

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE - 20 JANUARY 2009

SUBJECT: TARTAN DAY SCOTLAND

REPORT BY THE DIRECTOR OF INFRASTRUCTURE SERVICES

**Abstract: This Report asks the Committee to note the successful outcomes of Tartan Day Scotland 2008 and brings forward proposals to develop the celebration further including a request to approve the expenditure of £38,670 in 2009/2010, £37,510 in 2010/2011 and £38,411 in 2011/2012 as match funding for a European Regional Development Fund application to appoint a Project Manager to expand Tartan Day Scotland across 19 local authority areas.**

## 1 RECOMMENDATION

1.1 It is recommended that the Committee:

- a) Note the successful outcomes of Tartan Day Scotland 2008 and the summary of the evaluation study carried out by Richard Gerald Associates as part of an ERDF funded project;
- b) Approve the expenditure of £38,670 in 2009/2010, £37,510 in 2010/2011 and £38,411 over 2011/2012 from the Economic Development Revenue Budget as match funding towards a European Regional Development Fund proposal for the temporary appointment of a Project Manager based in Angus Council until June 2012 to lead on the roll out of Tartan Day Scotland across 19 local authority areas while ensuring that Angus receives prominence in any national marketing campaign;
- c) Note the date and programme for Tartan Day Scotland 2009 in Angus from Saturday 4 April – Sunday 12 April 2009 and approve the net expenditure of £16,000 for all marketing and events which will be contained within the Economic Development Revenue Budget 2008/2009; and
- d) Agree to the attendance of the Tartan Day SA Golf Challenge and Gala Dinner for a five day period in March 2009 by the Provost and Head of Economic Development subject to the costs involved being kept within a budget of £3,000; and the Head of Economic Development making prior arrangements to promote Angus at key golf resorts and via the South African media as outlined in this report.

## 2 INTRODUCTION

2.1 Reference is made to Article 9 of the Minute of the Strategy Policy Committee held on 24 October 2006 when the results of the Feasibility Study and Business Plan carried out on the proposal to establish Tartan Day Scotland as a national celebration and to approve the expenditure of £27,618 in 2006/2007 and £19,616 in 2007/2008 as match funding for a European Regional development Fund application to roll-out the celebration across Scotland.

- 2.2 Tartan Day Scotland is an annual event that takes place to mark the anniversary of the signing of the Declaration of Arbroath on 6 April 1320. In recent years the date has been used to mark and celebrate Scottish culture and heritage under the name Tartan Day. Originating in Canada, and adopted by the USA as an official public holiday, Tartan Day has expanded to become an opportunity to engage the Scottish Diaspora and the showcase Scotland to an overseas market.
- 2.3 Since 2005 Angus Council has been working to develop a parallel Tartan Day event in Scotland, with vision of creating a Scotland-wide event by 2020 – the 700<sup>th</sup> anniversary of the signing of the Declaration of Arbroath.
- 2.4 The objective for Tartan Day Scotland is “to create a programme of activity that promotes and celebrates Scottish culture, historic and modern, by presenting the quality of Scotland in order to create benefits for the people and enterprises of Scotland”
- 2.5 The project was the subject of a positive Feasibility Study and Business Plan in 2006 and has received European Regional Development Fund funding over the past three years. This has allowed to project to engage public and private partners and spread across other local authority areas, whilst retaining Arbroath and the Declaration of Arbroath at its core.

