

**THE HIGHLAND COUNCIL**  
**EDUCATION, CULTURE AND SPORT SERVICE COMMITTEE**

**22 May 2008**

Agenda Item	
Report No	

**HIGHLAND 2007 - LEGACY**

**Report by Director of Education, Culture and Sport**

**Summary**

This report presents an update on work to ensure that a positive legacy is developed from Highland 2007 including partnership proposals and criteria for consideration for use of the Council's ongoing financial input.

**1. Introduction**

1.1 This report assists the delivery of several PFA commitments including

- We will continue to work with our partners to establish a year round programme of events to follow on from the good work of Highland 2007. A coordinated approach will be taken to link events to maximise visitor numbers to a range of artistic, cultural and sporting events across the Highlands.
- We will build on the success of the Highland Promise, which, as part of Highland 2007, provided opportunities for young people to enjoy the arts, sport and cultural experiences.
- We will continue to encourage the growth of Arts, Literary, Drama and Music Festivals and local involvement in them.

The report also links closely with a paper on assisting the delivery of the Scottish Government's commitment to deliver "2009, The Year of Homecoming", considered at the 8<sup>th</sup> May Council meeting, as well as the PFA commitment to "endorse The Year of Homecoming 2009 and to develop a Highland strategy to make sure we play a major role in the celebrations".

1.2 During Scotland's Year of Highland Culture in 2007, the Highlands and Islands presented a programme of over 600 cultural events which sought to showcase the region as a great place to live and to visit. The formal evaluation of the project is being undertaken by the Centre for Cultural Policy Research within Glasgow University and is due to be published in July of this year. In the interim, the anecdotal evidence and feedback from many stakeholders has been positive, with a clear demand for the continuation of many of the functions initiated during the time of the project.

- 1.3 The project was managed by Highland 2007, a company limited by guarantee with charitable status. The company has three members: the Scottish Government, The Highland Council and Highlands and Islands Enterprise. The nine Directors on the Board of Highland 2007 have been considering the potential legacy of the project since the conclusion of the programme and in light of recent changes to the internal structures and functions of each respective member organisation. While the dialogue continues and will be ongoing, there is agreement that the partnership formed by the member organisations for the purposes of developing and delivering Scotland's Year of Highland Culture was one of the most positive outcomes of the project and as such that it should prevail until the conclusion of the company's affairs and beyond.
- 1.4 The Board of Highland 2007 has identified specific roles initiated and undertaken by the company which provided significant additionality and the member organisations propose that the functions listed in Appendix 1 should be undertaken by the remaining two Highland 2007 staff until March 2009, at which time, utilising the results of the formal evaluation the arrangements for the long term legacy of Highland 2007 can be introduced. In recommending this course of action, the member organisations recognise the need to continue the momentum of the project, while awaiting publication of the findings of the formal evaluation. In the interim period the member organisations would continue their dialogue to determine the long term nature of both their partnership and the legacy of Highland 2007.

## **2. Proposed Legacy Functions of Highland 2007**

- 2.1 The proposed legacy functions of Highland 2007 are detailed in Appendix 1 under the following headings; funding; marketing; communications; evaluation; special projects; promotion of Gaelic; strategic partnership and events and festivals strategy.
- 2.2 Draft guidelines and an application form are attached in Appendices 2 and 3 for consideration.

## **3. Highland 2007 Legacy Fund**

- 3.1 As part of the 2008/9 budget process, Members agreed to allocate £600k in support of Highland 2007 legacy events and projects. As indicated in 2.1 i), draft guidelines and an application form are presented in Appendices 2 and 3 for Members' consideration and comment. It is recommended that the following process be undertaken to develop the final versions of the documentation and to open up the Highland 2007 Legacy Fund for applications.
- i) Consult with Ward Managers to receive feedback on the documentation and application process.
  - ii) Consult with a sample group of community organisations, local promoters, young people, artists and performers to 'test' the relevance and user friendliness of the application form, guidelines and process.
  - iii) Launch the Highland 2007 Legacy Fund and invite applications.

