

ANGUS COUNCIL

STRATEGIC POLICY COMMITTEE

22 MARCH 2005

**SUBJECT: TARTAN DAY "WELCOME HOME" 2005 – PROGRESS AND PROPOSED SPONSORSHIP**

**REPORT BY THE CHIEF EXECUTIVE**

**Abstract: This report asks the Committee to approve financial support of £3,000 for Laura McGhee, an Angus violinist to take part in TV broadcasts for Tartan Day in Scotland and Tartan Day in the United States of America and to note the current programme of events for Tartan Day "welcome home" 2-10 April 2005.**

**1 RECOMMENDATION**

1.1 It is recommended that the Committee:

- a) note the programme of events for Tartan Day "welcome home" 2005 in Angus.
- b) note the launch of the Tartan Day Cross Party Political Group in the Scottish Parliament on 1 March 2005.
- c) approve additional expenditure of £3,000 to send young Angus violinist Laura McGhee to New York to take part in the US Tartan Day celebrations performing her own composition of "The Arbroath Suite" in Times Square and the Statue of Liberty, thus attracting significant TV coverage for Tartan Day "welcome home" 2005 in Angus with the cost being met from the Corporate Initiatives budget heading within the Miscellaneous Other Services budget for 2005/2006.

**2 INTRODUCTION**

- 2.1 The Infrastructure Services Special Executive Committee on 15 July 2004 noted the actual costs and outcomes of the Tartan Day festival centred in Arbroath from Saturday 3 to Saturday 10 April 2004;
- 2.2 It agreed to net additional expenditure of up to £12,000 during 2004/2005 from the Economic Development Revenue budget for the Tartan Day programme centred at Arbroath;
- 2.3 It also agreed an exemption from normal tendering procedures under Financial Regulations 16.1 3b(ii) to permit the re-appointment of Sunsol and Halogen consultants; and
- 2.4 Approved was given for the expenditure of £20,000 in 2004/2005 and £2,000 in 2005/2006 to be met from the Economic Development Revenue budget 2004/5 and 2005/6 on the re-appointment of Sunsol and Halogen consultants to secure corporate sponsorship for the week of events to celebrate Tartan Day in 2005 centred in Arbroath.

### **3 TARTAN DAY “ WELCOME HOME” 2005.**

- 3.1 Tartan Day is a global celebration of Scottish influence and heritage. It was originally conceived in Canada in 1991, with the United States of America following suit in 1998, when Senate Resolution 155 (S.Res. 155), was passed unanimously.
- 3.2 Excerpt:
- “.. April 6 has a special significance for all Americans, and especially those Americans of Scottish descent, because the Declaration of Arbroath, the Scottish Declaration of Independence, was signed on April 6, 1320 and the American Declaration of Independence was modelled on that inspirational document”.
- 3.3 Angus Ahead, the area marketing campaign established the first Tartan Day events programme in Scotland in 2004 with the aim of fostering links with North America, and in particular business, tourism and cultural links, as well as encouraging the civic pride of the people of Angus.
- 3.4 Tartan Day in Scotland received unprecedented media coverage for the Angus area, assisted by the attendance of celebrities such as Brian Cox and support from Ewan McGregor, Sean Connery, and the Scottish Executive in the shape of George Reid and Frank McAveety.
- 3.5 An Angus Tartan Day Steering Group, led by Angus Ahead Champion Lis Hill, with members from Arbroath organisations and various Community Planning Partnerships, has been established to co-ordinate and plan the week-long programme of events in Angus from 2-10 April 2005.
- 3.6 This programme is featured on [www.ScotlandsTartanDay.com](http://www.ScotlandsTartanDay.com) and will be advertised in the local and regional news publications.