### **3 TARTAN DAY SCOTLAND 2008 - OUTCOMES**

- 3.1 In 2008 (between 30 March and 6 April) the initiative, lead by Angus Council, consisted of eight partner local authorities: Angus, Fife, Dundee, Perth and Kinross, West Lothian, East Lothian, East Renfrewshire and Stirling. Each local authority developed and marketing its own programme of events, supported by a national marketing campaign managed by Angus Council Economic Development Unit.
- 3.2 An evaluation exercise relating performance to the targets established in the Business Plan was carried out by Richard Gerald Associates (RGA), the tourism consultancy company that carried out the original Feasibility Study and Business Plan in 2006.
- 3.3 Tartan Day Scotland featured 64 events across eight local authority areas. 37 of them took place in Angus. A range of events was offered aimed at tourists, local residents and the business community. The ability to tailor the event programme to a local market conditions and strategic aspirations was recognised as one of the strengths of the Tartan Day Scotland concept.
- 3.4 Overall the programme of events reflected a strong emphasis on culture, with a third of events containing a musical element. Food and drink was the second most popular theme, incorporating a range of activities from gala dinners, to farmers markets to special menus at local restaurants. Culture and food and drink are core components of the Visit Scotland product portfolio, suggesting that Tartan Day Scotland is well placed to enhance the tourism product in April. RGA estimated a total attendance of approximately 26,000 people across the events.
- 3.5 The concept of effective partnership working is central to Tartan Day Scotland. 124 partner organisations were involved in the 2008 delivery. The ability to reach new audiences through partnership working was regarded as core strength of the project.

- 3.6 The celebration generated 166 media articles in the local and national Scottish press, with an estimated total audience of 17 million and an estimated cautious value of £184,000 - this is based on the cost of taking out advertisements of equivalent size in the same publications. This represents a return of £12.22 per £1 invested in PR. Angus dominated the regional press coverage, alone generating an audience of over four million.
- 3.7 Existing partners liked the delivery model and believe that Tartan Day is having a positive impact on their strategic objectives.
- 3.8 New branding and updated website ([www.TartandayScotland.com](http://www.TartandayScotland.com)) were launched to reflect a more contemporary theme. 100,000 programme leaflets were printed and distributed across Scotland.
- 3.9 In conclusion, the Tartan Day Scotland project was delivered on budget despite a reduction in anticipated income. This was viewed as being indicative of sound financial management and control.

#### **4 TARTAN DAY SOUTH AFRICA 2009**

- 4.1 The 2008 Tartan Day celebrations were attended by three South Africans who approached the Head of Economic Development to discuss how they might develop a Tartan Day South Africa celebration in 2009.
- 4.2 This has resulted in them developing a Tartan Day South Africa Golf Challenge on 19<sup>th</sup> March 2009 which has been incorporated as part of the itinerary for two golf tours which will overlap between 19<sup>th</sup> and 20<sup>th</sup> March and 17<sup>th</sup> and 27<sup>th</sup> March respectively. The Tartan Day Golf Challenge on 19<sup>th</sup> March will take place at the new Eye of Africa golf resort and this will include a Tartan Day South Africa Celebration Dinner. Provost Leslie-Melville and the Head of Economic Development have been asked to speak at this event and a number of other elected members and officers from Angus Council have been sent information inviting them to attend as well as a number of other invitees from Scotland whom the organisers met at the 2008 Angus celebrations in Angus.
- 4.3 The organisers of the event have registered the business with the South African Department of Trade and Industry as TARTAN DAY SA No 2008/007658/07 as a private company.
- 4.4 A tartan for the company has also been designed by Strathmore Woollens in Forfar.
- 4.5 The Tartan Day SA Company has offered to meet all costs of accommodation etc while in South Africa. The Council will need to meet the costs of return air travel to SA plus any specific in-market promotions. Given the necessity to prepare an alternative itinerary that meets the specific aims detailed above, it may be necessary to arrange alternative overnight accommodation for one or two days. However, it is felt that total costs including promotion and hospitality will be kept to below £3,000. In view of the opportunity presented to establish an ongoing celebration of Tartan Day together with in bound package tours from 2009 onwards, the proposals represent good value for money.

- 4.5 The two golf tours mentioned above are intended only as the beginning. A Ladies Golf Competition is now being planned for 2010 on two other golf courses. Various additional ideas to build and widen the Tartan Day SA celebrations in South Africa are under discussion.
- 4.6 In addition, the organisation is planning to bring golfers to visit Angus on an annual basis. Proposals so far include:
1. Ladies Whisky & Golf Tour in late August/early September
  2. 5 day Scottish Tartan Day Challenge – April
  3. A non golfing whisky tour – October
- 4.7 In view of the above and given the growing interest in golf in South Africa (see Appendix 1) the Head of Economic Development now proposes that the invitation from Tartan Day SA should be accepted, for the following reasons:-
1. To demonstrate support for the Tartan Day SA organisation's efforts to establish this celebration which is in keeping with the overall aim of building the celebration globally by 2020 with Arbroath Abbey and Angus at the centre.
  2. Participation will give an opportunity for detailed discussions with the Tartan Day SA company to bring forward final proposals for outbound golf and other tours to Angus from 2009 onwards; and
  3. The opportunity will be taken to make direct contact with key golf resorts, media contacts and tourism officials to promote Angus and Carnoustie Country as a destination.
  4. The opportunity will be taken to meet with the licenceholder for International Pairs and to undertake some promotion prior to the forthcoming World Finals which will take place in Carnoustie in October 2009.

