



UK Government



Sept 2022

The Bruce 750 – a series of commemorative events and a national celebration
Feasibility study



**HALL
AITKEN**

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Robert the Bruce led Scotland during the First War of Scottish Independence against England. He fought successfully during his reign to regain Scotland's place as an independent kingdom and is now revered in Scotland as a national hero. The 750th anniversary of his birth will be on 11 July 2024 and should be a cause of national celebration.

Bruce 750

Introduction

North Carrick Community Benefit Company (NCCBC) received funding from the Community Renewal Fund (CRF) to explore opportunities to bring social and economic benefit to the area and people within the communities. This programme of funding was called the **Foundations for Recovery** (FfR). Three separate Lots were included in this programme and Hall Aitken delivered the Tourism Lot. This Lot was broken down into several project ideas. These sub-projects included Bruce 750.

“Tourism is no longer just about tourists; it’s about people. Success means more than numbers; it’s about enrichment and prosperity for residents and our visitors”.²

So, for North Carrick:

- The key goal is to increase the opportunities for visitors to stay longer and spend more; and
- Investment should give a high priority to community benefits and resilient businesses.

This sub-project feasibility study was to consider how the 750TH anniversary of the birth of Robert the Bruce, the Earl of Carrick, could be exploited to bring benefits to the people and communities of North Carrick and Ayrshire as a whole.

This feasibility study will:

- provide comfort and understanding to potential partners of the way in which a programme of commemorative events leading up to Bruce’s birthday in July 2024 could be delivered
- Highlight the benefits these could bring.
- strengthen the opportunities for NCCBC to complete funding applications and to deliver a future project.

This feasibility study will be of interest to:

- NCCBC board and senior executives
 - Other sub-project teams supported by the Foundation for Recovery Programme
 - Partner organisations
 - Potential funders
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This is a report that assesses several market factors that dictate project viability. The report also provides guidelines to meet market conditions and definitions of success. We have examined the project idea including potential beneficiaries, competing or complementary services, potential costs and revenues, and options for further development (legacy).

Vision – The Bruce 750

Robert I (11 July 1274 – 7 June 1329), popularly known as Robert the Bruce, was King of Scots from 1306 to his death in 1329. One of the most renowned warriors of his generation, Robert eventually led Scotland during the First War of Scottish Independence against England. He fought successfully during his reign to regain Scotland's place as an independent kingdom and is now revered in Scotland as a national hero.

He has a close connection to the area. He was born in Turnberry Castle and spent his younger years in the area. When he was exiled and away from Scotland it was back to the Carrick coast, near Turnberry, that he returned. He went on to defeat an English army at Loudoun Hill in North Carrick and wage a highly successful guerrilla war against the English. Robert I defeated his other opponents, destroying their strongholds and devastating their lands, and in 1309 held his first parliament. A series of military victories between 1310 and 1314 won him control of much of Scotland, and at the Battle of Bannockburn in 1314, Robert defeated a much larger English army under Edward II of England, confirming the re-establishment of an independent Scottish kingdom.



This project fits with the overall strategic approach of the NCCBC overview and the Bruce's web approach outlined in the Tourism Strategy overview document and shown on Figure 1.

A successful approach will harness energy from many businesses, community groups, schools, Council officers, social enterprises and more. But central coordination and support, along with branding and promotion, will be essential. This project proposes a programme of commemorative events leading up to his 750th birthday on the 11 July 2024. There would be linked projects thereafter to continue to bring new and returning visitors to North Carrick.

Desk research and consultation

We consulted with several organisations and took part in events organised by the wider Foundations for Recovery team members. These included roadshow sessions during June 2022 at:

— Kirkmichael

- Maidens
- Dunure
- Crosshill
- Maybole
- Straiton
- Kikoswald
- Minishant

We took on board the feedback to NCCBC from people who attended these sessions. Discussions took place with:

- South Ayrshire Council
- Event Scotland
- Carrick Historical Society
- North Carrick Community Benefit Company
- Ayrshire History projects (Pamela McIntyre, secretary)
- University of Stirling (Dr Murray Cook)

The Bruce 750 programme will tie in with local, regional and national tourism strategies and takes account of previous local surveys and consultations that helped develop local strategic plans. These include:

- *Scotland Outlook 2030* strategy²
- Carey-Wardrop report, 2021
- South Ayrshire Local Development Plan
- Strategic Approach to Tourism and Events (update)
- Ayrshire and Arran Tourism Strategy
- Ayrshire Growth Deal
- Development Programme 2019 -2024: Dunure the jewel on the South Ayrshire Coast
- Kirkoswald, Maidens and Turnberry Development Plan 2021 -2024

