of links were made at the event that resulted in sponsorship, promotion and other opportunities.



Partner Activity

Posthumous Honorary Degree

We were delighted that the University of Edinburgh awarded Eric Liddell with a posthumous honorary degree, nominated by Professor Dr Grant Jarvie. Eric's daughter, Patricia Liddell Russell, travelled from Canada in July to receive the honour at a beautiful ceremony at McEwan Hall, 100 years after her father received his own degree in the same hall.



University of Edinburgh Panel discussion

On the 3rd February 2024, three scholars of the University of Edinburgh held an event about Eric Liddell's life and work in China, his legacy there, and the subsequent history of Chinese Christianity, worldwide and in China itself.

- Prof. Brian Stanley (Professor Emeritus of World Christianity, School of Divinity), 'The Last Days of Eric Liddell and the Last Days of Mission Christianity in China'.
- Dr. Alexander Chow (Senior Lecturer in Theology and World Christianity, School of Divinity), 'Chinese Christianity amongst the New Scots'.
- Dr. Mark McLeister (Lecturer in Chinese Studies, Asian Studies), 'Christianity in China Today'.

Held in the magnificent Playfair Library, Edinburgh, the event was attended by around 160 people, with stimulating and informative presentations and discussion.

Chinese Consul General Eric Liddell Commemorative Reception

A commemorative reception in memory of Eric Liddell, recognising his contribution toward forging a friendship between China and Scotland, was hosted by the Chinese Consulate General in Edinburgh at The Eric Liddell Community on Friday, 21 June 2024.

Consulate General Zhang Biao spoke about the impact Eric's life and acts of service, highlighting his enduring legacy in China. Speeches were also delivered by the Rt Hon Alison Johnston, MSP, Presiding Officer, and the Rt. Hon. Lord Provost and Lord Lieutenant of the City of Edinburgh, Robert Aldridge.

The ceremony concluded with remarks from Patricia Liddell Russell, Eric's daughter, who shared her experience of belonging to "three different countries" and expressed gratitude to the Chinese Consulate and The Eric Liddell 100 initiative for preserving her father's memory.

The event concluded with a musical performance featuring traditional Chinese instruments.

Local shops/ businesses window competition

In July, 32 shops and businesses in Bruntsfield and Morningside decorated their windows and frontages for the Olympics and to celebrate the centenary of Eric Liddell winning his gold medal at the 1924 Paris Olympics. The public were invited to vote for their favourite display and were entered into a free prize draw. Public engagement was high, with over 470 votes cast. Thorne Records were voted as the winners, the display highlighted Eric Liddell amongst other Scottish Olympians with their records being displayed as vinyl records in the shop in Bruntsfield's front window.



Eric Liddell Peace Garden, Morningside United Church

Morningside United Church (MUC) wanted to create a peace garden as their contribution to The Eric Liddell 100 campaign. The church was attended by Eric and his family, and already has a stained glass dedicated to him.

The garden was designed by Dr Fi Brown from The Eric Liddell Community, in partnership with MUC, to reflect and tell Eric's life in botanical form: including a gold medal bed with golden flowers and foliage, an herb bed with herbs from the bible, and borders reflecting both his time in Scotland and China. Eventually, a mural will be painted to reflect his life as a children's teacher and following on The Eric Liddell 100 education legacy with local schools.

The garden has become the first Scottish member of The Community of the Cross of Nails, a worldwide network of peace-building centres. It was formerly dedicated with a garden party on 10th August 2024, attended by representatives from The Eric Liddell Community, Patron Sue Liddell Caton and members of the MUC congregation.



Eric Liddell Plays @ Morningside United Church

Morningside United Church hosted two plays about Eric Liddell during the summer:

- "Beyond the Chariots" one-man play by Rich Swingle on 11th July.
- "Eric Liddell: The Chariot of Fire" by Searchlight Productions on 16th August, which was also performed as part of the Edinburgh Fringe



Community events

Over the course of the year The Eric Liddell 100 has been contacted by people from the UK and internationally that have put on Eric Liddell inspired events. For example, Drymen, a village in the district of Stirling, where the Liddell family lived when on furlough from their missionary work and where Eric's parents are buried, held a number of community events to mark the centenary year, with a book sale, coffee morning, cheese and wine event and Chariots of Fire film viewing, raising £1,200 for The Eric Liddell 100.

