

EAST AYRSHIRE COUNCIL

CABINET – 19TH NOVEMBER 2008

HOMECOMING 2009: PROGRESS REPORT

Report by Executive Director of Neighbourhood Services**1. PURPOSE OF REPORT**

- 1.1 To seek Cabinet approval for preparations for Homecoming 2009 and provide a progress report on this national initiative.

2. BACKGROUND

- 2.1 Scotland's Year of Homecoming 2009 is a Scottish Government led initiative aimed at attracting visitors to Scotland in 2009, the 250th anniversary of the birth of Robert Burns. Details of the Homecoming Themes, available funding and the Event Programme were reported to Cabinet on 9th January 2008 and 2nd July 2008.

3. COMMUNITY ORGANISED EVENTS

- 3.1 On 2nd July 2008 Cabinet remitted to the Executive Director of Neighbourhood Services and Executive Director of Corporate Support to write to local groups regarding Homecoming and seek information on events being organised for Homecoming year. Several groups indicated that they are planning to organise events during 2009, these events will be publicised in East Ayrshire event programme as details are confirmed, these groups are listed in Appendix 1.
- 3.2 EventScotland has recently announced the Homecoming Scotland Partner Events Programme which allows events which meet certain criteria to be included in the Homecoming Marketing campaign and to be able to include the Homecoming branding on promotional material. This in-kind support may be available to local events which meet the criteria and local organisations have been supplied with EventScotland's information. Details of the Partner Events Programme are available on the Homecoming.Scotland2009.com website.
- 3.3 As reported at the 2nd July 2008 Cabinet meeting Mauchline Burns Club was successful with bids for financial support for three large scale events and detailed planning for these events is now underway. These events are The Ploughing Match, Holy Fair and Homecoming Marquee.
- 3.4 The Robert Burns World Federation are planning events throughout the year with a Supper Concert at the Park Hotel, Kilmarnock on 22nd May the main local event.

4. EAST AYRSHIRE COUNCIL EVENTS

- 4.1 East Ayrshire Council will play a significant part in the Homecoming 2009 celebrations. The Dick Institute will play a prominent part in the year, staging

both the Creative Burns and Ayrshire Innovators exhibitions. Both exhibitions will be promoted under the Homecoming East Ayrshire banner. Creative Burns will run from 14th February till May 16th and Ayrshire innovators will take place from 30th May till 12th September.

- 4.2 Funding for the Councils events has been secured from EventScotland (£20,000) and Scottish Enterprise (£10,000). This funding, alongside the Councils own contribution, will enable allow high quality exhibitions to be produced and promoted widely during the year.
- 4.3 Both exhibitions are now in an advanced stage of planning, with artists commissioned to develop projects for each of the exhibitions. Loans have also been agreed to supplement the work held in our own collections and include significant works from National Museums of Scotland, National Libraries of Scotland, National Galleries of Scotland, Burns Heritage Trust, Ellisland Trust and Edinburgh City Council. Featured artists already commissioned include: Timorous Beasties, Adam Proctor and Michael Vissochi, Rab Wilson, Matt Hulse and Kieran Dodds.
- 4.4 A new choral composition has been commissioned by the renowned composer Gavin Reid. The piece will be based on the life and works of Robert Burns and will be performed in the Grand Hall, Kilmarnock on 1st April 2009 as the centrepiece of the annual Xtravaganza Concert which will also feature the authorities Concert Band, Junior String Orchestra and Pipes and Drums.
- 4.5 A series of two interactives related to Homecoming themes is also being developed at present and these will go live on future museum.co.uk during November/December 2008. Each exhibition will also have a 98 page, full colour book published. These will be complete during late November.
- 4.6 The supporting marketing campaign is designed to bring visitors to East Ayrshire when they are in Scotland. To this end, we are working closely with the Homecoming Team to make sure our respective campaigns dovetail together. Our core marketing activity will comprise high volume leaflets distributed across Scotland and North of England, adverts in the Saturday and Sunday press, high profile presence in The Guide, which will go door-to-door to every house in East Ayrshire and online marketing through futuremuseum.co.uk. The campaign will start during December and run through the following year. The East Ayrshire Council events will be launched to celebrate St. Andrews Day with a press event at the Dick Institute.
- 4.7 East Ayrshire Council collections will also appear in the National Libraries of Scotland touring exhibition on Burns as part of Homecoming. This will start in Edinburgh and go to Aberdeen and then Glasgow and possibly Dumfries. The Dick Institute will also host a National Galleries of Scotland exhibition during October to December, which will feature the five iconic paintings of Scotland.
- 4.8 The Ulster Folk Orchestra will play at the Palace Theatre on Saturday 9th May at 7.30pm subject to final confirmation.