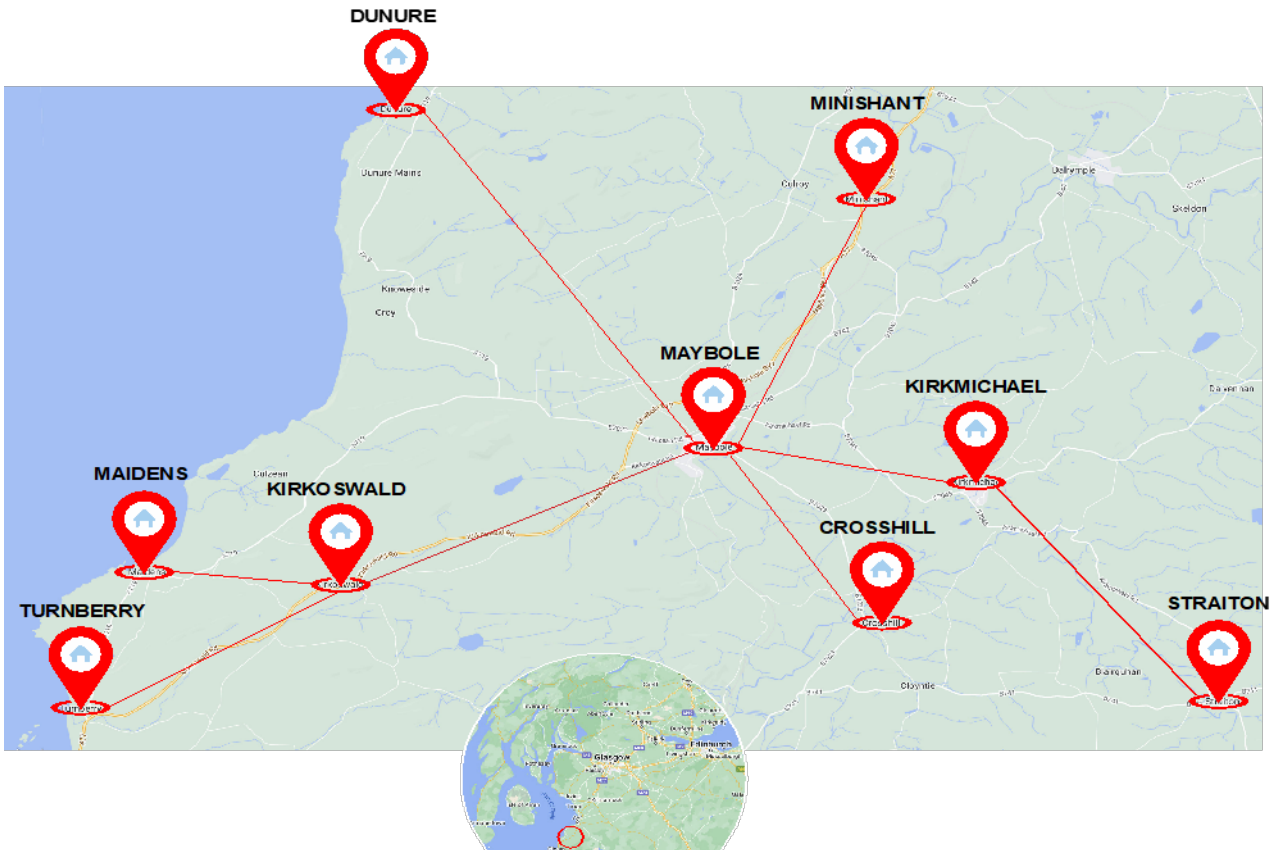
We examined other approaches to building tourist numbers on the back of iconic events and historical figures. And these are listed in the following section and more detail provided of these case studies in the Appendix B.

This programme will link with other Foundations for Recovery projects that:

- Will upgrade and create new cultural spaces and visitor attractions
 - Ensure suitable cafes, car parks and toilets exist for visitors
 - Construct a prominent monumental landmark sculpture
 - Acquire renovate and refurbish key cultural and heritage sites
 - Develop local assets that support the visitor economy such as cycle paths and walkways
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This follows the Bruce's web metaphor outlined in the overview document.

Figure 1 Bruce's Web



The web is a distributed model whereby the responsibility for delivering an excellent experience to visitors is shared across North Carrick, and each community benefits. But like most web structures, there needs to be a centre. In this case one that supports and encourages village nodes rather than controls them. Maybole is the centre of the web and its development will be key to the overall strategy. In turn it will link with wider initiatives beyond North Carrick.

This approach should enable distribution of tourist visits across the area, leading to longer stays and higher spend by providing much more than a day trip experience. In turn this will support more businesses to flourish and for communities to thrive. The Bruce 750 programme will stimulate events and features for visitors in each community.

The benefits of Bruce 750

The role of commemorative events for event tourism have often been studied for their social and political significance within the nation. Events defined as 'iconic-historic' can play an important role for event tourism. Research outlines the development of a commemorative portfolio can inform the established event portfolio for strategic event tourism management¹. Key learning points are²:

- The significance of commemorative events is under-appreciated in event tourism research
- Iconic-historic commemorative events are unique but of internationally recognised stature
- Such events share characteristics with hallmark events and act as effective event tourism drivers
- Iconic-historic events should be integrated into a balanced commemorative portfolio
- Practitioners can use such events within strategic event portfolio approaches.

In an image-saturated society and in a competitive globalised world, where effective destination brands are becoming increasingly important, events can be used for destination promotion as well as the construction of a destination brand. However, whilst "Carrick" is known locally, it has little resonance or visibility beyond Ayrshire. There is an opportunity to promote the area as "Bruce Country" (or similar), which will resonate with Hollywood fans and can be the start of a story demonstrating the importance of the North Carrick coast in the history and identity of modern Scotland. The "Bruce Country" brand could be helpful to promote local products and businesses.

In destination and event tourism planning, the development and maintenance of an event portfolio is seen as good strategic practice. This management approach sees hallmark events as being desirable devices for achieving long-term event tourism benefits. As a result of introducing the Bruce 750 programme we would expect to see:

- Events that attract tourists which create economic benefits.
- Stronger sense of community
- More volunteers involved in heritage events
- Heritage better explained
- Raising the profile of North Carrick nationally and internationally
- Boosting opportunities for business to benefit from increased visitor numbers
- A positive image of the destination
- Contribution to marketing by making North Carrick more attractive, and
- Event tourism acts as a catalyst for other forms of desired development, such as improved infrastructure.

¹ The role of iconic-historic commemorative events in event tourism: Insights from the 20th and 25th anniversaries of the fall of the Berlin Wall, Viol, Theodoraki and Anastasiadou, June 2018

² <https://www.napier.ac.uk/~media/worktribe/output-1222319/the-role-of-iconic-historic-commemorative-events-in-event-tourism.pdf>

Iconic events are deemed as those that hold high symbolic value and have a strong appeal (Getz and Page, 2016b). Iconic tourism sites can be symbolic of their host destination, for example the Eiffel Tower and Paris. Iconic events can come to represent their host destination and become a community's most recognised event. This is our objective for the Bruce 750 celebration; to establish North Carrick as "Bruce country", as outlined in the Cary-Wardrop report.³ This can echo the Homecoming Celebrations of 2009 being symbolic of Scotland.