3.2 Given the national significance of Homecoming Scotland and the opportunities that exist for the Highlands in participating in the celebrations across Scotland, it is recommended that the Highland 2007 Legacy Fund be themed in the financial year 2008/09 to give priority to applications that can form part of this national programme. In doing so, Members will ensure that the Highlands will contribute significantly to the programme of celebrations and that the region occupies a central position in the national marketing campaign to promote Homecoming Scotland.

#### **4. Governance**

4.1 Members, Ward Managers and local ECS staff will be encouraged to stimulate submissions from their area and it is proposed that applications will be considered by a group of Members advised by the 2007 director.

#### **5. Resources**

5.1 Discussions are ongoing with Highlands and Islands Enterprise, the Scottish Government and Concordat partners of Highland 2007 to identify financial support that might become available for developing and delivering the legacy functions of Highland 2007. No firm commitments have been secured thus far as a consequence of the recent internal re-organisation of agencies such as HIE and the emergence of Creative Scotland, however it is hoped that the determination of each member organisation to build upon the success of Highland 2007 will lever in future financial contributions. While this dialogue is ongoing and the new structures and functions of the Council's potential partners are evolving, it is recommended that Members agree to allocate the £600,000 Highland 2007 Legacy Fund for 2008/09 as follows in support of the aforementioned activity. The following bandings, up to the levels listed, are proposed to allow for flexible allocation of funds.

Grant Funding	£375k
Grant Funding prioritised initially for Associated Community School Groups	£125k
Overheads (including marketing)	£100k

## **6. RECOMMENDATIONS**

It is recommended that Members:

- 6.1 Note the intention to bring the formal evaluation report of Highland 2007 to the August 2008 ECS Committee.
- 6.2 Agree to support the delivery of the proposed legacy functions of Highland 2007 by the remaining project staff until the 30<sup>th</sup> March 2009.
- 6.3 Agree to review the potential functions and structure that might deliver the long term legacy of Highland 2007 following the publication of the findings of the formal evaluation of the project.
- 6.4 Agree to maintain ongoing dialogue with potential partners to establish the functions and delivery mechanism for the long term legacy of the project and to secure the necessary financial contributions from all partners to build upon the success of Highland 2007.
- 6.5 Consider and comment upon the draft guidelines and application form for the Highland 2007 Legacy Fund.
- 6.6 Approve the proposed outline allocation of the Highland 2007 Legacy Fund of £600,000.
- 6.7 Agree that the Highland 2007 Legacy fund should be themed to prioritise events and projects that link to the Homecoming Scotland celebrations in 2009.
- 6.8 Consider the membership of the Highland 2007 Legacy Fund Group which will review applications and approve the award of funding.

Signature:

Designation: Director of Education, Culture and Sport

Date: 12 May 2008

Authors: Ian Murray

## **Appendix 1 - Highland 2007 Legacy Fund Proposed Legacy Functions of Highland 2007**

### ***Funding***

- i) Develop the objectives and criteria for the allocation of the Highland 2007 legacy funding in partnership with The Highland Council. Draft guidelines and an application form are attached in Appendices 1 and 2 for consideration.
- ii) Manage and administer the Highland 2007 legacy funding on behalf of the Council in partnership with the Ward Managers to achieve the objectives agreed.
- iii) Source and secure funding for the Highlands from national agencies to support event and festival organisers and other cultural projects.
- iv) Source and secure commercial sponsors in collaboration with event organisers.
- v) Identify other cultural funding opportunities through programmes such as HIPP.
- vi) Finalise the accounts of Highland 2007.

### ***Marketing***

- i) Maintain and maximise use of the existing Highland 2007 website.
- ii) Maintain and build upon the events database on the website for 2008 and 2009.
- iii) Produce the Highland events brochure for summer / autumn 2008 and in preparation for 2009.
- iv) Act as the point of contact for the Highlands with VisitScotland to promote the region through its programme of cultural activity.
- v) Identify opportunities to showcase the Highlands nationally and internationally through the promotion of the region's culture and events and festivals programme.