## **5 EUROPEAN REGIONAL DEVELOPMENT FUND PRIORITY 4 APPLICATION**

- 5.1 Angus Council's vision is to build on the foundations already laid to lead and develop a national programme of events which by the year 2020 will attract overseas visitors to Scotland initially from the US, Canada and Australia, but also targeted on societies, organisations and places with international links with Scotland. It will develop activities already begun by wider collaboration of local and national government and organisations in Scotland, establishing a national programme of core events by building on local, national and key Scottish Executive events. It will also link strategically into national tourism strategies.
- 5.2 The intention is to establish a partnership of local authorities, national agencies industry organisations and private companies working together to create a vibrant and innovative programme of annual events in the shoulder tourism month of April, to showcase Scotland's past, present and future – the ancient and the modern combined. The project will encourage Local Authorities to work together cohesively and take a more strategic and co-ordinated approach to attracting tourism to Scotland as a whole.

- 5.3 The benefits to Angus will be a greater market share of increased tourist numbers during a national festival in April focusing on 6 April and the Declaration of Arbroath, a raised profile of the strengths and characteristics of the county in line with the objectives of the Angus Ahead Campaign thus increasing a sense of civic pride and citizenship, and recognition as the lead in a national collaborative tourism project. It will also ensure Angus is significantly profiled.
- 5.4 A bid for funding under the Lowlands and Uplands Scotland Programme 2007 – 2013 has been submitted for financial support with the aim of securing participation of a further 11 local authorities by 2012. This involves the employment of a Project Manager on a three year fixed term contract to be based within Angus Council to recruit public and private partners, secure sponsorship, manage a fully integrated on-line and off-line marketing campaign, coordinate all events across Scotland and ensure appropriate market research and evaluation is carried out.
- 5.5 A summary of gross Income and Expenditure for the project is given in Table 1 below:

Table 1 – Summary of costs and financial contributions from European Regional Development Fund, private sector and other local authorities

	2009/10	2010/11	2011/12
	£	£	£
Gross Costs	236,950	301,517	324,018
Partnership funding by other Local Authorities	(97,500)	(134,000)	(140,000)
Private sector Match Funding including sponsorship	(15,000)	(25,000)	(40,000)
ERDF Funding	(85,780)	(105,007)	(105,607)
<b>Net Costs</b>	<b>38,670</b>	<b>37,510</b>	<b>38,411</b>

- 5.6 Funding support will mean that the Tartan Day Scotland strategy can be pump primed and local authority partners can be engaged in the vision thus increasing the value and volume of UK and international tourism to Scotland. Since Arbroath, in the shape of the Declaration of Arbroath, is core to Tartan Day, this will in turn maximise visitor numbers to Angus during April and act a showcase for events and activities across the county during the rest of the year.
- 5.7 The project will present a number of key flagship events across participating local authority areas, supported by local events organised by the community for the community, to showcase a festival like atmosphere.

## 6 TARTAN DAY SCOTLAND 2009 IN ANGUS

- 6.1 Angus is firmly in the lead in this national celebration and with the involvement of the area community planning partnerships and local businesses has presented a programme of events around 6 April since 2004.