When an event or a person is commemorated, it is given importance in a group's history (Schwartz, 1982). Turner (2006) argues that commemoration includes all devices through which a collective, such as a nation, negotiates and remembers its past. Commemorative events mostly take place in the context of national days, birthdays of kings or queens, battles or wars. In the Bruce 750 case obviously we are building the events around his birthday. UK Gilbert (1976)⁴ states important anniversaries in a nation's history are marked to strengthen a sense of community and communicate shared values. Frost (2012)⁵ argues how celebrations of the founding of a nation are used to foster national identity and pride. The first and overarching proposition is that events can attract tourists and generate economic benefits. Events can create positive images for a place and therefore contribute to branding and positioning. Events can contribute to broader marketing efforts to make places more attractive. The key issue in this report is how an opportunity such as the 750TH anniversary of an iconic figure in Scottish history with a close connection to North Carrick can be exploited.

Celebratory events

There are many examples where iconic people or events have been celebrated and exploited for social and economic benefit. Case studies of several are included in Appendix B and include:

- Visit Shakespeare's England
- Harriet Tubman – fighter for freedom in Philadelphia
- William Wallace, Stirling
- The 500th Anniversary Of The Battle Of Flodden

Other examples we considered to understand the benefits that can accrue to an area include:

- celebrations of writer Hans Christian Anderson in Denmark
- Up Helly Aa in Shetland
- the 125th anniversary of the UNESCO inscribed Forth Bridge in Scotland
- The Titanic, Belfast
- The 20th and 25th anniversaries of the fall of the Berlin Wall

³ Developing and Managing Tourism in Coastal North Carrick, Carey-Wardrop, 2021

⁴ Gilbert, F. (1976) 'Bicentennial reflections', *Foreign Affairs*, 54 (4), 635-635

⁵ Frost, W. & Laing, J. (2013) *Commemorative events: Memory, identities, conflict*, Abingdon: Routledge.

The Bruce 750 events and activities

The FfR Bruce 750 programme will support:

- **activities:** to engage the wider community in heritage tailored to the needs of the audiences we want to work with (including schools and young people)
- **digital outputs:** this could be digital images, sound files or data, a website with heritage material, an app, or a film made using digital technology
- **new staff posts:** this could include part of a current NCCBC employees' role, if they were dedicating a specific amount of time to the project

Activities

In an image-saturated society and in a competitive globalised world, where effective destination brands are becoming increasingly important, events can be used for destination promotion and to launch a destination brand. Hallmark events can be particularly effective devices for achieving long-term event tourism benefits.

Iconic events are deemed as those that hold high symbolic value and have a strong appeal (Getz and Page, 2016b). Iconic events can come to represent their host destination and become a community's most recognised event. Using the Bruce 750 celebration and establishing the North Carrick region as "Bruce country" is thus potentially a key plank in a future strategy. If adopted it should be reflected in branding and across all activity. It will require investment, but initial testing suggests an interest from funders and local appetite.

If this is to be delivered in lead up during 2023 and as a major impact year of events in 2024, coordination work will need to start almost immediately (or earlier!). A successful approach will harness energy from many businesses, community groups, schools, Council officers, social enterprises and more. But central coordination and support, along with branding and promotion will be essential.

The programme of activity will take place within communities and across the North Carrick area.

Figure 2 Examples of potential activity

<p>Unveiling of the Lion of Alba – celebratory event and Son et Lumiere (Sound and light show)</p>	<p>Linked to The Lion of Carrick, another FfR project opening (July 2024) possibly in Maybole or another relevant location. This would attract people at specific times to experience a dynamic presentation around a significant statue commemorating The Bruce. Assuming this project proceeds and the construction can be completed prior to the anniversary of Bruce's birth then a</p>
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	<p>national celebratory event can be built around this.</p> <p>As guided by our associates (Wonder Fools) the deliverable for this project would be to create an event-based experience telling the story of Robert the Bruce focused around a spectacular piece of sculpture, embellished by a mix of audio-visual, digital media and outdoor projection.</p> <p>The concept is to create an event-based experience using a high-end production company. The historians and storytellers would come together to brainstorm ideas on Bruce related events within the area. We'd work with local artists to produce work which can be visualised through a mix of audio-visual, digital media and outdoor project mapping. The event would run over a 4-day event during a Bruce 750 celebration. It would be a ticketed event and the idea would be to bring all the locals from the surrounding areas together who had developed their Bruce related events during 2023/24, as well as attract visitors from outside the area and from overseas.</p> <p>Equipment and software</p> <ul style="list-style-type: none"> — Unity 3D — Unreal Game Engine — Adobe Creative Cloud — Recording equipment — Projector — Screens — TouchDesigner — VPT <p>Examples:</p> <ul style="list-style-type: none"> — Inspiration: 'Wolf Walkers' , 'Illuminate Derry' and 'Shine your light'.
Travelling Play	<p>Engagement with The Gaiety Theatre or local Youth Theatre to put together and roll out a play celebrating the life and impact of The Bruce. This would travel to each community and play for two shows at a local venue to raise the profile of the Bruce, build connection with the communities and strengthen local cohesion. This would be promoted through social media, website, posters and through community intermediaries by the co-ordinator. This will link to the heritage focus of our project and be tailored to the needs of the audiences we want to work with.</p>
Track and report	<p>Genealogical DNA testing to determine information about ancestry linked to The Bruce that can engage people including the Scottish</p>

