

CASE STUDY: Cheshire Scouts

Virtual Balloon Race December 2014

Overview

Cheshire Scouts have just grossed £25,389 by running a virtual, 100% eco-friendly balloon race. The race was also used to explain to Beavers, Cubs, Scouts and Explorer Scouts the issues surrounding real balloons and their potential to kill animals and birds when they land back on the ground.

Organised by County Commissioner, Graham Phillips, the Rentaballoonrace.com system was programmed to launch from London Eye on Saturday 6th December. Lasting 7days, all competitors were encouraged to consider the likely or predicted race weather, before altering the three key parameters of their virtual or simulated balloon. If the race was to run into bad, stormy weather, then clearly maximising helium would make the balloon much more susceptible to bursting.

A whopping 8,463 balloons took part in the Cheshire scouts' race with just three bursting within the first 24 hours. A fairly brisk ten knot prevailing South Westerly airstream took racers north eastwards towards Norway and interestingly eighty per cent of all balloons were still flying after Day Four. All three winning balloons were just off the North Norwegian coast at Trondheim when the race finished.



Cheshire Scouts decided that the majority of the profit should stay with those local Groups who had sold the balloon tickets. Basically, the groups kept 64% of monies received, the profit from each £3 balloon sale price being distributed as detailed below.

To Groups £1.90 of every sale within the group.

To Districts £0.40 of every sale within the district.

To County £0.10 of all sales.

Operating costs approximately 60p or 20% of sale price.

Race Financials (£)

Gross revenue	25,389.00
Operating costs	6,577.15
Net profit	18,811.85
Groups profit	16,079.70
District profit	3,385.20

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