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<p><b>6</b></p>	<p><b>VisitScotland Website – Update on upgrade of tours, Clan information and events</b></p> <p>NMcP highlighted that although 11 questionnaires had now been received that nothing had been added to the VS website.</p> <p>SA response regarding VS website</p> <ul style="list-style-type: none"> <li>• Image requested to be changed by HM has now been done.</li> <li>• All content changes shall be completed during May – refreshing all clan itineraries.</li> <li>• Clan society links being added.</li> <li>• Content team have been briefed regarding adding clan gatherings.</li> </ul> <p>Any questions that HCPG have to be directed to SA to liaise with Natalie Summers, Ancestral Tourism Marketing Manager.</p>	
<p><b>7</b></p>	<p><b>Tour Guide – Update</b></p> <p>The tour guide is a published guide book for all Highland Clans that shall be refurbished every five years and is designed to promote clan tourism. Clans will have input to book and a there is now someone in place to take forward plan.</p>	<p><b>JG</b></p>
<p><b>8</b></p>	<p><b>Scottish Clans Event Fund – appraisal of uptake 2014</b></p> <p>Appendix A – Below</p> <p>Funding process has been very flexible with VisitScotland’s events directorate, EventScotland, who have worked well with the clans to achieve activity.</p> <p>Deadline for next year’s funding applications is October 2014, clans can submit for 2 years activity. Contact EventScotland through their website. <a href="http://www.eventscotland.org/">http://www.eventscotland.org/</a></p>	
<p><b>9</b></p>	<p><b>Added Value – Marketing Growth Plans and other support</b></p> <p>SA took the opportunity to highlight the VisitScotland Growth Fund.</p>	
<p><b>10</b></p>	<p><b>Blue Skies Thinking</b></p> <p>All in attendance agreed that the HCPG had achieved positive activity since creation and desire to continue to play a part in assisting in communication between the Scottish Government and Clans.</p>	
<p><b>11</b></p>	<p><b>ANOB</b></p> <p>Next meeting set for 6 November, the meeting will again be held at the Town House, Inverness between 12.30pm and 3.30pm.</p>	

<p>SB agreed that VS and THC shall share administration responsibility for the HCPG meetings. LH to minute 6 November meeting.</p> <p>SA to invite Natalie Summers, VisitScotland's Ancestral Tourism Marketing Manager to attend and present at next meeting.</p>	<b>SA</b>
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Appendix A

<p><b>Event Name</b> – The 18<sup>th</sup> Clan Gunn Society International Gathering</p>	<p><b>Requested Amount</b> - £5,000</p>	<p><b>Funding Request</b> - to encourage more people to attend flagship events and enrich the experience of those attending from overseas</p>
<p><b>Panel Comments</b> – Panel agree, in principal, to support event on submission of more information on non-clan member involvement with the event</p>		<p><b>Panel Recommended</b> - £5,000</p>
<p><b>Updated Information –</b></p> <p>The Non-Clan involvement of the Clan Gunn Gathering can probably be broken down as follows:</p> <p>Provision of Hotels, B&amp;Bs and catering for activities in Orkney and Caithness.  Use of Local guides, ferries and buses for tours/trips.  Use of local entertainers (dancers, musicians, Caithness dialect etc) for evening events (Ceilidh).</p> <p>With regard to how the public can engage with the planned activities.</p> <p>We put notices in the local press and use local radio to promote the Gathering's itinerary and encourage local "Gunns" and related sept names to attend the events. These are people that while they share the "Gunn" name are not generally Clan members. The events that tend to appeal to non-Clan members of the public are the ceilidh, dinner dance and visiting the Clan Gunn tent at the Halkirk Games. This is something we are really keen to improve and as discussed in our proposal, it is these events that we would like to subsidise to create greater inclusion.</p> <p>The "locals" (non-clan members) tend to take an active curiosity in the Clan Gathering and seem genuinely interested in engaging with Clan members (which our overseas members particularly enjoy). Often our members will be trying to trace ancestors or visit areas that were relevant to their family and the "locals" will often go out of their way to help.</p>		

<b>Event Name -</b> Clan Hannay 2015 Gathering	<b>Requested Amount -</b> £2,800	<b>Funding Request -</b> Hire a marquee to hold the gathering at Sorbie Tower, 2015 is the anniversary of the tower returning to the clan's ownership. For 2015 have planned 6 days of events which would not be possible without marquee
<b>Panel Comments –</b> Recommend supporting full amount but request further information on how they will engage with the local community		<b>Panel Recommended -</b> £2,800
<p><b>Updated Information –</b></p> <p>We will convene different people from local residents to visitors, the old and the young, from all around the world. An opportunity to get to know each other, share stories and build new relationships. We will provide a convivial setting in a historical venue that is accessible to all.</p> <p>We will provide free access to our clan genealogist and local historian.</p> <p>Help folk to start their own family tree.</p> <p>Give free membership to "Friends of Sorbie Tower" to give a feeling of belonging and a future interest in the Tower for those who are not eligible to be clan members.</p> <p>Visitors will be encouraged to question themselves and their relatives as to their own family histories and learn more about who they are, where their own families originate and maybe in some small way teach a greater tolerance to people of other colours and creeds.</p> <p>Teach a greater awareness of the historical and more modern idea of what "clan" means in the world today as told by members of Clan Hannay from the UK, Europe, USA, Canada and Australia. Giving a greater insight on what it means to be able to trace your roots back to Scotland and what it means to truly "come home".</p>		