	<p>diaspora. The local Kennedy family are directly descended from Robert the Bruce. This will encourage people to test their genetic connection to the area and stimulate greater interest in physically visiting the area, especially if from overseas. People would be asked on the website to report back on their findings and through social media build connections with others.</p>
School, young people and community events	<p>The co-ordinator and volunteers will stimulate a sequence of events and activities (including historical dress events, food festivals, galas, re-enactments of battles/historical scenes and pageants) that engage throughout the year within each of the North Carrick Communities. This will link with the Tamfest event at Halloween. The local community including young people will be supported to learn about their local history and connections while experiencing fun with others and building local cohesion. This will include a Christmas feast.</p>
The Bruce trail	<p>Linked to nature/walking/cycling trail, Coastal Tourism and Augmented Reality (see later). Sites and places around the area that have some connection with The Bruce will be prominently promoted to visitors. Maps, augmented reality, information boards and signage will encourage people to travel around the area (possibly on bikes/e-bikes/walking) to experience a taste of the life and times of Robert The Bruce.</p>
Village art/public markers	<p>Tied into the Village art competition (for example Fibreglass Lions of Alba in villages and towns) Art Trail between villages and spaces as well as perhaps an Artists Trail (of living/past artists). These would have a focus on The Bruce and along with the Bruce Trail and School engagement further build the image of the area as "Bruce Country".</p>
Academic seminar	<p>This can be of international significance attracting historians, academics and politicians for a high-level conference on the impact and legacy of Bruce. This would be delivered in association with prominent Scottish universities. Such as UWS. This can be live-streamed as well as recorded for later play back through website or social media.</p>

Digital outputs linked to the above projects

Augmented reality product

The deliverable for this project would be an augmented reality product about Robert the Bruce.

Inspiration: ['549 installation'](#)

The outcome for this project would be to create AR content based on stories from the community and historical information about Robert the Bruce and his relationship to North Carrick. Schools could be engaged to dress children in historic garments and recreate scenes that can be filmed and put onto the website or AR.

The visitors would arrive at the exhibition and be given a tablet by the exhibit assistant. The visitor would walk around the gallery where they would see objects related to the historical information with an image target next to them. Using the tablet, they would scan a bespoke image target which would trigger an Augmented Reality experience showcasing parts of a story. The technology means that this exhibition could be fixed within a venue or building or toured to schools and community groups.

Augmented reality walking or e-bike tour around Bruce's country

The deliverable for this project would be to create a downloadable augmented reality app for mobile devices. Inspiration: ['Auckland Virtual Tours'](#) and 1.1 Augmented reality exhibition

The concept for this project would be an Augmented Reality walking or e-bike tour around Maybole and the surrounding towns of Dunure, Minishant, Kirikmichael, Crosshill, Straiton, Kirkoswalk and Turnberry & Maidens, all communities within Bruce's web. The physical targets to trigger the augmented reality could be:

- 2D Photographs: Triggering a video to giving the user more information
- 2D Unique branded tags: Triggering information along the route
- 3D Sculpture: Triggering an animation which brings the sculpture to life to tell a story

The user would download the Maybole AR app from the AppStore. The app would list the walking location routes in the area. Once at the designated location, the user would see the branded signposts which would lead them to the physical targets. Using the AR app, the user would scan the target which would trigger AR content based on Robert the Bruce's story and historical information about the surrounding area. In order to increase engagement and artistic quality of the work, there is the potential to use prominent actors, musicians and visual artists in the creation process of the work. There may also be a means of collaborating with Dumfries and Galloway on this work in order to create an offering that works across both regions.

Augmented reality geolocation mobile app

The deliverable for this project would be to create a downloadable app for mobile devices which guides people and unlock content information via geolocation.

Inspiration: '[Auckland Virtual Tours](#)' and '[Pokemon Go](#)'

The concept is to create an app, which is powered by geolocation. When the user is in the Maybole area they can walk around and discover hidden information using augmented reality. The AR content would be based on stories from the community and historical information about the surrounding area. The information shown could range from animated characters, videos, locating viewpoints and adding a digital touch to the physical world.

Bruce 750 co-ordinator post

This project needs a full-time co-ordinator with associated budget to support the planning and delivery of commemorative events programme. The post-holder could be employed by NCCBC. Their role would include:

- Engaging with partner organisations
- Linking with the other Foundations for Recovery projects
- Managing the Bruce 750 office
- Communicating with local organisations and schools
- Stimulating ideas
- Working with partners to plan and deliver events
- Programming the events to ensure minimum overlap and maximum impact
- Promoting the programme and marketing the Bruce 750
- Volunteer engagement
- Attracting additional funding and support

Responsible for setting objectives, monitoring and reporting progress and communicating the impact of the programme.

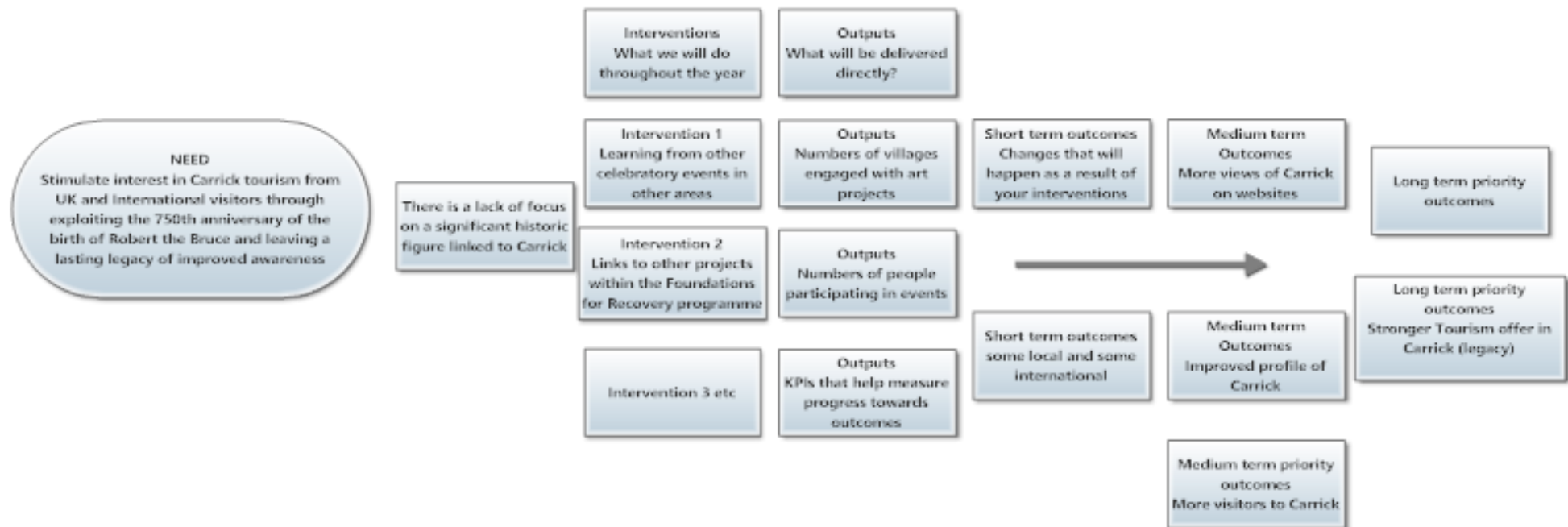
It is likely that the postholder would be based in Maybole and work alongside the NCCBC staff but remote working is expected. The current work practices and procedures existing within NCCBC would support the project development process and add to its day to day operation.