PR/ Media

Reaching the widest audiences possible was key to achieving the aims of The Eric Liddell 100.

With limited budgets for widescale marketing, we worked in partnership with Four Marketing to deliver an effective PR, marketing and social media plan to promote The Eric Liddell 100. We have been delighted with the coverage achieved through various channels and across the globe.

Since January 2024, we have achieved

- 363+ pieces of coverage mentioning Eric Liddell or The Eric Liddell 100
- 2.2 billion PR audience overall reach
- 16 press release distributed
- 325 pieces of online coverage
- 34 pieces of print coverage
- 5 pieces of broadcast coverage
- 6+ exclusive articles organised
- 20+ countries written about in
- Snapshot of titles that included coverage

The Times

The Sun

The Herald

Edinburgh Evening News

MSN

Yahoo

The Courier

Daily Mail

Daily Express

Daily Record

CNN

The Scotsman

NBC News

The Edinburgh Reporter

BBC

STV

Greatest Hits Radio

The Guardian

The Telegraph

The Independent

ITV

Hello!

China Daily

Songs of Praise

The Southern Reporter

Scottish Athletics

TV coverage

- ITV Borders News featured Newington Primary School in Annan, Dumfries and Galloway, with their Eric Liddell learning and sports day on 24th May
- BBC Scotland News piece, on 11th July featured Tweedbank Primary School, and long-distance relay from Paris to St Andrews in June
- STV News Local school children took part in the opening of the Eric Liddell Way on 26th April, in Bruntsfield, Edinburgh, along with rugby star Darcy Graham
- Songs of Praise, Olympic Faith episode was first shown in July 2024 and is available on BBC iPlayer, featuring The Eric Liddell 100 St Giles event and interviews with Patricia Liddell Russell and HRH The Princess Royal. This led to The Eric Liddell 100 being mentioned on The Royal Family social media accounts with over 5m+ followers.

Social Media Highlights

176,000+ overall social media reach
5,000+ overall social media interactions
34,000+ overall social media views
1,076 overall social media followers

Breakdown by platform

Reach	116,000	7,600	52,000
Interactions	2,300	526	2,139
Views	22,800	10,000	1,132
Followers	239	164	673

Radio and Podcasts

- Tony Kearney interviewed our CEO on the BBC Radio Scotland 7th July
- A number of podcasts featured The Eric Liddell 100

Virtual walking tour

- Local award winning 'Joe and Mike's Virtual Tours' visited The Eric Liddell Community to find out about Eric Liddell and The Eric Liddell 100, the 40 minute tour is available on YouTube, with 3.29k subscribers <https://www.youtube.com/watch?v=CgqUTxBJV9Y>
- Joe and Mike did a follow up feature on The Eric Liddell Peace Garden at Morningside United Church

Website activity

- Total webpage views for 2024 (1st January-19th November) was 72,368. This compares to 39,715 for the same period in 2023, showing a significant increase in web traffic for the site.

Fundraising

The Eric Liddell 100 has raised over £475,000 between 2022-2024, from a range of Trusts and Foundations, individual donations, events and sponsorship. This funding has enabled the delivery of the events and activities details in this document and to develop and secure Eric Liddell's legacy for future generations.

Thank you to all of our partners, funders, donors and supporters that have helped deliver The Eric Liddell 100, it would not have been possible without you!



The Eric Liddell 100 is led by The Eric Liddell Community



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[The Eric Liddell Community](https://www.linkedin.com/company/The-Eric-Liddell-Community)

15 Morningside Road, Edinburgh EH10 4DP

www.ericliddell.org

el100@ericliddell.org

Scottish Charity SC003147