

## SUBMISSION FROM STIRLING COUNCIL

### **Bannockburn Re-enactment Event**

I thank you for your letter dated 4 February 2013 regarding the Scottish Parliament's Economy, Energy and Tourism Committee's consideration of the Bannockburn re-enactment event being held in June 2014.

I set out below Stirling Council's response to the questions that you raise.

#### **What is your role in managing and delivering this event (and what are the decision taking and accountability responsibilities of Stirling Council in relation to the other stakeholders)?**

The management and delivery of the Bannockburn re-enactment event is being undertaken by the National Trust for Scotland, in partnership with EventScotland. It will form a signature event in the 2014 Year of Homecoming programme. Stirling Council has an advisory role from a logistical perspective and has no responsibility for the event's management or delivery. One officer from Stirling Council sits on the Bannockburn Re-enactment Working Group, and another sits on the Steering Group.

#### ***What is the budget that Stirling Council has allocated to the Bannockburn event and who is responsible for decisions regarding its spending?***

Stirling Council is not funding the event, but has discussed funding the provision of a local shuttle bus service from Stirling city centre to Bannockburn for the three days of the event.

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

The ultimate responsibility for the success of the event lies with the National Trust for Scotland, who will be putting in place appropriate performance monitoring systems.

#### ***How does Stirling Council communicate with the Scottish Government and other stakeholders on progress with the event?***

Communication is through the Bannockburn Event Steering Group and the Working Group.

#### ***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 the marketing activity be assessed?***

The National Trust for Scotland have their own communications department, who will be undertaking a full marketing campaign. VisitScotland will be promoting the event across the United Kingdom and internationally as part of the Homecoming 2014 signature programme. Stirling Council will be promoting the event as part of its 2014 programme of events.

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

The ultimate responsibility for the success of the event lies with the National Trust for Scotland. The Trust will be securing an event production partner; they aim to have this partner in place by March 2013.

I trust the aforementioned answers your questions from Stirling Council's perspective.