### ***Communications***

- i) Maintain proactive contact with the national media for the purposes of promoting the Highlands through its programme of events and festivals.
- ii) Act as a point of reference for the local media in relation to Highland cultural events and festivals.
- iii) Maintain the national Concordat and act as a point of reference on issues relating to events and festivals.
- iv) Act as the point of contact with EventScotland to co-ordinate priorities on funding support for events and festivals in the Highlands.
- v) Act as a point of reference for Highlands based event and festival organisers.
- vi) Act as a point of contact for Highlands based cultural organisations.
- vii) Act as a point of contact for national and international event organisers and promoters interested in hosting events within the Highlands.
- viii) Co-ordinate specific regular contact between the Council, HIE and the Scottish Government on issues relating to events and festivals.
- ix) Act as a point of contact for queries from members of the public about events and festivals and cultural activity in the Highlands.

### ***Evaluation***

- i) Co-ordinate the review of the draft evaluation report to assist in the presentation of the formal evaluation of Highland 2007.
- ii) Manage the process to present and distribute the final report to agreed stakeholders.

### ***Special Projects***

- i) Co-ordinate the Highlands' involvement in the Homecoming Scotland celebrations in 2009.
- ii) Lead on the development and implementation of the Highlands Homecoming Scotland signature event planned for October 2009.
- iii) Co-ordinate the Highlands involvement in the new Winter Festival programme for Scotland.
- iv) Identify opportunities for the Highlands to benefit from involvement in the 2012 Olympics and 2014 Commonwealth Games.

### ***Promotion of Gaelic***

- i) Identify opportunities to promote Gaelic language and culture through the events and festivals programme of the Highlands.
- ii) Act as a point of reference for both Gaelic agencies and event organisers to ensure mutual benefit from the inclusion of Gaelic within events and festivals.

### ***Strategic Partnership***

- i) Facilitate ongoing dialogue between the member organisations of Highland 2007 in shaping the long term legacy of the project.
- ii) Liaise with key national stakeholders in formulating the legacy of Highland 2007.
- iii) Ensure effective consultation with the cultural sector of the Highlands in developing the legacy of Highland 2007.

### ***Events and Festivals Strategy for the Highlands***

- i) Collaborate with officials within Planning and Development in developing and implementing The Highland Council's policy on events and festivals.
- ii) Link to HIE policy on events and festivals.
- iii) Work with EventScotland to contribute to Scotland's strategy for events and festivals.
- iv) Liaise with Scottish Government officials to contribute to the national events and festivals strategy.
- v) Link to events and festivals policies developed and implemented by other Local Authorities, especially within the Highlands and Islands.
- vi) Identify opportunities to introduce new events that will enhance the events and festivals programme of the Highlands.

### ***Organisational Structure and Role***

- i) Through its Member organisations, agree the long term role of the organisation charged with delivering the legacy of Highland 2007.
- ii) Agree the type and structure of the organisation, its governance procedures and levels of delegated authority.
- iii) Establish the resources required to staff and manage the legacy organisation and to deliver its functions.

## **Appendix 2 - Highland 2007 Legacy Fund Guidelines for Funding Applications – Draft for Discussion**

### **1. Introduction**

The Highland 2007 Legacy Fund aims to promote the Highlands as a great place to live and to visit through showcasing the unique and special nature of Highland culture past, present and future. Highland 2007 was a partnership between three principal funding agencies: The Highland Council, The Scottish Executive, and Highlands and Islands Enterprise. Highland 2007, the year Scotland celebrated Highland culture, incorporated an exciting range of international, regional and community events, as well as capital projects and cultural activities specifically for young people. See [www.highland2007.com](http://www.highland2007.com) for full details. As a legacy to this year of celebrations, The Highland Council has established a Fund to support the ongoing development of the vibrant and diverse cultural sector of the Highlands and to promote Highland culture through the region's year long programme of events and festivals to locals and visitors alike.