### **4 TARTAN DAY CROSS PARTY GROUP**

- 4.1 A Cross Party Group, to drive forward the agenda to establish a national Tartan Day that will secure Arbroath and Angus as its focus, has been now established with the following mission statement:

“To provide a platform for Parliamentarians to discuss and promote a suitable annual celebration of the historical enactment of the Arbroath Declaration made on 6 April 1320, to renew the close historical, cultural, trading and other links between Scotland and the rest of the world with particular attention being paid to countries where the Scottish Diaspora is greatest and to encourage individual and international friendship and goodwill through Tartan Day celebrations both in Scotland and worldwide.”

- 4.2 There are 8 members:

- [Rosemary Byrne](#), SSP member for South of Scotland
- [Colin Fox](#), SSP member for Lothians
- [Frank McAveety](#), Lab member for Glasgow Shettleston

- [Brian Monteith](#), Con member for Mid Scotland and Fife
- [Eleanor Scott](#), Green member for Highlands and Islands (Secretary)
- [Jamie Stone](#), Lib member for Caithness, Sutherland and Easter Ross
- [Jean Turner](#), Ind member for Strathkelvin and Bearsden
- [Andrew Welsh](#), SNP member for Angus (Convenor)

4.3 The Launch reception was held on 1 March 2005 in the Garden Lobby of the Scottish Parliament Building. Representatives from the Consular Corps, 28 MSP's, other local authorities and ambassadors from organisations spanning the length and breadth of Scotland, attended the event.

4.4 The Rt Hon George Reid MSP, Presiding Officer address the 80 guests at the reception and offered his support for a National Tartan Day. Provost Bill Middleton and Cllr Rob Murray, Leader of the Council explained that the challenge now was to have other local authorities involved in putting on their own programme of appropriate and local events up and down Scotland in what is now becoming 'Tartan Week'.

4.5 The objective is to have a 20/20 vision – to have a globally recognised Tartan Day for the 700<sup>th</sup> anniversary of the Signing of the Declaration in the year 2020.

## **5 THE ARBROATH SUITE – THE MUSICAL JOURNEY OF A NATION**

5.1 The Committee is asked to approve additional expenditure of £3000 from the Corporate Initiatives budget heading within the Miscellaneous Other Services Budget for 2005/2006 to showcase a composition of "The Arbroath Suite" by Monifieth violinist Laura McGhee at Arbroath Abbey on sunset of 4 April and at sunrise on April 6 under the Statue of Liberty, New York (see Appendix 1).

5.2 The Arbroath Suite has six elements focussing on Scotland's people, told through the music and words of our heritage, from the Declaration in 1320, to the clearances and the migrant souls who cradled their heritage in the Americas, to the music of modern day.

5.3 The intention is to premiere the full Suite in both Scotland and the USA as part of the Tartan Day celebrations in 2006, however in order to raise interest and potential sponsorship for this event, it is intended to capitalise on media interest from FOX and CBS by broadcasting at both Arbroath Abbey and the Statue of Liberty.

5.4 The proposed programme is:

4 April 2005 sunset (approx 7pm) Arbroath Suite Part 1 playing three pieces within Arbroath Abbey. Guests will include Cecile Shea, US Consul General

6 April 2005 sunrise ( approx 6.45am) playing on Liberty Island three pieces including "Declaration" with guests of British Ambassador, MSP's, US Consul. This will be followed by an after-event breakfast

5.5 Currently the following TV and radio stations are being targeted for support –

UK - SKY TV /STV/ITN/BBC /RADIO 2/RADIO TAY/CLYDE1

USA -CBS-MORNING SHOW/CRAIG FERGUSON SHOW/FOX TV CHANNEL 11 / ALL AVAILABLE RADIO NETWORKS IN THE USA  
WE ARE ALSO TARGETING ALL US NEWSPAPERS AND MAGAZINES

Contact has been made with the British Embassy in Washington who is currently co-ordinating the Scottish Executive programme in the United States with a view to engaging their support.

## **6 FINANCIAL IMPLICATIONS**

6.1 A detailed breakdown of costs for staging and promoting this event are currently being prepared however costs are likely to be in the region of £3,000 with the costs being met from the Corporate Initiatives budget heading within the Miscellaneous Other Services Budget for 2005/2006.