<b>Event Name – Tartan Ties (Clan Hay)</b>	<b>Requested Amount - £5,000</b>	<b>Funding Request -</b> Support for events staged at Duns Castle. The award will be spent on events during the tour including producing the murder mystery, lecture on Scottish Clans, history & legends, marketing and transport
<b>Panel Comments – Panel</b> agree to request resubmission of application for Clan Hay’s 2015 event. Request more detail surrounding specific activities and wider public engagement. In particular, more information is required surrounding their plans on how to get visitors to the castle		<b>Panel Recommended - TBC</b>
<b>Updated Information –</b>  Day 1: Arrive Duns Castle and settle in. Buffet supper. People will be arriving at different times depending on flights and distances. It is not practical to provide transport due to the diversity of flights and arrivals and the fact that individuals will probably want to make excursions in addition to the communal plans. Based on experience of our 2013 tour, visitors remained in Scotland after the tour and visited additional locations thus requiring their own transport. Later in the evening there will be a talk on clan history and a demonstration of Scottish dancing. <b>(Provides business for Duns Castle attracting visitors from home and abroad. A similar tour which we held in 2013 attracted 28 people from America, Norway and the UK to the castle and a total of over 50 people joined us by the time we reached Aberdeen. We expect the 2015 tour to attract larger numbers. Additional benefits to the community included hire cars and the opportunity to participate in events)</b>  Day 2: Talk on the Battle of Flodden given by Angus Hay, military historian, followed by a visit to the Flodden Eco Museum. Lunch at Collingwood Arms. In the afternoon we will visit Neidpath Castle where Angus Hay will give a talk on the history of the castle. <b>This will be open to the public. (Provides added attraction to the tour; business for local caterers; business for Neidpath Castle and an attraction to other visitors to the castle. The talk will be advertised locally and on the internet)</b> In the evening there will be a Murder Mystery Evening at Duns which will be <b>open to the public. Transport will be laid on for people in out-lying areas.</b> This event will be advertised locally as well as being included in event advertisements. A professional troupe of actors will be employed for this event. <b>(The Murder Mystery will attract visitors to the castle and make the tour more attractive. It will provide employment for the actors, caterers and transport providers)</b>  Day 3: Talk on Scottish Castles prior to setting out to visit Manderston. This will show the contrast between older castles like Neidpath and more modern ones. <b>In the evening there will be a black tie dinner followed by a dance to which the public will be invited. Transport from out-lying areas will be provided. (This evening will provide employment for caterers, a piper, other musicians and transport providers. It is likely that we will use a marquee for the dance as we anticipate large numbers. The public will be invited and transport provided to out-lying areas.</b>  Day 4: Depart Duns Castle and make our way to Borthwick Castle. In the afternoon we will progress to Erroll where we will visit the Motte, the Hawkstane and then Megginch Castle. By the evening we will arrive in the Aboyne area where people will have arranged their own accommodation. <b>(Although a lunch venue has not yet been identified, this will provide business for a catering establishment. Accommodation will be used by tour participants as</b>		

will other services in the area.)

Day 5: Activities including fly fishing; croquet; Scottish crafts and further activities to be announced will be on offer in the Banchory/Aboyne area. These will also be offered to other clans and the public. (The activities on offer fulfil a need to attract people to visit and stay in the area. They will be offered to the public and local contacts will encourage participation and the future provision of activities.)

Day 6: The Aboyne Highland Games will be the focus of the day and we will be having a tent in the Clan Village. In the evening, a ceilidh is planned at Crathes Hall. This will be open to the public and transport will be arranged as required to enable people from out-lying areas to attend. Food and live music will be provided. (Personal contact will be a means of encouraging other clans and the public to participate in the evening's ceilidh and future events. Community facilities, local caterers and local musicians will be employed. Local transport providers will be employed to transport participants from out-lying areas.)

Day 7: Lunch will be provided at Delgatie Castle and a guided visit to Old Slains Castle and Cruden Bay will be offered. (Delgatie Castle will benefit from the large number of visitors through both catering and shop sales. The area of Cruden Bay will also benefit from the large number of visitors. )

The tour will be widely advertised in magazines, press, at international Scottish gatherings, on the internet and locally through local radio, community centres and publications. The events will also be advertised at and on the web sites of Duns and Delgatie Castles and the Clan Hay web site and the Clan Hay Journal which is distributed world-wide, free of charge to over 1000 people. We will attract public interest and participation through advertising and by providing transport for people in outlying areas.

It is anticipated that people will be attracted to participate in the tour as it is focussed upon places of interest to members of our clan and gives a whole package of events. People traveling long distances to visit Scotland will be able to enjoy a package designed to show them places of interest to them as clan members and places of interest to visitors. This will attract people, not only to Duns Castle, but also across Scotland, thereby benefiting numerous areas. In future this plan can be developed and adopted by other clans.

Communities will benefit through visitors using accommodation and local facilities. Events will be open to the public and therefore provide entertainment and employment. Some participants are expected to remain in Scotland following the tour in order to continue their holiday.