At the core of Highland culture are the community groups and organisations that have helped to shape the cultural infrastructure of the region. This Fund recognises the contribution made and to be made by event organisers, promoters, artists and performers based within the Highlands and aims to maximise on supporting their continuing development.

Similarly the involvement of young people in the cultural life of the Highlands is crucial and this Fund will target the allocation of £125,000 per annum to projects and events initiated and inspired by their imagination and creativity. Applications from Community School Groups for projects and events that provide young people with access to cultural opportunities will be encouraged each year.

The guidelines summarise the objectives of the Highland 2007 Legacy Fund for appropriate individuals and organisations wishing to apply for funding and set out the criteria to be applied in reviewing applications. This should assist applicants in assessing whether their project or event is in keeping with the overall aims of the programme and help with the development of applications.

### **2. Aims and Objectives**

- 2.1 To promote the Highlands as a great place to live and to visit by showcasing the quality, range and diversity of cultural activity within the Highlands all year long.
- 2.2 To provide the opportunity for people across the Highlands, Scotland and in key target areas across the world to participate in an annual programme of events, festivals and cultural activity within the region.
- 2.3 To develop and deliver a programme of events and cultural activity each year that enthuses its target audiences and leaves them with positive memories of the Highlands of Scotland.
- 2.4 To generate positive economic and social benefits for the Highlands and for Scotland.

- 2.5 To contribute to the work of other agencies in promoting the Highlands as a modern, vibrant and prosperous place to live and to visit through highlighting the wealth of cultural activity in the area.
- 2.6 To establish positive and sustainable partnerships across Scotland to support the development of the cultural infrastructure of the Highlands.
- 2.7 To promote the significance of Highland culture to people living in the Highlands for the purpose of enhancing their awareness of and sense of pride in their local area.
- 2.8 To increase the level of confidence and to develop the skills and capacity of individuals and communities across the Highlands.
- 2.9 To support the development of creativity, talent and excellence within artists and performers based in the Highlands.
- 2.10 To stimulate interest and participation in cultural activity in the Highlands by people in the Highlands, across Scotland, the UK and abroad.
- 2.11 To contribute to the development of the social and physical cultural infrastructure of the Highlands.
- 2.12 To support other agencies and initiatives to promote Gaelic language and culture and to increase the number of Gaelic speakers.
- 2.13 To encourage young people to take part in cultural activities through their involvement in planning cultural activities and by their participation in projects and events.

### **3. Criteria for Grant Programme**

The criteria for evaluating bids to the Highland 2007 Legacy Fund are split into those that are essential for eligibility and those that will give the application priority over other submissions.

Only one application should be submitted for an individual project or event in a single financial year. Please note that you may apply for both revenue and capital funding for the same event or project; in this case each submission should be made on a separate application form.

A maximum grant of £30k will be available to any organisation or individual to support community events, school projects, new commissions and major events.

#### **3.1 *Essential Criteria***

To qualify for funding from the Highland 2007 Legacy Fund, applications must satisfy the following criteria:

3.1.1 The project or event must contribute to the delivery of the Council's Programme for Administration and relate to one or more of the following six strands of culture.

- Arts.
- Heritage.
- Sport.
- Language.
- Environment.
- Science.

3.1.2 The promotion of the Gaelic language and culture must be a core theme underpinning the event or project.

3.1.3 Funding must be targeted at fostering new or enhanced cultural activity and not used to support the ongoing operational costs of an existing cultural organisation or event, or the ongoing salary of an artist.

### 3.2 Preferred Criteria

Applications that incorporate one or more of the following features will be given priority over other submissions:

3.2.1 Applications that build on existing skills or knowledge of members of the community or help develop new skills and understanding.

3.2.2 Sustainability of the event or project beyond the year of funding where it is not a one-off project.

3.2.3 Existing local facilities and services are able to support the project or event.

3.2.4 The project or event will leave a positive legacy/ impact on the local area and bring local economic and social benefits.

