

# EAST AYRSHIRE COUNCIL

CABINET – 29 JULY 2009

## EDINBURGH MILITARY TATTOO DUMFRIES HOUSE : THURSDAY 20 AUGUST 2009

### Joint Report by Depute Chief Executive/Executive Director of Corporate Support and Executive Director of Neighbourhood Services

#### **1 PURPOSE OF REPORT**

- 1.1 To advise the Cabinet of the confirmation of a free “Taste of the Tattoo” performance to be held at Dumfries House and to seek approval for funding provision to support the costs of the event.

#### **2 INTRODUCTION**

- 2.1 As part of the Scottish Government’s Homecoming Scotland 2009 initiative, proposals have been publicised recently to stage four “Taste of the Tattoo” presentations in August, during the Edinburgh Military Tattoo season.
- 2.2 The series of free lunchtime events will pay tribute to Robert Burns and will showcase 500 performers from various countries, including the inimitable Massed Pipes and Drums.
- 2.3 The four locations across Scotland at which these events will be staged are :
- George Square, Glasgow 11 August 2009
  - Linlithgow Palace, Linlithgow 13 August 2009
  - Dumfries House, Cumnock 20 August 2009
  - Jedforest Rugby Ground, Jedburgh 27 August 2009

#### **3 STAGING THE TATTOO**

- 3.1 The opportunity to bid to host one the “Taste of the Tattoo” events was identified last year by the Council’s Tourism Promotion Adviser. After discussions with Leisure Services and The Great Steward of Scotland’s Dumfries House Trust, the Chief Executive and the Producer of the Edinburgh Military Tattoo visited Dumfries House in late October 2008 and in November 2008 confirmed verbally, the desire to hold a performance at Dumfries House.
- 3.2 The performance is planned to take place between 12 noon and 13.30 on Thursday 20 August 2009 and will be held in the landscaped area immediately in front of the House, with the audience being accommodated on a standing basis, in the sloping field facing the frontage of the House. It is anticipated that the audience will number around 3,000 people including 500 Primary 6 children from East Ayrshire.

- 3.3 The staging of the “Taste of the Tattoo” will be undertaken as a partnership, involving the Edinburgh Military Tattoo, East Ayrshire Council and The Great Steward of Scotland’s Dumfries House Trust.
- 3.4 Detailed planning of the event, led by the Department of Neighbourhood Services has now been undertaken and a provisional budget has been estimated at £32,000.
- 3.5 The tickets were released on Thursday 16<sup>th</sup> July and all tickets were allocated within 48 hours.

#### **4 PROPOSED FUNDING OF THE EVENT**

- 4.1 An application was submitted by the Great Steward of Scotland’s Dumfries House Trust to the Cumnock and Doon Valley Minerals Trust, for grant funding of £40,000. This application was considered by the Minerals Trust at its meeting on 26 June 2009 and was rejected.
- 4.2 It is proposed that the Council contributes the sum of £10,000 towards the running of event, together with an additional £2,000 for the transportation of our schoolchildren. A further estimated £3,000 of in-kind contribution by way of assistance in the event’s organisation will be provided. The Great Steward of Scotland’s Dumfries House Trust has confirmed that they will contribute the balance of the costs from existing funds and from future fundraising activities.

#### **5 FINANCIAL IMPLICATIONS**

- 5.1 Subject to formal approval, provision to meet the cash contribution of £10,000 has been made within the Corporate Support earmarked balances for the financial year 2008/09. In the event that this is not approved, funds could be drawn from current year budgets, within which there are currently available resources.
- 5.2 The Transportation costs of £2,000 will be met by the Department of Educational and Social Services and the in-kind contribution of approximately £3,000 will be met by the Department of Neighbourhood Services.

#### **6 COMMUNITY PLANNING AND POLICY IMPLICATIONS**

- 6.1 Hosting hallmark events is a vehicle for repositioning East Ayrshire as a recognised tourist destination. In this respect, the project will contribute to the achievement of the aims of the Council’s Tourism Strategy and the achievement of the wider objectives of the Delivering Community Regeneration Theme of the East Ayrshire Community Plan.

#### **7 LEGAL AND PERSONNEL IMPLICATIONS**

- 7.1 There are no immediate legal or personnel implications.

## **8 CORPORATE MANAGEMENT TEAM**

- 8.1** At its meeting on 11 March 2009, the Corporate Management Team agreed its support for the proposed event.

## **9 RECOMMENDATION**

- 9.1** That the Cabinet agrees to support the Taste of the Tattoo event in the sum of £10,000 of cash contribution plus additional costs of £2,000 for the provision of transport for our schoolchildren attending the event and to supplement this by a further £3,000 support in kind.

**ELIZABETH MORTON**

**Depute Chief Executive/Executive Director of Corporate Support**

**WILLIAM STAFFORD**

**Executive Director of Neighbourhood Services**

JRS/WS  
23<sup>RD</sup> July 2009

### **BACKGROUND PAPERS**

**Nil**

Implementation Officers : **WILLIAM STAFFORD**, Executive Director of Neighbour Services  
**DANIEL STEEL**, Tourism Promotion Adviser