

SUBMISSION FROM THE NATIONAL TRUST FOR SCOTLAND

Thank you for your correspondence of 4 February providing an opportunity for the National Trust for Scotland to present further information on The Battle of Bannockburn Re-enactment event, planned for June 2014.

As you will be aware, the National Trust for Scotland is an independent charity, ultimately accountable to our 312,000 members. Our purpose is to conserve and promote our heritage. To that end, we care for some of Scotland's most important heritage sites, including Bannockburn.

We are currently making excellent progress on The Battle of Bannockburn project – a joint initiative between the National Trust for Scotland and Historic Scotland which aims to transform the site in time for the 700th anniversary. The project is generously supported by the Scottish Government and the Heritage Lottery Fund.

The National Trust for Scotland plans to hold several celebrations throughout 2014 commencing with the launch of the new visitor attraction in March and culminating in The Battle of Bannockburn Re-enactment event weekend in June 2014.

At the request of EventScotland, the Trust's original two-day Re-enactment event is now being planned with a third day to create a special long weekend of activity 28 – 30 June 2014 and with extra elements added to the original event idea. This is primarily to enable more visitors nationally and internationally to visit the site and also to contribute further towards the Year of Homecoming, supporting the Government initiative to generate increased interest in and economic impact for Scotland.

There does appear to be some confusion about the nature of this event and the Trust's role in delivering this with the event becoming conflated with Homecoming as a whole. To be absolutely clear, this event is simply one of several signature events in the 2014 Homecoming programme. The Trust is pleased to be involved in contributing this important event to the extensive Homecoming programme which will be launched shortly.

Planning for The Battle of Bannockburn Re-enactment event is at a key stage. We are in the process of appointing an events management and production partner to assist with the design and delivery of the event – this should be concluded by mid-March.

Once appointed, this company's first task will be to assist us in creating a business plan which sets out the financial requirements for the event – at this stage the level of Homecoming funding support being offered will become clear. The National Trust for Scotland's Board of Trustees will then make the final decision on whether or not this event can proceed. Trustees will need to be satisfied that the Trust will not be put at financial or reputational risk. This decision is expected by the end of April 2013

I now turn to your specific questions:

- **What is your role in managing and delivering this event (and what are the decision taking and accountability responsibilities of the National Trust for Scotland in relation to the other stakeholders)?**

The Re-enactment event on 28, 29 and 30 June 2014 is an integral element of the National Trust for Scotland's programme of activity designed to mark the launch of the new Battle of Bannockburn experience, as well as to commemorate the 700th anniversary of this important battle. As such, the Re-enactment event is owned and led by NTS. As explained above, a specialist events production company is being appointed by the Trust to deliver the event.

In addition, the Trust has established a Steering Group and a Working Group to develop plans and support delivery of the event. Representatives from the Scottish Government, Homecoming 2014, EventScotland, Historic Scotland, Stirling Council, Creative Scotland and the Clans are involved in those groups. The Working Group is responsible for the planning and delivery of the event, reporting to the Steering Group who take a high level view of the event's overall contribution to the Homecoming 2014 programme. The Steering Group is chaired by the National Trust for Scotland's Director of Marketing and Commercial Services Henk Berits who is a member of the Trust's Senior Management Team.

- **What is the budget the National Trust for Scotland has allocated to the Bannockburn event and who is responsible for decisions regarding its spending?**

Work to determine the required budget for this event will get underway as soon as the event management company has been appointed. While some initial scoping work has been undertaken, this could not be progressed until this appointment was made.

The National Trust for Scotland does not do loss making events - the general principle is that the event will be self-financing and return a profit to the Trust in line with our events management guidelines. A business plan will be prepared this spring anticipating income from ticket prices and other commercial sources.

The event Working Group and appointed event management company will make day to day decisions about the spending of this budget. As a key event in 2014, Homecoming funding support is also expected, although the full level has yet to be determined. This will be set once the full details of the event have been confirmed.

- **How is your performance and that of the other stakeholders monitored, and who has responsibility for that monitoring?**

Running events is a normal part of National Trust for Scotland operations. As such, standard Trust management procedures apply, with the Trust's Senior Management Team managing performance overall. In addition, we would expect a series of measures and targets to be set by any bodies which award funding for the event.

- **How does the National Trust for Scotland communicate with the Scottish Government and other stakeholders on progress with the event?**

The Working Group and Steering Group are the primary modes of communication with stakeholders. The Trust's Director of Marketing and Commercial Services is the principal contact with stakeholders on the Battle of Bannockburn Re-enactment event. The Trust has an extensive programme of communication in place in connection with The Battle of Bannockburn project and the Re-enactment event is being factored in to those activities. In addition, we are making full use of the communications channels made available to the Trust through its partners like VisitScotland.

- **What marketing activity has been undertaken in relation to the Bannockburn event, what is planned to be undertaken, at which audiences and how will the success of any marketing activity be assessed.**

An event marketing and PR campaign is already underway for the Battle of Bannockburn Project. This has already secured substantial press and online coverage. The current marketing focus is the travel trade, particularly as we approach EXPO 2013 in April.

The Re-enactment weekend will become a key event within the marketing programme. Following the tender process outlined above, the Trust's appointment of an events company and the EventScotland grant announcements in March, the project team will work in close association with VisitScotland and EventScotland to ensure the marketing drive supports the event as one of Scotland's signature events within the Homecoming 2014 programme.

- **Who ultimately is responsible for the success of the event?**

The National Trust for Scotland clearly is committed to ensuring that any event that it undertakes is a success, giving individuals the chance to engage with our nation's heritage and contributing financially to the charity. The same approach will apply to this important event.

National Trust for Scotland
February 2013