3.2.5 Funding will be used to build upon existing provision and enhance local facilities and activities.

3.2.6 The project or event will not have a negative impact on other projects or events as a result of this support.

3.2.7 The submission includes evidence of working with other partners to enhance the quality of the project or event.

3.2.8 The project or event has support from a relevant national or regional agency.

3.2.9 The funding would not be used as substitute funding from another source.

3.2.10 The application includes match funding/in kind support from other sources.

3.2.11 The proposal is for an event or project that supports the themes and aims of the Homecoming Scotland celebrations in 2009.

### **3.3 Capital Projects**

For capital projects only, in addition to the above, the following criteria will also apply:

- 3.3.1 Where the project does not relate to a Council owned facility, the application must be accompanied by proof of ownership or long term [minimum 10 years] security of the property or development site to which the application refers.
- 3.3.2 Projects that improve existing facilities will be given preference over those that involve a new build.
- 3.3.3 At least 25% match funding from other sources is essential for all applications.

## **4. Capital and Revenue Funding**

Funding is available to support both capital and revenue projects. While the same application form should be used for both types of project, the following definitions have been provided to assist both applicants and assessors.

### **4.1 *Definitions of Revenue and Capital Funding***

The division of expenditure into revenue and capital is one of the ways public agencies report on how they allocate resources. Capital means one-off expenditure on large items such as buildings or equipment. Revenue means costs that would normally be expected to recur, such as staff costs, performers' fees, contract payments and transport costs. It can include some items of equipment providing these do not cost more than £10,000 or make up more than 60% of the costs of the project. Contact Morven MacLeod in the Highland 2007 office for more advice; contact details are given below.

## **5. Application Process**

5.1 Application forms for the Highland 2007 Legacy Fund are available from the Highland 2007 Office or can be downloaded from the Highland 2007 website. Before submitting an application please contact the Ward Manager for your area to discuss the eligibility of the proposed project or event. Community School Groups that wish to submit an application form should contact Judi Menabney, Principal Arts Education and Cultural Officer, for advice and to discuss the eligibility of their proposal.

- 5.2 Only one application should be submitted for an individual project or event. Each application form should specify the period to which the funding relates. Please note that you may apply for both revenue and capital funding for the same project or event and that each submission should be made on separate application forms.

- 5.3 Applications will be considered on two occasions each year by the Highland 2007 Legacy Fund Group. The deadlines for applications for the financial year 2008/09 are as follows:

29<sup>th</sup> August 2008  
6<sup>th</sup> February 2009

- 5.4 Completed application forms can be submitted by email or in hard copy to the Highland 2007 office. All applications should be submitted by the due deadline. No late or illegible submissions will be accepted.
- 5.5 The Highland 2007 Legacy Fund Group will consider all applications for funding. Notification of the outcome of each bid will be made to each applicant directly from the Highland 2007 office.
- 5.6 Payment in respect of successful applications will be made by Highland 2007. Payment will be made as expense is incurred.

## 6. Further information

Queries or requests for additional information for both revenue and capital grants should be made, in the first instance, to the Ward Manager for your area, or from Judi Menabney in respect of potential applications from Community School Groups.

Terms and conditions will apply to all grant awards. Please consult the Highland 2007 website for full details.

### Contact details - Ward Managers

Andy Mackay	North West and Central Sutherland	07776 465844
David Sutherland	Thurso Wick and Landward Caithness)	01955 607740
Phil Tomalin	East Sutherland and Edderton	01408 635335
Helen Ross	Cromarty Firth	01349 855524
Caroline MacAskill	Tain and Easter Ross	01862 892122
Fiona Duffy	Aird and Loch Ness	01463 724215
Vacant	Inverness West and Inverness Ness-side	01463 724378
Louise Clark	Nairn	01667 458569
Jimmy Flint	Inverness Central and Inverness Millburn	01463 724273
Sue Palmer	Badenoch and Strathspey	01540 664537
Charles Stephen	Inverness South and Culloden and Ardersier	01463 724246
Dot Ferguson	Caol, Mallaig, Fort William & Ardnamurchan	01397 707231
Robert K Bain	Wester Ross Strathpeffer & Lochalsh	01349 868626
Liz Cowie	Dingwall and Seaforth	01349 868681
Di Agnew	Black Isle	01349 868477
Jan Laing	Eilean a' Cheo	01478 613849

Judi Menabney

Principal Arts Education and Cultural Officer

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Highland 2007, Abertarff House, Church Street, Inverness IV1 1EU.