## **7 HUMAN RIGHTS IMPLICATIONS**

7.1 There are no Human Rights implications arising from this report.

## **8 CONSULTATION**

8.1 The Directors of Finance and Law & Administration have been consulted in the preparation of this report.

## **9 CONCLUSION**

9.1 The sponsorship of Laura McGhee to perform in Arbroath and New York is likely to significantly raise the media profile of Tartan Day “welcome home” 2005 in both Scotland the USA by attracting extensive TV coverage. It will also ensure the focus of Arbroath and the Declaration is maintained in this and any future Tartan Day celebrations raising awareness of Angus nationally and internationally in line with the Angus Ahead campaign objectives.

## **NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

DV/MD/MM  
19 April 2005

A B Watson OBE  
Chief Executive

# ARBROATH SUITE

## THE MUSICAL JOURNEY OF A NATION

A composition by Laura McGhee

### Introduction

I was inspired to compose this piece after my appearance on Broadway last year at the Matt McGinn tribute concert, where I performed with legendary American folk icon Pete Seeger. It was the first time I had been to the United States and I was struck by the similarities in folk music between my own tradition and the American artists I performed with on my visit.

I was aware of course of the immigration of the Scots to the US, but I didn't really take in the scale of the influx till I visited Ellis Island and spent time at the exhibits there.

Finding out that over 20 million Americans claim Scottish heritage made the crossover of music much more obvious to me.

On my return to Scotland I worked on musical ideas inspired by my journey, and pondered on how my own musical heritage developed.

Was it also inspired by different influences?

Was there one source for Scottish traditional music?

The best place to find out more I believed would be the birth of the nation itself.

"The Declaration of Arbroath."

I traced the development of musical styles and influences from the time of the Declaration to the present day, and in the process, I discovered that the music of the nation, mirrored its trials, tribulations and triumphs.

From the spirit of the gaels, and the battle drone of the bagpipes, to the jigs of the lowlands, and the poetry of Burns. From the sounds of the European accordion and the influx of the Irish and Asian influences on our culture, the music of Scotland is constantly evolving .

The Arbroath Suite which I am composing will have all the elements of Scotland's people, told through the music and words of our heritage, from the Declaration in 1320, to the clearances and the migrant souls who cradled their heritage in the Americas, to the music of today which is being appreciated more than it has ever been.

This composition is my story of this journey.

Laura McGhee

THE ARBROATH SUITE

**My intention is to premiere the Suite at next years Tartan Day celebrations with performances in both Scotland and the USA.**

**The location for both events will be Arbroath Abbey for the Scottish show, and Ellis Island in New York For the US leg of the show. The cultural heritage of both makes them the perfect venues for the piece.**

**I will be working with musicians from Scotland, the US and other nations. My plan is also to give the opportunity to young traditional musicians from both countries to perform at both events, and make the exchange of musical ideas an ongoing project to both cultures.**

**The piece itself will be divided into six components.**

**1.....Declaration**

**This part will deal with the volatile nature of Scotland at the time of the Declaration of Arbroath and the birth of the nation itself, it will also feature the main instrumentation of the time.**

**2.....Fiery land**

**After the triumphs of Bannockburn, to the bloody recompense of the English mixed with the sounds the Gaels. The story moves on.**

**3.....Ye Jacobites by name**

**From the slaughter of 1745 and Prince Charlie, the French influence in song and language begins, our greatest poet Burns begins to weave his spell.**

**4.....The Migrants tale**

**From the clearances, to the journey to the new world, a new chapter begins. Scottish pioneers tame the west and help to build a new continent. The Scottish fiddle meets Cajun and country.**

**5.....Dark Days**

**The Great War and 30 years of conflict where some of Scotland's finest young men give their lives for freedom of democracy during the greatest conflict in human history. Some of the most poignant poetry and song is written during these dark days.**

**6.....C21**

**The twenty first century begins with a new and vibrant Scotland, with the influence of new comers and immigrants into our land, we feature the exciting sounds of Africa, Asia and Europe sitting side by side with the Scottish tradition.**