

**THE HIGHLAND COUNCIL**  
**EDUCATION, CULTURE AND SPORT COMMITTEE**  
**13 MARCH 2008**

Agenda Item	
Report No	

**HOMECOMING SCOTLAND 2009**

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

**Summary**

This report outlines current plans to contribute to the potential for the Highlands to benefit from the Homecoming Scotland celebrations in 2009.

**1. Introduction**

Homecoming Scotland 2009 is a Scottish Government initiative which presents a major opportunity for economic growth for Scotland through tourism, with a particular emphasis on engaging and motivating those people abroad who have recent or longer held Scottish connections. The project is managed on behalf of the Scottish Government by EventScotland in partnership with VisitScotland.

The programme of events and activity for 2009 will be focused on the period from Burns Night to St. Andrews Day (25<sup>th</sup> January - 30<sup>th</sup> November) and will be an inspiring celebration of Scotland's rich culture and heritage. There will be a clear focus on ancestral tourism, plus a recognition of Scotland as the home of many great contributions to the world.

By seeking to create an exciting programme of events and activity Homecoming Scotland aims to provide a strong incentive for Scots currently living out-with Scotland or those with Scots ancestry to 'come home' in 2009 and re-connect with the country. The programme for Homecoming Scotland will be supported by a targeted international marketing campaign delivered in partnership with VisitScotland.

**2. Current Activity**

2.1 The structure of the programme for 2009 is being developed by Homecoming Scotland along the following strands.

**i) Signature Events Programme**

A small number of 'international' scale events will be commissioned directly by the Homecoming Scotland team to take place at key points throughout the country during 2009. These will be part funded by Homecoming Scotland and a proposal for a signature event for the Highlands will be presented to

their team by the Director of Highland 2007 on Tuesday 4<sup>th</sup> March, on behalf of a range of stakeholders who have indicated an interest in developing a major event for 2009 as part of the legacy of the Highland 2007 celebrations. If approved, this will enable a detailed programme to be developed in collaboration with a broader grouping of stakeholders in the region, with work to plan the design and delivery of the event beginning in March 2008. A copy of the outline proposal is contained in Appendix 1.

**ii) Supported Events Programme**

A range of 'regional' scale events will be supported by Homecoming Scotland again across the whole of Scotland and throughout 2009. £1million in regional grants has been made available to support this programme and 20 applications have been received from event organisers to host a Homecoming Scotland event within the Highlands. Of these applications, 4 have been submitted directly by Highland Council officials. Deadlines for the Supported Events Programme are now closed.

**iii) Rolling Events Programme**

Homecoming Scotland will also part fund a programme of national year-round activity that is particularly attractive to diaspora visitors, details of which are yet to be finalised by EventScotland.

**iv) Partner Events Programme**

Homecoming Scotland will also work with a range of partners, particularly national cultural agencies, to develop a programme of events that will take place during 2009 that are relevant to the aims and objectives of Homecoming Scotland. This strand of the programme will not be funded by Homecoming Scotland.

**v) Direct Highland Council Staff Input**

Staff are working on a programme of activity for 2009 which includes the following;

- A touring exhibition conducted by Am Baile the Gaelic heritage information project, made up of material brought together from libraries, museums and archives. The exhibition will tour Council and independent museums.
- Cultural coordinators are planning activity sessions with a 2009 theme at 50 schools.
- Highland games participation and events in all 29 secondary schools through involvement of physical education staff and active schools coordinators to build on the primary mini-highland games currently in place.

- Mountain bike race series and festivals in all areas of Highland that will be open to all highland school children.
- There will be an exhibition in Inverness Museum and Art Gallery with satellite exhibitions in many of the 18 independent museums supported by the Council.
- A reader development project in libraries promoting families relationships and homecoming.
- Launch of “writers from home” across the libraries network – a retrospective of work of highland writers and authors influenced by the diaspora.
- Genealogy surgeries throughout the year.
- School exchanges to Celtic Colours/ Blas
- A Homecoming theme for the Neil Gunn Writing Competition
- Funding permitting it may also be possible for the Homecoming 2009 theme to form part of the work to extend the Highland Promise for school aged children to incorporate the Homecoming Scotland themes into the mainstream development plans of the service.