- 4.9 As part of the Councils marketing programme letters will be sent inviting the Provosts and Mayors of Councils in the South of Scotland and North of England to visit East Ayrshire during Homecoming year.
- 4.10 The Burns Monument Centre will be officially opened in Summer 2009 and the opening ceremony will form part of a Burns in the Park event in Kay Park.
- 4.11 A series of events in conjunction with our town twinning partners is being organised for May 2009. The Provost will welcome guests from our twin towns during a weekend in May.

5. CONCLUSIONS / RECOMMENDATIONS

- 5.1 There are no new financial implications attached to this report.

6. POLICY / LEGAL IMPLICATIONS

- 6.1 Nil

7. CONCLUSIONS

- 7.1 Detailed planning for the major events organised by East Ayrshire Council and the Mauchline Burns Club is well underway and these events feature in the national programme currently being promoted by EventScotland. A range of other events is currently being planned and developed by groups across East Ayrshire, as these events are confirmed they will be added to the local event programme.

8. RECOMMENDATIONS

- 8.1 It is recommended that Cabinet:

- (i) agree the programme of events included in this report
- (ii) note that as other events are confirmed they will be added to local publicity material
- (iii) remit to the Depute Chief Executive / Executive Director of Corporate Support to invite the Provosts and Mayors of Councils in the South of Scotland and North of England to visit East Ayrshire during Homecoming year
- (iv) agree that the Councils Homecoming events are formally launched at a press event to celebrate St. Andrews day
- (vi) otherwise note the contents of this report

William Stafford
Executive Director of Neighbourhood Services

WS/JAG
13th November 2008

LIST OF BACKGROUND PAPERS

Nil

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DRAFT PROGRAMME OF HOMECOMING EVENTS - 2009**EAST AYRSHIRE EVENTS IN THE HOMECOMING YEAR**

February – May	Creative Burns, Kilmarnock
May – September	Ayrshire Innovators, Kilmarnock
March	Mauchline Ploughing Match
April	Xtravaganza Concert, Kilmarnock
May	Mauchline Holy Fair
May	Town Twinning – Provost's Weekend
June	Burns Monumnet Centre Opening / Burns in the Park
July	Mauchline Homecoming Marquee

OTHER AYRSHIRE EVENTS IN THE HOMECOMING YEAR

April	REME Association Reunion, Ayr
May	Burns an a' That Festival, Across Ayrshire
August	Ayr Flower Show, Ayr
June - August	A Whole in One Golf Exhibition, Ayr

Various groups are also planning events during Homecoming year, these will make up a programme of more local events which may also benefit from inclusion in EventScotlands marketing activities. Organisations planning events in East Ayrshire include: East Ayrshire Gardening Club; The Robert Burns World Federation; Darvel Music Company; Dalmellington Silver Band; Dalmellington Community Council; Crosshouse Community Council; Dalmellington Family and Oral History Group; Muirkirk Enterprise Group; Dumfries House; Woodroad Regeneration Forum; Cumnock Community Council; East Ayrshire Family History Society; and Darvel Improvement Group.