Funding to support this post will be essential component of a successful Bruce 750 programme and the earlier this can be found and someone put in place the better.

Monitoring and evaluation

Looking at the longer-term outcomes the programme can achieve we can break this down into the short and medium term outcomes. We can identify the key Performance Indicators that will help a future co-ordinator track progress towards these. We will show that these changes happen as a direct result of our project. Our monitoring and evaluation framework will outline how we will measure and track changes over time.

Figure 3 Logic model



Monitoring Framework

The Bruce Commemorative Programme				
Interventions	Outputs	Outcomes	Measures (KPIs)	Assumptions
Unveiling of the Lion of Alba – celebratory event and Son et Lumiere (Sound and light show)	A 4-day event that brings people to see the culture unveiling	Short Heritage better explained Boosting opportunities for business to benefit from increased visitor numbers A more positive image of the destination More local visitors No. of public markers/artworks	Number of website visits Number of participants Number of community events No. of businesses involved	That the planning permission and the building of sculpture can be completed and in place by July 2024
Travelling Bruce Play	A new play that can tour the area	Medium Higher profile nationally and internationally Stronger sense of community/greater cohesion More volunteers involved in heritage events More international visitors	No. of volunteers No. of volunteer hours No. of new visitors	That a theatre group can be persuaded to take part
DNA Track and report	People confirming they have explored their heritage	Long term Increased community pride and cohesion Stronger economic growth in the area Local economy boosted: More jobs created More jobs sustained	No. of jobs created No. of jobs sustained No. of new businesses created No. of visitor days	That people confirm that they are taking part in the process
School and community events	Public events organised in local communities. Events that attract tourists which create economic benefits.			That enough volunteers can be engaged to support these.
The Bruce trail	A guided trail around the area that takes people to Bruce sites.	More new businesses created Stronger Bruce brand in the area		That this trail is completed, and the infrastructure is completed and signage displayed.
Village art/public markers	Visible art work or public markers in communities	Event tourism acts as a stronger catalyst		
Academic seminar	One structured seminar	Increased forms of desired development, such as improved infrastructure.		That sufficient experts can be persuaded to take part and venue available.

Viability and sustainability

As we have seen above there are many examples where celebratory or commemorative events and branding of an area lead to high value benefits to areas or regions. Consumption by tourists injects the money into the regional economy and will have a multiplier effect in the local economy as the received funds through consumption are spent and re-spent by employees and employers. The Carey-Wardrop report stated “working with VisitScotland, COIG, South Ayrshire Council, Nature Scot and other partners it would be useful to have more fine-grained and real time market intelligence about visitors to the area to help in advocacy for investment, future planning and visitor experiences and to gauge visitor satisfaction levels.” The same report outlined that following Brexit, it is likely that the German (and other EU markets) will falter, whilst the Anglophone markets of North America (US, Canada) and Australasia (Australia, NZ) will gradually recover, and this is where Bruce Country could have an important role, especially in 2024, which – as well as being the 750th Anniversary of the birth of Robert the Bruce – is expected to be VisitScotland’s next Year of Homecoming.

In terms of a timetable of events this could be as outlined below. These timings will be refined and clarified when funding is available.

Figure 4 Examples of potential activity

Jan	Burns and The Bruce	Support and promotion for Bruce themed Burns nights across the world (tapping into Tamfest contacts, see below)
Feb	Year of the Bruce launch	Virtual event trailing the year ahead
Mar	The Bruce Play	A play celebrating the life and impact of The Bruce to touring across Ayrshire
Apr	Easter community events	Historical dress events, food festivals, galas, re-enactments of battles/historical scenes and pageants etc
May	The Bruce Trail challenge	A gentle challenge event to walk/cycle the ‘new’ Bruce Trail(s)
Jun	Community events	Local galas
Jul	Unveiling of the Lion of Alba – celebratory event	A spectacular sculpture, embellished by a mix of audio-visual, digital media and outdoor projection (digital outputs).
Aug	Bruce treasure hunt	Augmented reality enabled trail across North Carrick
Sep	Community events	Local galas
Oct	Bruce themed Tamfest	Extended Ayr’s Halloween event across North Carrick (and beyond) with a theme of Bruce meets Burns (echoing the January events)

Nov	Academic seminar	Live-streamed event in conjunction with UWS
Dec	Bruce's Christmas Feast	An end of year local celebration for everyone who has been involved
Year long	Track and report	Genealogical DNA testing to determine information about ancestry linked to the Scottish diaspora.
	Village art/public markers	Art Trail between villages and spaces and an Artists Trail (of living/past artists).