In addition, the Blas celtic music festival has submitted a funding application to significantly grow the numbers of overseas visitors to Blas in 2009; the 18 independent museums supported by the Council will be encouraged to mount special exhibitions during 2009; and ward forums will be encouraged to work with local staff teams and partner organisations to develop other ideas for 2009 activity.

### **3. Proposed Activity and Partnership Working**

- 3.1 A meeting between senior officials and Members within The Council and Highlands and Islands Enterprise is arranged to discuss and agree the long term legacy of Highland 2007. It is anticipated that one of the outcomes of that meeting will be a longer term partnership arrangement between the Council, HIE and other local and national agencies, enabling a “one stop shop” for cultural events.

#### **4. Recommendations**

It is recommended that Members:

- 4.1 Note the main elements of the 2009 Homecoming Scotland project and the current activity underway in developing plans for participation in the celebrations within the Highlands.
- 4.2 Note the partnership meeting with partners to discuss a longer term legacy arising from Highland 2007 and ask for a further report on the proposals for continuing partnership arrangements.

Authors: Head of Community Learning and Leisure

Signature:

Designation: Director of Education, Culture and Sport

Date: 2008

# Bill Taylor Associates

## Heritage, Tourism, Interpretation and Wildlife Services

### The Scottish Diaspora

#### *Seeds Scattered Across the World*

The time is ripe to celebrate the contribution that generations of Scots have made to other countries through their leaving these shores to begin a new life. Diaspora is a sowing or scattering of seed, and for many Scots of past generations leaving these shores provided rich soil to grow in, but for others the ground was stony and hard. Politicians, soldiers, frontiersmen and explorers have all contributed to the development of other countries with the following being a few notable individuals from the Highlands and Islands:

- Sir John MacDonald (Canada's first prime Minister) whose family was from Rogart in Sutherland;
- Lachlan MacQuarrie (the 'father of Australia') born on Ulva, Mull;
- Peter Fraser (New Zealand Prime Minister during WWII) born in Fearn Ross-shire;
- Sir Alexander MacKenzie (explorer and first person to cross the North American continent) born in Stornoway;
- Donald Smith (Canadian Pacific Railroad financier) born Forres, and
- when the United States were formed 9 of the thirteen states selected governors who were of Scottish ancestry.

The Highlands and Islands of Scotland have long been associated with the famous and not so famous Scots diaspora. Hundreds of thousands left these shores and their descendants are now to be found around the globe. It is estimated that up to 50 million people worldwide claim Scottish ancestry, with a significant proportion associating with this region. Increasingly they are seeking to re-connect with their forebears and Scotland's outstanding genealogical and archival records make such a task increasingly achievable.

As part of the Year of Homecoming 2009 it is proposed to hold a significant event to celebrate our connections to the millions of Scot's furth of our shores. Such an event will explore what more can be done that will benefit Scotland and the 'Scots' abroad. This should be one of the Signature events for this special year. Consultations have been undertaken with local stakeholders and there is support in the region and amongst key academics across the country (see Appendix 1).

#### **The event**

Central to the event is an International Conference on Diaspora Studies. Scotland is recognised globally in this field and the event will bring together world leaders to discuss and debate this developing subject. This is not just of relevance to Scots, but is resonating in other countries with significant emigration elsewhere eg Ireland, Norway, Sweden.

The conference will be located in Inverness over 3 days in late October/early November. Centred on the Eden Court Theatre with its 850 seat auditorium, 2 cinemas, studios and meeting rooms the event will be well served by a range of hotels with over 580 rooms all within walking distance. The closeness of the accommodation will effectively create a campus feel to the event, whilst still being in the heart of the city.

As a key complement to the conference it is proposed to hold a programme of geographically dispersed activities as pre and post conference events that will focus on some of the dramatic stories that hold relevance to this subject. A range of potential venues and historic links are given in Appendix 2. Effectively we will create a hub and spokes relationship with the dispersed events feeding into the hub, and addressing the conference themes at the local scale, involving local activists and on the ground activities. Together the

two will attract those with a specific geographical interest and those with an academic focus on diaspora studies.

