

**ANGUS COUNCIL**

**STRATEGIC POLICY – 11 JUNE 2013**

**SPIRIT OF GLAMIS IN ANGUS HOMECOMING EVENT**

**REPORT BY CHIEF EXECUTIVE**

**ABSTRACT**

This report informs members of a major event led by Strathmore Estates at Glamis Castle in July 2014 which has secured EventScotland Homecoming funding and which now seeks additional support from Angus Council. It recommends that the Council support this initiative.

**1. RECOMMENDATION(S)**

It is recommended that the Committee:-

- (i) note the successful award of EventScotland Homecoming funding to Strathmore Estates in support of the Spirit of Glamis event;
- (ii) note the outline proposals for the event and proposal to appoint event managers to fully develop the event programme;
- (iii) agree to the contribution of £50,000 from Angus Council in the current financial year which as activity under the ERDF East of Scotland Rural Business Tourism Support project, will lever out a 40% contribution (£20,000)
- (iv) note that through this contribution a package of promotional opportunities are offered to the Council; and
- (v) note that in the event that the Spirit of Glamis in Angus should prove commercially successful the Council would, after repayment of ERDF grant, share any profit occurring equally with Strathmore Estate.

**2. BACKGROUND**

- 2.1 EventScotland sought applications for funding to run high profile events during 2014 which is being promoted as the second year of Homecoming. An application submitted by Strathmore Estates for a major event entitled "Spirit of Glamis" received approval for seed corn funding of £50,000 which it is intended will be used to secure the services of an Event Management company.
- 2.2 Angus Council also made a submission for an extended Tartan Day Scotland Festival for 2014 with a focus on events around Arbroath Abbey. While this application was not successful in the first funding round for Homecoming, council staff have continued to liaise with EventScotland in an effort to secure funding support. If successful a report will be brought to committee on this initiative in due course.

**3. SPIRIT OF GLAMIS**

- 3.1 The application for Homecoming funding was based on the following brief outline.
- 3.2 Angus is the birthplace of Scotland. The Declaration of Arbroath was signed here in 1320. This is the meeting place of Pictish Kings and Celtic Lords. Here the clans raised their banners to follow their chiefs into battle.

At the foothills of the Highland glens sits mighty Glamis, a fairytale castle, home to the Earls of Strathmore for 600 years, the setting for Shakespeare's Macbeth. Come and help us celebrate Scotland's culture - past and present.

From piping to jazz, from genealogy to arts and crafts, from highland strength to golf.

Glamis has royal connections. It was home to the mother of the Queen.

Here in 2014, in the year of the Homecoming, ancient myth and legend meet modern-day Scotland in this historic region. Come and immerse yourself in the Spirit of Glamis!

3.3 Timing The timing of the event on 5/6<sup>th</sup> July is the weekend after the re-enactment of the Battle of Bannockburn in order to catch the American market attracted to that event. Initial contact with Clan chiefs suggest that the Glamis event will be well attended by the diaspora. This positions the Glamis event at the very heart of the Homecoming celebrations.

3.4 Event Outline The aim is to showcase all that is good about modern Scottish Art and Culture based on a series of marquees throughout the castle grounds. The names of celebrities/experts who will be approached to run them, subject to funding, are named in brackets.

- Marquee 1 – Music (Dougie Maclean and RSNO with a concert in the evening).
- Marquee 2 – Literature (Alexander McCall Smith/Ian Rankin).
- Marquee 3 – Food. (Andrew Hamer, Wilde Thyme MD and Glamis exclusive caterer. Former Exec Chef Gleneagles)(Claire MacDonald known to Castle Director)(Pam Rodway Food Expert with Soil Association and Slow Food movement.)
- Marquee 4 – Drink. (Whisky – Charlie Maclean, Angel's share fame, whisky writer, Master of the Quaich and family friend of Castle Director; Wine – Justerini and Brooks Wine Merchants to Wilde Thyme; David Gladwin, MD Black Isle Brewery)
- Marquee 5 – Dance and Drama. (Dundee Rep with full evening performance of Macbeth. Re-enactment of Declaration of Arbroath).
- Marquee 6 – Art and Fashion. (V and A to include fashion shows of young Scottish designers. V and A have already expressed a huge interest in this).
- Marquee 7 – Scottish DNA project. (They are proposing a two day conference at Glamis that weekend which will have huge appeal to the American Diaspora)
- Marquee 8 – SVVC. A small vehicle extravaganza show-casing Scottish Transport will replace the normal vehicle Extravaganza in 2014.
- Marquee 9 – Golf (Carnoustie Country and the East of Scotland Golf Alliance)

In addition there will be piping, including on the battlements, highland dancing, Highland Games without running and cycling and possibly a Clan Village should they wish to join in and paid for by the clans. A light show in the woods between venues would be included.

3.5 Discussions have been held with Visit Scotland as well as Clan Chiefs and there is confirmed interest in this event from Clan Chiefs particularly those based in the United States of America. This interest extends to the possibility of Glamis hosting international clan gatherings in future years thus providing a significant legacy of visitors to Angus.