- 6.2 For 2009 all area partnerships, community councils, all businesses listed on angusahead.com and previous participants have been contacted to engage their interest in becoming involved.
- 6.3 The intention is to link any Tartan Day activity with accommodation providers to encourage more overnight/ weekend visitors into Angus at this time. This would give an opportunity to sell more bed nights and increase income into the area.
- 6.4 Angus Council will present the Tartan day Scotland Gala Dinner on Wednesday 8 April and the international keynote speaker for this event will be Senator Trent Lott, who established Tartan Day in the USA in 2008.
- 6.5 Dundee & Angus Chamber of Commerce had agreed to run the Tartan Day Business Debate in partnership with Angus Council and discussions would take place early in 2009 as to the line –up of speakers.
- 6.6 Net costs of £16,000 for these events plus all marketing & PR for Tartan Day Angus would be contained within the Economic Development Revenue Budget. Sponsorship of at least £20,000 would need to be secured from the private sector.

## **7 FINANCIAL IMPLICATIONS**

- 7.1 Table 1 gives a summary of gross income and expenditure. The net match funding expenditure of £38,670 in 2009/2010, £37,510 in 2010/2011 and £38,411 over 2011/2012 will be contained in the Economic Development Revenue Budget.
- 7.2 The net costs of £16,000 for all marketing and events on Tartan Day Angus 2009 will be contained within the Economic Development Revenue Budget 2008/2009.
- 7.3 The cost of up to £3,000 for attendance at the Tartan Day South Africa Celebrations 2009 can be met from the Economic Development Revenue Budget 2008/2009.

## **8 HUMAN RIGHTS IMPLICATIONS**

- 8.1 There are no Human Rights implications arising from this report.

## **9 EQUALITIES IMPLICATIONS**

- 9.1 The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An equalities impact assessment is not required.

## **10 SINGLE OUTCOME AGREEMENT**

- 10.1 This report contributes to the following local outcome(s) contained within the Single Outcome Agreement for Angus.
- Growth in Tourism in Angus is achieved.
  - Sustainable business growth is achieved.

## **11 CONSULTATION**

- 11.1 The Chief Executive, Director of Corporate Services, Head of Law & Administration and Head of Finance have been consulted in the preparation of this report.

## **12 CONCLUSION**

- 12.1 This project is seen as important in raising the profile of Angus locally, nationally and indeed internationally and in creating an increased sense of civic pride – in keeping with the Angus Ahead Campaign objectives. It will also allow Angus Council to lead on a national collaborative tourism project across Scotland and realise its 2020 vision of creating an internationally renowned celebration in Scotland for Scotland focused on the 700<sup>th</sup> anniversary of the Declaration of Arbroath in Angus.
- 12.2 The project will ultimately contribute towards the development of the Angus economy, and in particular the growth of the tourism sector. The benefits to Angus will be a greater market share of increased tourist numbers during a national festival in April focusing on 6 April and the Declaration of Arbroath. Since Tartan Day in Canada and the United States is predicated on the Arbroath Declaration, it is felt that a national celebration will undoubtedly generate visits to Arbroath and Angus. It will also raise awareness nationally and internationally of the significance of the Declaration of Arbroath to Scotland's history and heritage.
- 12.3 Participation in the Tartan Day SA celebrations in South Africa in May 2009 will assist in promoting Angus as a destination and in widening the scope of the Tartan Day Scotland celebrations in accordance with the Council's aim to develop this celebration across Scotland and globally by 2020.

ERIC S LOWSON  
DIRECTOR OF INFRASTRUCTURE SERVICES

### **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.

ECDEV/DV/SMW/FM  
14 January 2009

## **GOLF IN SOUTH AFRICA: SOME FACTS AND FIGURES**

South Africa has 456 golf courses, five of which have been ranked by the Golf Digest in the top 100 golf courses outside the US.

According to the 2006 Golf Benchmark Survey on Europe, the Middle East and Africa, conducted by KPMG almost half of the golf courses in South Africa are located in three of the nine provinces, namely Gauteng with 75, KwaZulu-Natal with 74, and the Western Cape with 68 courses.

There are more than 145,000 registered golfers in South Africa, with 7% annual growth in the number of female golfers.

The average number of members of an 18-hole golf course is 1,032 in South Africa, compared with 206 in Eastern Europe, and 1,118 in Northern Europe.

Of this, 13% of members are female in South Africa, compared with 28% in Northern Europe and 18% in Eastern Europe. Even the more traditional Middle East courses have 16% female membership.