Figure 5 Programme timing

Task	Start	End				
			2022	2023	2024	2025
The Bruce commemorative programme	22/8/22	31/12/24				
Submit Funding bids	22/8/22	20/12/24				
Co-ordinator post	1/1/23	31/12/24				
Marketing plan and website development	3/4/23	18/8/23				
Schools and community events	1/9/23	1/12/24				
The Bruce Play	28/2/24	1/4/24				
DNA search and social media campaign	3/6/23	31/12/24				
Bruce Trail challenge (Launch)	1/5/24	1/5/24				
Village art/public markers	1/9/23	1/10/24				
Academic seminar	1/11/24	1/11/24				
Unveiling Lion of Alba event	10/7/24	13/7/24				

With the support of NCCBC, South Ayrshire Council and successful bids to HLF, Creative Scotland, Event Scotland and the Scottish Government all potential deadlines and timeframes can be met.

NCCBC can ensure the proposed projects comply with legal and contractual requirements of funders and partners.

Costs

The costs for delivery can be broken down as follows:

Figure 6 Programme costs

Item	Description	Cost/year	Detail	Total cost
Project coordinator	To oversee the project and facilitate events. To forge strong and viable partnerships. (Salary plus on costs NI, ETC) (May be match funded by NCCBC)	£30,000 + costs	2 years	£69,600
Travel	Within the area to oversee delivery of projects and to do project work (£0.50/mile x 15000 miles per year)	625	2 years	1250
Subsistence	Hospitality, meals and occasional necessary lodging £30/day x 24 days plus 5 nights at £90	1170	2 years	£2340
Staff Training	Conferences and, workshops to gather learning and improve skills	£900	2 years	1800
Marketing	Website development and hosting, ads, posters, newspaper, radio, etc	£35,000	2 years	£70,000
Material resources and website	All the items your team might need to perform the work, including software, equipment, or other unique materials	£400	2 years	£800
Professional fees	Legal advice, evaluation consultants, market research firms, etc	£6000	2 years	12,000
Equipment	IT Equipment, software and IT support	£1200	Initial costs	£1200
Project enablement				
Digital output for Bruce Trail	The deliverable for this project would be to create a downloadable app for mobile devices designed to take the user on a walking/cycling tour (The Bruce Trail) and trigger augmented reality and physical digital interactions. The AR app developer needs to liaise with storytellers and gather any of the relevant information. They then build the application using AR Core / Vuforia.	£2250	APP developer	£2250
		£3125	Storyteller	£3125
		£1125	Graphic designer	£1125
		£1125	Historian content	£1125

Item	Description	Cost/year	Detail	Total cost
	(May be covered in other sub -project costs)			
The Bruce Play	Drawing on the historical material gathered by the historian and the inspiration of the storyteller to create a play running twice a day across 9 communities and in primary and secondary schools across South Ayrshire.	£100,000	Team of 6 wages Director, set designer, materials, lighting, sound, transport and writers fee plus contingency	£100,000
DNA connection	Linked to the website and marketing above, promoting this through social media	£0	2 years	£0
School and community events budget	There are 8 secondary schools and 41 primary schools in South Ayrshire and 9 key communities in Btuce's Web. Seek match from South Ayrshire Council.	£1000/event	50 events	£50,000
Academic conference	In the month before the Bruce 750 th anniversary a conference with high profile, respected academics (although some sponsorship possible)	One event	During 2024	£4500
Unveiling of the Lion of Alba – celebratory event and Son et Lumiere	To create an event-based experience with ideas on Bruce related events within the area. A mix of audio-visual, digital media and outdoor project mapping. An opening event to unveil the monument. (with music, gala events, jousting etc) Seek match from Event Scotland.	One	July 2024	50,000
Sub total				371,115
Contingency (15%)				£55,667
Projected Inflationary increase (15%)				£64,017
Vat				£98,159
Total (incl VAT)				£588,958

Appendix A - Funding opportunities

The UK Shared Prosperity Fund (UKSPF) is a part of the Levelling Up agenda and a significant component of the UK Government's support for places across the UK. It provides £2.6 billion of funding for local investment by March 2025. The funding will replicate the amounts that areas received from the EU structural funds, with some needs-based adjustments within areas. In March 2021, the Government announced the UK Community Renewal Fund to "help local areas prepare for the launch of the UK Shared Prosperity Fund in 2022". The UKSPF does not have any match funding requirements,

The UKSPF forms part of a suite of complementary levelling up funding. It builds on the competitive Levelling Up Fund and Community Ownership Fund through long term funding, allocated to all places. All places across the UK will receive a conditional allocation from the UKSPF. The window for submitting investment plans is 30 June to 1 August 2022. Regional Economic Partnerships will receive between £10-73m. And individual local authorities will receive between £2m and £27m between 2022-25. Ayrshire will receive core UKSPF of £14.3m. South Ayrshire Council will receive £4.1m.

In Scotland the Fund's interventions will be planned and delivered by 'lead local authorities', working closely with local partners and the Scottish Government. In Scotland the Government want to use existing strategic geographies and local authorities to draw on the insight of local partners, including businesses, the voluntary sector and Members of Parliament to target interventions. Local authorities have now been invited to create and submit their investment plans So, we must find out what the status is with South Ayrshire Council. In Scotland the funding split is 60% based on population, 30% using the UKCRF index, and 10% based on population density.

There are three UKSPF investment priorities to building pride in place and increasing life chances:

UKSPF Investment Priorities	Common Objectives	Common Objectives	Common Objectives	Unique Objectives
communities and place (community infrastructure and local green space, and	people's satisfaction with their town centre and engagement in local culture and community, will have risen	well-being will have improved in every area of the UK	Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed	homicide, serious violence, and neighbourhood crime will have fallen,

community-led projects.				
supporting local business (creating jobs; networking; increasing investment)	people's satisfaction with their town centre and engagement in local culture and community, will have risen		pay, employment and productivity will have risen in every area of the UK	domestic public investment in Research & Development outside the Greater South East will increase by at least 40%
people and skills (Core skills; employability; basic skills; local adult skills provision)	people's satisfaction with their town centre and engagement in local culture and community, will have risen	well-being will have improved in every area of the UK	pay, employment and productivity will have risen in every area of the UK, Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed	the number of people successfully completing high-quality skills training will have significantly increased

In Scotland, support delivery will be through Regional Economic Partnerships, where this is the preference of local areas. These regional geographies build on the successful City and Regional Growth Deal partnerships.

