

HOMECOMING SCOTLAND At A Glance



What Is It?

Homecoming Scotland is a series of events and activities that will create a year long inspirational celebration in 2009 of the many great contributions that Scotland has given the world as well as the exciting future.

Amongst other things, Homecoming Scotland will support tourism growth, which in turn will support other key objectives for the Scottish Executive such growing the economy; the international image of the country; economic development; the 'Fresh Talent' agenda; as well as encouraging a sense of pride and confidence in the people of Scotland.

Holding the celebration in 2009 is deliberately timed to mark the 250th anniversary of the birth of Robert Burns. Burns will be one of the key hooks for the celebrations alongside four other key core product offerings or pillars - of Enlightenment & Innovation, Golf, Whisky, Your Ancestors. Underlying all of these pillars will be the opportunity to experience our rich & diverse culture. These have been selected as they represent some of the iconic products and areas where Scotland has a leading international position and allow us to celebrate our history and culture as well as our exciting future as part of a unified Homecoming proposition.

How Is The Project Being Developed?

An Advisory Board provides guidance to the project. It is Chaired by Allan Burns, ex Diageo Scotland and Vice-Chaired by John Brown, Scottish Executive. Other members are:

Malcolm Roughead	VisitScotland
Willie Dunn	COSLA
Shonaig Macpherson	NTS
Dharmendra Kanani	Big Lottery Fund
John McCormick	Edinburgh International Film Festival
George McKenzie	National Archives
Gavin Hewitt	Scotch Whisky Association
Tom Cairns	South Ayrshire Council
Shirley Bell	Robert Burns World Federation
Mike Cantlay	William Glen
Evelyn McCann	Scottish Enterprise
George Rosie	Broadcaster
Alison McRae	Project Director

What Are We Going To Be Doing?

Homecoming Scotland is going to be the umbrella identity that will be used in the build up to and during 2009. It is intended that there will be specific promotional and PR activity undertaken to support and promote Homecoming Scotland.

We will be adopting a consistent call to action to run across all five product areas:

- **'Come to the Home of...'**

A consistent 'lead in' of this sort will strengthen the internal coherence of the overall Homecoming Scotland offer.

As well as the five pillars using the call to action, this will further be developed to the individual product level. Products under the 5 pillars, or any product that fits under the Umbrella of the unique modern culture of Scotland can use the call to action to drive their activities.

For example:

- **'Come to the Home of the Monte Carlo Rally'**
- **'Come to the Home of Charles Rennie Mackintosh'**

This provides endless opportunities for all groups to get involved with the Homecoming Scotland proposition and provides focus for product development and an extremely strong single minded proposition across Scotland.

What Kind Of Activities Are We Talking About?

Homecoming Scotland will be working with Scotland PLC to develop the content for the year's activities. It is anticipated that a series of 'big bang' headliners will be developed across each pillar, which will either attract international visitation and/or significant media coverage in accordance with main agencies' guidance criteria.

In addition we expect that independent businesses, individuals and groups will organise a wide range of mid tier and community based projects around the country during the year and can do so under the umbrella identity.

We will also be working with the main event and festival organisers throughout Scotland to encourage them to capitalise on the main themes wherever possible. Such an example could be

with the Fringe in Edinburgh whereby all artists who have made their career break in Edinburgh could be invited back to the city for a Homecoming reunion.

Who Are We Asking Home?

The project is going to involve the development of a model for what we are referring to as 'AffinityScots'. By this we mean people who feel that they have an affinity in some way with Scotland, whether through family links; having previously visited, lived, worked or studied here; or who are members of societies or associations of some kind or another with a Scottish connection, either at home or abroad. This will include the more traditional connections through Burns/Caledonian/St Andrews Societies, regiments and Highland Games as well as sport supporters such as the Tartan Army and 2014 Commonwealth Games bid, whisky brand ambassadors, GlobalScots, Friends of Scotland; alumni from schools and universities.