Many of Scotland's Universities (Edinburgh, Glasgow, Aberdeen and UHI) have developed a global reputation for academic excellence in this field. There is enthusiasm to work together to deliver a globally significant conference that will examine the many threads that link to the Scottish diaspora overseas and connect them back to their homeland. Making connections to our National collections through the National Library, National Archive and the General Register Office, through support from the Scottish Museums Council and regional archives will further enhance the global recognition of the event

### **Key Themes:**

Five key themes have been identified, with some initial thoughts listed for further exploration:

#### Impacts in Scotland - *the seed is cast*

Clans conflict and community. The history on the ground, the oral memory and key events. The impacts of war at home and abroad. The clearances – their study and their impact.

#### Impacts in the host country - *blowing in the wind*

Relationships with Native People Positive and Negative. Story Telling and Musical Traditions and links and influences overseas. Slavery. Links to Poland and Sweden – questions of inclusion and dealing with modern issues of people movements

#### Archival studies

Development of Virtual Emigration Museum, National and local archival developments. Links to overseas archival material and evidence from host countries

#### Ancestral tourism

Examples of best practice and global developments. How to grow the market and build the links to strengthen the human and economic bonds

#### The Legacy of the Diaspora

Exploring the socio-economic reality of the diaspora.

Additional events will be selected for support and development that will have a specific geographical, clan and historical connection with a range of locations throughout the Highlands and islands (see appendix 1 for some options)

These events will link evidence on the ground with local people, clans and communities. Key moments in local history will be examined and links to music and storytelling will bring the traditions of the area to life for visitors, academics and locals alike. This will also ensure significant local benefits and interconnectivity with the main conference. Building capacity within the heritage sector will be seen as a key output.

### **Selecting a date**

There are 3 key factors that must be taken account of in selecting a date:

1. Fit with Year of Homecoming Programme
2. Ability to attract an audience
3. Availability of venue and accommodation

Year of Homecoming has indicated a preference for September/October as this fits with the programme and with VisitScotland's market assessment of impacts. This does present challenges as the event will attract a global academic audience and universities now start semesters in mid September, so it would be expected that numbers would be impacted by a late September/early October date. Of particular concern is the potential that Prof Tom Devine would be unavailable in mid to late September due to work commitments.

The venue is available from 18<sup>th</sup> September until 19<sup>th</sup> October and will have dates from 19<sup>th</sup> until 31<sup>st</sup> October (subject to a Scottish Ballet booking of 3-4 days). It is also available 9<sup>th</sup> – 13<sup>th</sup> November. Late October is

considered a good time, particularly after the mid term school break, as is the November date, but this begins to impact upon the closing of the Year on 30<sup>th</sup> November.

An additional consideration is the opening of the new Highland Archive Centre, which is expected in November. Holding the event nearer to this date will complement this opening.

Other complementary events are the Food and Drink festival –Highland Feast - which usually concludes in mid October and the National Mod in Oban which finishes on 17<sup>th</sup> October.

**The recommended dates for this event are between 19<sup>th</sup> – 31<sup>st</sup> October**

### **Growing the audience.**

Existing links overseas already exist through the universities (particularly through Jim Hunter at UHI, Marjory Harper at Aberdeen, Tony Pollard at Glasgow and Tom Devine at Edinburgh) and they all have significant data bases and work links with institutions in USA, Canada, Australia and New Zealand. Additionally links to St Andrews Societies and clan associations across the world will be made promoting this as the key focus for the year relating to diaspora studies.

Existing networks within Scotland have extensive connections overseas and they will be used to attract speakers and attendees. A few of these are listed below:

- Scottish Local History Forum
- Scottish Family History Society
- Economic and Social History Society
- Scottish History Review

Linking the main event to a series of locally focused activities will be a strength, and visitors will be expected to either attend a pre, or post-conference event which will extend stay time to 5-7 days. Key additional attractions will be integrating the programme into a 'fringe' programme around Inverness with activities being provided at Culloden Battlefield, Fort George, the Highland Folk Park and the new Highland Archive Centre. There is additionally potential to link into a programme of film, drama and music of relevance to the subject matter.

The event is estimated to attract 500 delegates, with 50 partners and an additional 200 being attracted to the range of fringe events. As a comparator, large scale history conferences in Edinburgh can attract 1000 attendees.

