Abstract: This report outlines the activities and outcomes of Scotland’s first Tartan Day ‘welcome home’ celebrations held in Angus from 3-10 April 2004.

1 RECOMMENDATION

1.1 It is recommended that the Committee:

a) note the contents of this Report which outlines the activities and outcomes of the Tartan Day festival focussed in Arbroath from Saturday 3 to Saturday 10 April 2004; and

b) note the intention to develop Tartan Day as a Scotland wide event through engagement of the business community nationally with the aim of promoting the importance of Arbroath and Angus locally, nationally and internationally; and

c) authorise the Economic Development Manager to consult with the Angus Champion Committee and bring forward a proposal for hosting Tartan Day 2005 for initial consideration by the Angus Ahead Monitoring Group and ultimately to this Committee for approval.

2 INTRODUCTION

2.1 The committee is referred to Report No 300/04, which asked for homologation of the decisions, by the Chief Executive in consultation with the Leader of the Council and the Convener of the Infrastructure Services Committee to commit to the Tartan Day event programme.

2.2 Reference is also made to Report No 414/04 which resulted in a decision by the Full Council on 25 March to approve expenditure of £2,500 during 2003/04 and £5,000 during 2004/05 to enable two film commissions to be commissioned on an urgent basis by Tartan TV.

3 UPDATE

3.1 National Tartan Day on 6 April is the date the US commemorates the signing of the Declaration of Arbroath in 1320 and celebrates the existing and historical links between Scotland and America. Angus Ahead, as the area marketing campaign, worked with local organisations to establish a week of events celebrating the business, the culture, the heritage and the music of Angus from 3-10 April to mark this occasion.

3.2 A variety of promotional material was produced which was distributed via partner organisations, tourist information centres, and Arbroath retailers.
3.3 Double page feature articles were published in the Angus County Press and Arbroath Herald group of six newspapers for three weeks prior to the launch of the Tartan festival on Saturday 3 April.

3.4 A website was established [www.ScotlandsTartanDay.com](http://www.ScotlandsTartanDay.com) to promote the programme of events, raise the profile of Arbroath and Angus nationally and internationally and to act as the focal point for any media enquiries. To date, from going live on 16 March, the site has had 59,000 hits and 3,500 visitors – to put into context the long established Angus & Dundee Tourist Board site has 6,000 visitors per month. The website is linked to the official Scottish Executive Tartan Day website as the first and only celebration of Tartan Day in Scotland and also features in the Scottish Parliament Tartan Day 2004 website.

3.5 The Tartan Day ‘welcome home’ festival received support from the MSP George Reid, Presiding Officer for the Scottish Parliament; Frank McAveety, Minister for Tourism, Culture and Sport; Sir Sean Connery; international actor Ewen McGregor and sports presenter Dougie Donnelly. These messages of support were used in the national media and marketing campaign to gain a higher profile for the event.

3.6 The key days of the festival were the launch on Saturday 3 April with a Gathering of the Clans around Arbroath Abbey featuring a Taste of Scotland Market, a medieval re-enactment group with demonstrations of fighting and archery, guided tour, a Ceilidh in Hospitalfield House and a tribute concert in Webster Theatre. Torrential rain affected visitor and stallholder numbers, as these were mainly outdoor events. Weather conditions must be considered more carefully for next year’s event.

3.7 Tartan Day itself on Tuesday 6 April kicked off with a number of VIP’s in attendance, including representatives from Visit Scotland, SCDI, the Saltire Society, politicians and media attending the commemoration of the signing of the Declaration of Arbroath, followed by a Provost’s reception. This attracted Grampian and BBC TV coverage – again highlighting Angus as the home of Scotland’s first Tartan Day.

3.8 The Tartan Day Dinner hosted by Angus Council attracted 200 people, with 14 companies sponsoring the event by buying tables of 10. Keynote speakers were Professor Ted Cowan, author of the definitive book on the Declaration “For Freedom Alone” and Cecile Shea, Principal Officer with the US Consulate in Edinburgh. Guest of honour was actor Brain Cox.

3.9 Tartan TV produced a five-minute sizzler video highlighting Tartan Day in America and Scotland and featuring the messages of support that was shown during the dinner. The Parliamentary Broadcasting team also showcased a video of interviews with the Leader of the Council and the Provost and highlights of the Commemoration ceremony earlier on in the day in Arbroath. This video is now currently featured on the Scottish Executive website.

3.10 Angus Ahead Champion Barbara Lovegrove of Blackadders sponsored the Business Breakfast attended by 50 business and media people on 7 April with Carol Wallace editor-at-large with People Magazine, New York as the main speaker.

3.11 The Economic Development Manager is now in discussion with the Scottish Council for Development and Industry, the Scottish Tourism Forum, Visit Scotland, Scottish Development International and other Scottish Councils (via the Scottish Local Authority Economic Development (SLAED) Group) with a view to holding a Scotland
wide Tartan Day workshop. The aim would be to develop thinking on how best to capitalise on the event by engaging Scottish businesses and to identify how the event can be developed nationally. Since Tartan Day is predicated on the Declaration of Arbroath, it is felt that any celebration event held elsewhere in Scotland by definition promote the importance of Arbroath and contribute to the Angus Ahead Campaign objective of promoting Angus locally, nationally and internationally.

4 FINANCIAL IMPLICATIONS

4.1 Work is ongoing to produce a full financial report on the event to be brought to the Committee on the next full cycle. The submission made to Awards For All for contribution to costs was rejected and some anticipated sponsorship did not materialise primarily due to the tight timescale of organising this week long festival.

4.2 Early discussions will now take place with potential sponsors (some have already intimated their wish to sponsor next year’s event) and with Events Scotland to maximise the amount of external funding towards Tartan Day 2005.

5 HUMAN RIGHTS IMPLICATIONS

5.1 There are no Human Rights implications arising from this report.

6 CONSULTATION

6.1 The Directors of Finance and Law & Administration have been consulted in the preparation of this report.

7 CONCLUSION

7.1 Overall the Tartan Day festival raised the profile of Arbroath and Angus significantly at a national level with maximum media exposure in daily, provincial and weekend newspapers and national television.

7.2 It has also gained support from decisions makers with VisitScotland, SDI, Event Scotland, the Scottish Executive and the US Consulate. It is expected that Tartan TV will broadcast the commissioned video of Tartan Day ‘welcome home’ to 10 million viewers across the US and Canada. Aberdeen based TVP Multi Media had also been commissioned by Clan Lindsay in America to film the festivities.

7.3 Work will begin on building upon this success for 2005 immediately and it is expected a draft programme and action plan will be available in June 2004. In the meantime every opportunity will be taken to utilise the film footage taken at this year’s event.

NOTE

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

DV/MD/MM
26 April 2004

A B Watson OBE
Chief Executive