Scottish Government and the Convention of Scottish Local Authorities will facilitate collaborative work across these Regional Economic Partnership geographies, recognising that the final composition of some partnerships is still to be determined. Under such arrangements, the lead local authority for each partnership will submit a single investment plan.

Levelling Up Round 2

For the second round of the Fund applications need:

- MP endorsement
- Stakeholder engagement and support
- The case for investment
- Alignment with the local and national context (eg Cycling by Design)
- Appropriateness of data sources and evidence
- Effectiveness of proposal in addressing problems

- Analysis of costs and benefits
- Value for money of proposal (BCR)
- Deliverability
- Commercial – rationale for route selected
- Management
- Monitoring and evaluation – there will be KPIs to measure performance

The second round of the Fund will focus on the same three investment themes including cultural investment maintaining, regenerating, or creatively repurposing existing cultural, creative, heritage and sporting assets, or creating new assets. Investment proposals should focus on supporting high priority and high impact projects that will make a visible positive difference to local areas.

Investment in cultural assets can rejuvenate places, leading to positive economic and social outcomes at a local level. It can help to retain and grow a highly skilled workforce, attract visitors to bolster local businesses and institutions, and provide opportunities to grow people and communities' connections with and pride in places.

Projects submitted for appraisal under this investment theme may include:

- upgrading and creating new cultural and creative spaces including sports or athletics facilities, museums, arts venues, theatres, galleries, libraries, production facilities, film/TV facilities, visitor attractions, prominent landmarks, historical buildings, sites, parks, or gardens
- protecting cultural sites from crime and anti-social behaviour
- new, upgraded, or protected community hubs, spaces or assets (and associated green spaces) e.g., village halls, community centres:
- acquiring, renovating, and refurbishing key cultural and heritage sites including hostels and historic buildings and sites, including accessibility improvements where needed
- developing local assets that support the visitor economy.

National Lottery Heritage Fund

The most natural funder for this type of work would be the National Lottery's Grants for Heritage. There three different levels of funding applications from a low (under £10), mid (£10k-£250k) and high ask (£250k-£5m).

To qualify for a grant we must be:

- looking to connect people and communities to heritage in the UK
 - Delivering a heritage project to last up to five years
 - Looking for a grant of between £10,000 and £250,000 or up to £5m
 - a not-for-profit organisation
-

NCCBC would qualify as an applicant to this fund. The impact of the coronavirus (COVID-19) pandemic means HLF will prioritise heritage projects that promote inclusion and involve a wider range of people. Our proposed project will contribute to the priority outcomes of the Heritage Fund and boost the local economy, support wellbeing, create better places to live, work and visit and improve the resilience of the organisation. Importantly our project will meet the inclusion outcome: 'a wider range of people will be involved in heritage'.

There are two options for submitting a bid to heritage Fund.

Commemorating and Celebrating the Life of Robert the Bruce. (grant up to £250,000)

There is no application deadline for this application. The decision making should take up to 8 weeks. If NCCBC applies for £250,000 then it would have to contribute £12,500 of these costs.

Heritage Fund will **support commemorations and celebrations** telling the stories and histories of people, communities, places or events related to specific times and dates. In our case this will be the life and events of Robert the Bruce.

The Fund will support:

- **activities:** to engage the wider community in your heritage. They might include guided heritage walks, sharing oral histories, or workshops. Your activities should link to the heritage focus of your project and be tailored to the needs of the audiences you want to work with
- **digital outputs:** this could be digital images, sound files or data, a website with heritage material, an app, or a film made using digital technology
- **new staff posts:** this could include part of a current NCCBC employees' role, if they were dedicating a specific amount of time to the project

This project will include:

- Community engagement programme
- Schools and young people events
- The Bruce website and App with (whatever Wonderfools suggest)
- A part-time staff member at NCCBC over 2023-2028 to engage, promote and deliver a legacy that ties into other events linking to the Foundations for Recovery programme.

The Bruce heritage (grant of £250,000 up to £5m)

This would be a more expansive project of commemoration and celebration. The project would include:

- Community engagement programme

- Schools and young people events
- The Bruce website and App with a film to promote the area and The Bruce theme along with AR/VR ideas and whatever Wonderfools suggest)
- A full-time staff member at NCCBC over 2023-2028 to engage, promote and deliver a legacy that ties into other events linking to the Foundations for Recovery programme.

This project will deliver positive outcomes including:

- the range of people benefiting from heritage will be more diverse than before our project started.
- People will feel more connected to those around them as a result of our project. They will feel more connected to the place where they live.
- The local area will be a better place to live, work or visit, and
- The local economy will be boosted

Our staff and partners will promote the commemoration and celebration of a local historical figure that has national significance. We will ensure local people can volunteer to promote the Bruce historical story to local people and visitors.

As a result of enhancing the heritage of the area - and from the opportunities we will provide for local people to get involved with and enjoy heritage - local people will report that they feel it makes the area a better place to live, work or visit. There will be a feeling of greater pride in the local area and/or a stronger sense of community or belonging.

This funding will enable North Carrick to be a thriving place with a shared vision of their historical and cultural position. This project will discover, promote and celebrate the uniqueness of the area can enhance character and a sense of place.

As a result of the integrated promotion of the Bruce legacy and story across North Carrick there will be additional income for existing local businesses and jobs will be created or supported. The benefits will result from the increased number of day and longer-term visits.

Heritage will be identified and better explained through the website, talks and tours (including virtual online). Our project activity will have developed peoples' understanding of heritage as we give them opportunities to learn more in different ways.

Our products will include educational materials and courses as well as activities and events.

We will be able to show that these changes happen as a direct result of our project. Our monitoring and evaluation framework will outline how we will measure and track changes over time.

Our Activity Plan will set out in outline what we want to achieve and for whom. During the development phase we will have the opportunity to firm up our plans. We will identify the specific

groups of people we want to reach with our funding. Then we will set out all of the activity - in detail and properly costed – we will do to meet their needs and achieve against Heritage Fund outcomes.