3.6 Significant private sector sponsorship will be required to support the likely high costs anticipated with this event. To contribute to costs Glamis intend to charge an entrance fee with the evening concert and play likely to be separately charged.

#### **4. COUNCIL SUPPORT**

- 4.1 The event organisers have stated that Council support, including a financial contribution for this initiative, is essential to its success. A contribution of £50,000 to match the Homecoming grant has been sought along with in-kind officer support towards determining the event organisers brief and to work with the organisers to bring about a successful event.
- 4.2 Officers have been negotiating the terms of any Council contribution and it has been agreed that the event will be renamed to include reference to Angus. One suggestion is Spirit of Glamis in Angus but further discussion is required with the chosen event organiser to agree on the most appropriate title. It was also agreed that further marquees be included to celebrate products "Made in Angus" and to cover "Outdoor Activities". Where appropriate all of the marquees will feature Angus based product/success.
- 4.3 This event has the capacity to bring in a significant number of visitors to Angus over the two days of the 5/6<sup>th</sup> July (estimated by Glamis Castle to be in the region of 20,000 to 25,000 expected visitors) and a proportion of these visitors is likely to be from overseas increasing the potential for visitor income to the area. There is also the possibility of legacy visits particularly associated with future clan visits.
- 4.4 Angus Council will work with event organisers to maximise the economic impact to Angus tourism businesses, ensuring pre-promotion of where to stay and where to eat to potential visitors. It is envisaged a visitor survey will be completed during the event to secure data for follow up e-marketing, and to analyse the economic impact to the area.
- 4.5 It should also be noted that this event will capitalise on much of the pre event visitor promotion already in place for the Commonwealth Games: Barry Buddon shooting event later on in July 2014.

#### **5. RISKS**

- 5.1 The event success will depend on good event management and securing significant private sector sponsorship. If such private sector sponsorship is not secured the event might prove too costly to run at the scale currently proposed. An event of reduced scope is less likely to prove as attractive to visitors and would bring less economic benefit to Angus. It is therefore essential that the appointed event organisers have the right experience and can demonstrate success in organising events of similar scale. It is also important that the Council commits to supporting the event.
- 5.2 As the majority of work to develop this event will occur over 2013/2014, Glamis Castle will require the Council funding support over this financial year. That timescale fits with the funding period of the ERDF East of Scotland Rural Tourism Business Support project, from which an additional 40% contribution can be levered out, meaning a net cost to Angus Council of £30,000. However this pre-payment poses a risk to the Council if commercial support is not realised by Glamis Castle and the event has to be downsized.
- 5.3 ERDF income can be claimed back on eligible expenditure towards the event. Should the event be scaled back or not go ahead Angus Council is unlikely to be asked to repay the contribution. The contribution to Glamis will be used to support the cost of event organisers, marketing and promotional materials – all pre event activity and as such recognised as eligible expenditure

#### **6. FINANCIAL IMPLICATIONS**

- 6.1 The nature of the Spirit of Glamis in Angus event is in keeping with the ERDF East of Scotland Rural Tourism Business Support Project which engages a number of East Coast Local Authorities in selected elements of Joint Tourism activity around the four key themes of:-
- Food & Drink – marquees 3 & 4
  - Ancestral/Heritage – marquees 2, 5, 7 & 8
  - Outdoor – new marquee proposed

- Golf – marquee 9 (East of Scotland Golf Alliance theme)

The project concludes at end of March 2014. Expenditure incurred on this event in advance of that date will qualify for 40% funding through the ERDF project.

- 6.2 Strathmore Estates is seeking a £50,000 contribution towards the Spirit of Glamis in Angus. This cost to the Council can be met by a £30,000 (60%) contribution from the 2013/14 Economic Development Revenue Budget being used to match the £20,000 ERDF through the ERDF East of Scotland Rural Tourism Business Support project. This contribution will have to be incurred prior to the end of March 2014 but the ERDF income will not be received until 2014/15.
- 6.3 A full Business Plan for the event is currently under preparation and once completed it will be possible to identify the specific expenditures towards which the Council's contribution will be made, but it is anticipated that it will include appointment of Event Organisers and pre event marketing material Council will participate in the selection process for the successful event organiser.
- 6.4 In the event that the event should prove profitable the Council will share income with Strathmore Estates but would be required to pay back ERDF grant in the first instance.

## **7. HUMAN RIGHTS IMPLICATIONS**

- 7.1 There are no human rights implications arising from this Report.

## **8. EQUALITIES IMPLICATIONS**

- 8.1 The issues dealt with in this report have been the subject of consideration from an equalities perspective. An [equalities impact assessment](#) is not required.

## **9. CONSULTATION**

- 9.1 The Strategic Director – Resources, Strategic Director – Communities, Head of Finance and Head of Law and Administration have been consulted in the preparation of this report.

## **10. CONCLUSION**

- 10.1 The Spirit of Glamis in Angus event will be a major showcase for Angus at the height of the Year of Homecoming and is likely to attract a considerable number of visitors including many from the overseas diaspora. Initial discussions also suggest that a successful event could lead to a legacy of Clan visits in future years.

**RICHARD STIFF  
CHIEF EXECUTIVE**

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

ECDEV/NP/FM  
14 May 2013