### **Costs**

The following are some very preliminary costs:

#### Conference.

Based upon costings for a smaller event in 2007 as part of the Year of Culture this would be net £125,000 (see Appendix 3 for an indication of comparable costs). This is on the basis that delegate rates would cover the fixed costs of the event and additional funding would be required for management and adding value to the programme to ensure a quality event.

#### Fringe Events

It is proposed that an additional budget of £100,000 is sought to allow for supporting 10 locally based events that are aligned with the conference themes and that could guarantee to deliver a co-ordinated programme around the time of the conference

#### Programme Management

A minimum of £50,000 would be required for this allowing for the employment of a co-ordinator and administrative support

**With contingencies it is proposed that a minimum budget of £300,000 will be necessary to deliver the programme outlined above**

Support is sought from the Year of Homecoming. Additional support will be sought from The Highland Council, Highlands and Islands Enterprise, Heritage Lottery Fund, National Library Scotland, National Archive Scotland, Scottish Arts Council and others

## **Appendix 1**

### **Consultees**

Ian Murray	Highland Council
Cameron Taylor	Adviser to VisitScotland on Ancestral Tourism
Torquil MacLeod	Year of Homecoming
Jim Hunter	Professor of Highland History, UHI
Catherine Niven	Senior Museums Officer, Highland Council
Bob Powell	Museums Manager, Highland Council
Chris Morris	Professor of Archaeology, UHI and Royal Commissioner
Karen Cullen	Centre for History, UHI
Rachel Skene	Council member Scottish Museums Council, Chair Highlands and Islands Museum Forum, Director Timespan
Tom Devine	Professor of Scottish History, Edinburgh University
Marjory Harper	Reader of History, Aberdeen University
Jill McNichol	Property Manager, Culloden
Issie MacPhail	Lochinver, Mackay Country Initiative
David Alston	Historian, Cromarty
Bill Sylvester	Partnership Director HIE

Did not manage to contact:

Dorothy Maxwell	Council Archaeologist
Tony Pollard	Glasgow University – on a dig in Belgium, but submitted supportive paper

## **Appendix 2**

Potential locations for locally focussed events:

The following indicate a range of possible locations that could be encouraged to be a focus for one of the pre and post conference programme events. Each location is associated with a specific clan name and will also have notable historic events of relevance to the conference themes.

<b>Family name:</b>	<b>Location:</b>
Various	Orkney
Various	Shetland
Mackay	Lochinver
Sinclair, Gunn	Wick/Thurso
Murray , Sutherland	Dornoch/Helmsdale
MacKenzie	Gairloch
MacLeod, Morrison	Stornoway/Ness
Munro, Ross	Dingwall
Fraser, Chisholm	Beaully
Grant	Grantown
MacIntosh	
MacPherson	Newtonmore
Urquhart	Cromarty
Cameron, MacDonell	Fort William
Mathieson, MacLennan,	
MacRae	Kyle/Plockton
MacDonald	Sabhal Mor Ostaig/Islay
Brodie	Nairn
Campbell	Inverary
MacLean, MacQuarrie	Tobermory
MacDougall, MacAlpine,	
MacIntyre, MacCallum	Oban

**Appendix 3**  
**Vital Spark**

***The conference attracted a total of 321 individual delegates for an event at Aviemore Highland Resort***

***The distribution on the days of paying delegates was as follows:***

***Sunday 30 September – 285; Monday 1 October – 290; Tuesday 2 October – 290; Wednesday 3 October – 275***

**Gross Costs** (rounded)

**Income**

Delegate income	56,000	
H2007 grant	20,000	
Agency funding	69,000	
Pre/post conf. Tours	7,000	
Misc	3,000	
AHI contribution	5,000	
Total	160,000	

**Expenditure**

Venue hire	62,000	56,000
Event management and direction	35,000	
Speaker costs	15,000	
Marketing and promotion	9,000	
Tours	7,000	7,000
Discounted and free places	6,000	
Staging and Electronics	5,000	
Admin and financial management	4,000	
Entertainment	4,000	
Delegate materials	4,000	
Proceedings	3,000	
Site Visits	4,000	
Misc	2,000	
Total	160,000	

Net cost c £95,000

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