Environmental sustainability: Consider what steps can your project take to increase positive environmental impacts and reduce negative environmental impacts

As stories and storytelling is key to a lot of these ideas, Creative Scotland may also be an avenue to raise funds. Through the Open Project Fund you can apply for between £1k and £100k.

Creative Scotland – Open Project Fund (£1k-£100k)

If the proposal was significantly weighted towards the more creative aspect of discovering, curating and telling stories in innovative ways then CS could be an option. Any organisations are able to apply for up to £100k if their project involves the arts, screen or creative industries, although a partnership with a local arts organisation (e.g. Ayr Gaiety Theatre) could be advisable. This would demonstrate to Creative Scotland an artistic expertise as well as demonstrating meaningful community connections between organisations.

There are no deadlines for this fund and it can be applied to throughout the year. Only one application can be assessed at one time, and you can only have two 'live' projects – live meaning any stage from assessment to final evaluation – which might impact a partnership with the Gaiety, for example. If requesting between £1,000 and £15,000 the outcome in 8 weeks. If the request is between £15,001 and £100,000 the turnaround time is 12 weeks.

From experience, we advise no more than a mid-level grant through the Open Project Fund (£25k-£75k) as it can be hyper competitive, particularly with maximum requests.

Appendix B– Case studies of celebratory events

William Shakespeare



According to the Shakespeare's England website⁶ Warwickshire comes with a story to tell, vibrant towns surrounded by charming countryside, it has its own unmistakable identity. Passionate locals keep the spirit going, showing visitors what this magnificent area has to offer. (seems a good example of informative website)

This geographic area offers access to the home to the world's most famous playwright, majestic castles and unique heritage, vibrant theatre and cultural venues, glorious gardens, fantastic shops, restaurants, tea rooms and pubs. The tourism offer suggests that Shakespeare's England provides everything a visitor could wish for on a short break or longer holiday.

Warwickshire is a region with history, medieval tales, ancient castles and countryside. It is similar in many ways to the rural areas of Carrick which also has amazing things to see and do.

The suggestion is that whether a visitor is looking for a great day out with the whole family, a romantic break for two, or an epic solo adventure they can find what they are looking for here. The area offers:

- Culture/Heritage
- Attractions
- Countryside
- Self-guided podcast tours
- Walks and tours



Harriet Tubman



Another fighter for freedom and liberty is Harriet Tubman. Powerful, determined, fearless and strategic are just some of the adjectives used to describe Harriet Tubman. Tubman's work to free enslaved people of African descent is not legend or fable. It is work she did

to negate a horrible existence in a land that was created in the name of freedom. Tubman set out on these dangerous expeditions north because of the fierce love she had for her people, and her grit kept her moving forward during every perilous journey.

Coordinated by the City of Philadelphia Office of Arts, Culture and the Creative Economy, the months-long celebration of Tubman, which spans Black History Month and Women's History Month, also includes more than 30 in-person and virtual events, including:

- An exhibition - a historical timeline of Tubman's life, on view inside City Hall (daily through March 31, 2022)
- A discussion - with best-selling local author and journalist Solomon Jones about his new actionable guide to social justice (January 19, 2022)
- A performance - by soprano singer Angel Blue transporting concertgoers to Knoxville: Summer of 1915 through Samuel Barber's dream-like depiction of the world through the eyes of a child (February 3-5, 2022)
- A Culture Crawl Trolley Tour
- A free virtual FILM screening of the movie Harriet (March 18, 2022).

Philadelphia, the birthplace of the USA and site of so many revolutions, is a fitting place to host the memorial to Harriet Tubman. It's a place where people of African descent, both free and enslaved, fought vigorously for freedom. The Harriet Tubman statue offers an opportunity to speak these names and others in remembrance of and gratitude for their work..

William Wallace

Scotland has a number of national heroes including William Wallace. August 23 marks the anniversary of Wallace's death at Smithfield in London on August 23, 1305. Sir William Wallace was a Scottish knight who became one of the main leaders during the First War of Scottish Independence. Along with Andrew Moray, Wallace defeated an English army at the Battle of Stirling Bridge in September 1297. He was appointed Guardian of Scotland and served until his defeat at the Battle of Falkirk in July 1298. Since his death, Wallace has obtained an iconic status far beyond his homeland. There is of course a significant monument celebrating him near Stirling. Dr Murray Cook gives a lecture on "the relationship between two of the most iconic legends of Scottish History and what did Bruce learn from Wallace?".



The 500th Anniversary Of The Battle Of Flodden

On 9 September 1513, in a field in northern England, thousands of men, including King James IV of Scotland and many of his nobles, died when an English force met and defeated a raiding Scottish army. The national Scottish focus is firmly on the Battle of Bannockburn.⁷

- The anniversary will be commemorated in Branxton by a memorial service attended by distant relatives of leaders of both armies
- Monuments celebrating events
- Flodden 500 Steering Group and began to host Flodden Stakeholder events
- Flodden 1513 Ecomuseum
- Steering Group encouraged groups and individuals to take on their own 'Flodden projects'.
- A full list of the community projects gathered and coordinated
- Education staff and class teachers from Primary Schools worked together to plan and deliver an extensive and varied series of workshops, site visits and experiences for primary 7 pupils
- Ecomuseums are sensitive to local needs and aspirations; because of their heritage safeguarding role

An ecomuseum is:

- The adoption of a territory that is not necessarily defined by conventional boundaries.
- The adoption of a 'fragmented site' policy that is linked to in-situ conservation and interpretation.
- Conventional views of site ownership are abandoned; conservation and interpretation of sites is carried out via liaison, co-operation and the development of partnerships.
- The empowerment of local communities; the involvement of local people in ecomuseum activities and in the creation of their cultural identity.
- The potential for interdisciplinarity and for holistic interpretation is usually seized.

⁷ <https://www.flodden1513ecomuseum.org/project>

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