Tel: 01463 702007.

Email: [info@highland2007.com](mailto:info@highland2007.com)

Web: [www.highland2007.com](http://www.highland2007.com)

## **Appendix 3 - Highland 2007 Legacy Fund Application Form – Draft for Discussion**

### **1. Applicant**

- 1.1 Name of individual/group/organisation:
- 1.2 Purpose of organisation:
- 1.3 Contact name:
- 1.4 Address:
- 1.5 Position in organisation:
- 1.6 Telephone: daytime evening
- 1.7 Email address:
- 1.8 Are you a not for profit organisation or group? Yes No  
If yes, please enclose a copy of your constitution.

### **2. Project or Event**

- 2.1 Name or title of project or event:
- 2.2 Please provide a brief outline of your project or event:
- 2.3 Where will your project or event take place?
- 2.4 On what date(s) will your project or event take place?
- 2.5 Who will take part in or watch your project or event, e.g. local community, visitors to the area?
- 2.6 Please provide the budget for your project or event. The budget should give a breakdown of the total costs and any income for your project or event. You may wish to consider costs for: staff; administration; marketing/PR; equipment; transport; sales; facility purchase or improvement; professional fees.

<b>Item</b>	<b>Expenditure</b>	<b>Income</b>
-------------	--------------------	---------------

Total  
Shortfall

- 2.7 How much funding do you wish to apply for?
- 2.8 Please specify which of these items (above) would be paid for with this grant?

### **3. Essential Criteria**

- 3.1 Please tick the strand(s) of culture your project or event relates to?

Arts  
Heritage  
Sport  
Language  
Environment  
Science

- 3.2 Please provide a brief outline of how your project or event contributes to the aims and objectives of the Highland 2007 Legacy Fund.
- 3.3 Please indicate how your project or event will promote Gaelic language and culture.
- 3.4 What evidence do you have of community involvement, support or need for your project or event?

#### **4. Preferred Criteria**

- 4.1 Please identify any ways in which your project or event will contribute to the development of your local community, e.g. skills, expertise?
- 4.2 Will your project or event be sustainable and how will this be achieved?
- 4.3 Please indicate how existing local facilities, such as venues, accommodation and transport links, will be able to support your project or event.
- 4.4 What will be the positive benefits to your local area as a result of this project or event?
- 4.5 Please outline any ways in which you feel this funding will enhance existing facilities or services for your local area?
- 4.6 Are there any similar events or projects in the local area which may be affected by your own project or event?
- 4.7 Do you have any other partner organisations involved in your project or event, including any national agencies?
- 4.8 Do you have any other confirmed or potential sources of funding or support for your project or event?
- 4.9 Does your event or project aim to form part of the Homecoming Scotland celebrations in 2009? If so, please outline how your proposal links to the aims and themes of Homecoming Scotland.

#### **5. Capital Projects**

- Where the project does not relate to a Council owned facility please enclose documentation as proof of ownership or long term security of the development site, or property, to which the application relates.
- Please enclose documentation confirming the match funding required in respect of the sum requested.

#### **6. Publicity**

If your application is successful you will be required to acknowledge the assistance from The Highland Council, according to the Programme terms and conditions detailed on the Highland 2007 website.

#### **7. Terms and Conditions**

I confirm that I have read and accept the Terms and Conditions of this award.

#### **8. Declaration**

I confirm that the information provided on this form is accurate to the best of my knowledge.

Signature:

Date:

**9 . For Official Use Only**

**Date application received:**

**Reference number:**

**Decision:**

**Amount awarded:**

**Date of decision:**

**Date applicant notified:**

**Date of award:**

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