The Project's primary objective will be to motivate AffinityScots to come to Scotland in 2009 to take part in an inspirational celebration of our many great contributions to the world as well as our exciting future. The project's primary target markets include England, USA, Canada, Australia, New Zealand and some areas of Europe

We will be tapping into the emotions of this extensive community by appealing to the affinity they have for Scotland and providing a portfolio of 'hooks to visit' through the product development during the course of the year.

A key aim of the project is that the AffinityScots community networks will be harnessed through an organically grown and web based consumer driven vehicle.

What Do We Hope To Achieve?

Homecoming Scotland aims to inspire by leading a vision to engage and connect Scotland PLC through a common goal. The underlying aim of the project is to support the aspiration, shared by the Scottish Executive and the tourism sector, to increase revenue figures by 50% by 2015. In addition, the project will aspire to deliver a number of business development activities and will be in line with the Scottish Executive's 'Fresh Talent' agenda. Lastly, the project will aim to influence a sense of civic pride both in Scotland and across those around the world with a direct affinity to Scotland.

What Are The Responsibilities of The Homecoming Scotland Team?

Homecoming Scotland has a small team that is charged with delivering strategic leadership for the project. The team has been responsible for creating and overseeing the development of an integrated communications strategy for the project as well as the delivery of an umbrella identity.

Ongoing key responsibilities include; galvanising linkages across Scotland; facilitating product development opportunities in partnership with key players; being gatekeeper of an integrated business to business website to engage Scotland as well as overseeing the delivery of the consumer facing site www.homecomingscotland.com which will be hosted and delivered by VisitScotland; co-ordinating the development of the year long programme of activities; identifying private & public sponsorship opportunities for key activities where appropriate; establishing the delivery model for 'AffinityScots' as well as the monitoring and evaluation for the whole project.

The team will have a HQ base within South Ayrshire Council's offices and a base within the Scottish Executive's Glasgow office. Homecoming Scotland will also have a flexible office approach set up within the Scottish Executive's offices across Scotland to ensure maximum effectiveness of all elements of project delivery.

How Is It All Going To Be Funded?

The Project Director has an operational budget covering the core functions of the team which include staff and support costs; creation of a comprehensive Communications & PR strategy and approach; development of the umbrella identity; creation and development of the website;; development of the 'AffinityScots' project; as well as monitoring and evaluation for the project.

Funding for project related activity will be disbursed using existing governance structures through the main agencies and organisations across Scotland. This will involve stimulating partners to enhance, streamline and/or ringfence budgets enabling them to facilitate the development of activities within the Homecoming Scotland Framework. This approach will allow the team to facilitate and leverage support across the board and to maximise opportunities with Scotland PLC.

Where appropriate, we also envisage that there will be considerable scope for attracting corporate sponsorship across key activities.

Why Should People And Organisations Get Involved?

The Project team will be conducting a Scotland wide effort to engage communities, businesses and the public sector of Scotland to work together. The goal is to make 2009 a year full of activity and events for Affinity Scots to experience. This offers 'Scotland PLC' the opportunity to take advantage of the momentum, marketing, communications, PR and umbrella identity to get involved in what's happening, to create their own activities for the benefit of their own businesses/communities.

The main aims of the project are as follows:

- To help grow the Scottish economy by facilitating the delivery of a series of reasons to visit Scotland in 2009 to celebrate our many great contributions to the world, including the commemoration that year of Burns' birth.
- To build awareness and interest from AffinityScots that will motivate them to travel to Scotland during 2009.
- To influence AffinityScots to visit Scotland again, and potentially to decide to study, work or live in Scotland, as a result of their positive visitor experience in 2009.
- To stimulate a sense of belonging and pride amongst the people of Scotland and AffinityScots by celebrating and raising awareness of some of Scotland's great contributions to the world to date.

The project gives a real focus for development opportunities and will also be a unique opportunity to see the whole of Scotland PLC working collaboratively to reach a common goal. Projects can be tailored to meet your own business and organisational needs using the framework with the support of the Homecoming Scotland team; generic project activities and key stakeholders.