

**REPORT TO: ECONOMIC DEVELOPMENT & INFRASTRUCTURE ON 17 JUNE 2008**

**SUBJECT: MORAY CONNECTIONS AND THE CANADIAN PACIFIC RAILWAY**

**BY: DIRECTOR OF ENVIRONMENTAL SERVICES**

**1. REASON FOR REPORT**

- 1.1 To invite the Committee to agree to support the Canadian Pacific Railway Project.
- 1.2 To invite the Committee to agree to the submission of an Heritage Lottery Funding application and to provide match funding.
- 1.3 This report is submitted to Committee in terms of Section D(g) of the Council's Administrative Scheme relating to the provision of financial assistance to industry or commerce.

**2. RECOMMENDATION**

- 2.1 **It is recommended that members agree funding of up to £12,400 for the Canadian Pacific Railway Project over the two financial years 2008/09 and 2009/10.**
- 2.2 **It is recommended that members agree to the submission of an application to the Heritage Lottery Fund for The Moray Connections Project and to provide match funding of up to £50,000 should the application be successful over the two financial years 2008/09 and 2009/10.**
- 2.3 **It is recommended that members agree to grant permission to the Chair of the Tourism Steering Group and an officer to visit the Canadian Pacific Railway Corporation in Canada should discussion with the Corporation require it, and after consultation with the Convenor and the Director of Environmental Services.**

**3. BACKGROUND**

- 3.1 The year 2009 marks the 250<sup>th</sup> anniversary of the birth of Robert Burns. As part of the celebration, a year long programme of events is being held to celebrate some of Scotland's contribution to the world.
- 3.2 The Year of Homecoming 2009 is a Scottish Government initiative managed by EventScotland and has five central themes:

Robert Burns  
Scottish Ancestry  
Whisky

Golf  
Innovation and Scottish Enlightenment

3.3 The Moray Council recently launched a five year “Ancestral Moray” development plan in which Homecoming activities are seen as pivotal to the growth of Ancestral Tourism in Moray.

3.4 Canadian Pacific Railway Corporation

3.4.1 In 1880, George Stephen, born in Dufftown and his cousin Donald Alexander Smith, born in Forres emigrated to Canada and founded the Canadian Pacific Railway Corporation (CPR) creating the first railway linking the East and West Coast of Canada. They became Lord Mountstephen and Lord Strathcona. The CPR is still today one of the largest corporations.

3.4.2 Canadian Pacific Railway Proposal

It is proposed to use this special link between the Moray and Canadian communities to become the signature event for Moray’s celebration of the Year of Homecoming. Working with Canadian partners, it is proposed to attract 250-300 Canadians, including those with an interest in discovering the birthplace of the CPR, to visit Moray in October 2009.

During their stay, they will be offered a choice of activities from railway related activities with the Keith and Dufftown Railway Association to public lectures given by Moray College students on The Life of Lord Strathcona and Lord Mountstephen, and includes distillery visits, golfing and other local activities including related events in Forres and Dufftown.

The highlight of their stay will be a Gala event and ceilidh, at which it is intended that representatives of the two communities will sign a Memorandum of Understanding, providing the basis of future economic co-operation in tourism and other sectors.

The CPR Corporation and its staff are very aware and proud of the historical link to Moray. An informal approach has been made to the Corporation to establish links. It is intended that, should members approve support for the project, formal links with the CPR Corporation through its chairman will be made with the probability for representative of the Council having to visit the Corporation and discuss future co-operation with its Chairman prior to the 2009 event.

3.4.3 Canadian Pacific Railway Project Costing

Although Canadian visitors will be paying their own way, there are costs which will not be possible to pass on.

Venue	£2,500
Catering for 400 guests including 50 invited guests	£20,000
Entertainment (band)	£3,000
Organising gala, liaising with Canadian agent, organising local transport, accommodation, etc – 23 days x £300/day	£6,900
Branding & Marketing (UK)	£4,000
<b>Total</b>	<b>£36,400</b>
To be funded	
Homecoming Fund	£10,000
Sale of Gala Tickets	£14,000
Moray Council	£12,400
<b>Total</b>	<b>£36,400</b>

#### Catering

Catering costs are an estimation and may be different in 2009, as food prices are not stable.

Local food and drink producers will be invited to participate in kind to the event, to reduce the Council's underwriting of the event, and this will be reported to the Tourism Steering Group.

### 3.5 Moray Connections

3.5.1 Although the celebration of Moray links with Canada will be the signature event for Moray Homecoming participation, Moray has a rich and diversified heritage that will be celebrated throughout 2009. It is proposed to celebrate the life of famous morarians who have made a significant contribution worldwide in various spheres from politics to arts:

- Macbeth, King of Scotland
- St John Ogilvie, Scotland's first saint for 400 years
- William Marshall, composer
- George Gordon, naturalist and fossil finder
- H Falconer, palaeontologist, and the man who made tea available to the masses
- Lord Strathcona and Lord Mountstephen who founded the Canadian Pacific Railway
- John Smith Grant of Glenlivet the first official distiller
- W A Baxter, founder of the food firm
- J R MacDonald, first Labour Prime Minister
- James Philip, who saved the American bison from extinction

- 3.5.2 “Moray Connections” is about celebrating Moray’s rich heritage as part of Moray’s contribution to the national celebration of 2009 Year of Homecoming, but it is also about expanding and enhancing the pride in local heritage and infrastructure.

Moray Connections will engage with the whole community in a partnership approach between Moray Heritage Groups, Moray Art Centre, Out of Darkness Theatre, the Scottish Genealogical Research Society, North East Family History Society and the Moray Council, who will co-ordinate the activities of the year long celebration of Moray’s heritage.

Specific initiatives such as the Moray Connections Trail and upgrading of displays in Local Heritage Centres will contribute to the development of a sustainable Ancestral Tourism experience for visitors.

- 3.5.3 Moray Connections partners will each provide varied activities during 2009, related to their own experience and strengths and the type of activities will range from researching and celebrating the original Buckie Clans to a series of “Know Your Family” events including a composition, recording and production of a reel entitled Fochabers Homecoming.

#### 3.5.4 Moray Connections Project Costings

A pre-application to the Heritage Lottery Fund (HLF) has been submitted. As part of it, detailed estimated costings have been submitted (Annexe 1) and this is the basis of the project costings. It is anticipated to get rapid feed back from HLF as to what they might fund and what costs are not eligible. On the receipt of this, the project and its costings will be modified.

It should be noted that some of the costs included in the HLF application relate directly to the CPR, this was done in order to present HLF with a full picture of the level of activities.

Total cost for Moray Connection	£156,100
Less CPR related costs	<u>£ 9,400</u>
Total Costs	£146,700

To be funded

Heritage Lottery Fund	£ 50,000
Private Sector	£ 41,600
Moray Council	£ 50,100
CNPA	<u>£ 5,000</u>
Total	£146,700

Figures are estimated and will be revised on receipt of HLF comments.

The website will also be used for promoting the CPR activities and will be part of the Homecoming Legacy, providing support to the development of "Ancestral Moray".

#### **4. SUMMARY OF IMPLICATIONS**

##### **(a) Corporate Development Plan/Community Plan/Service Improvement Plan**

This report complies with the Council's priority under the Corporate Development Plan's Environmental Programme of supporting the development of tourism.

##### **(b) Policy and Legal**

This report is in time with the national and regional strategies and will contribute to the tourism growth ambition.

##### **(c) Resources (Financial, Risks, Staffing and Property)**

- For the Canadian Pacific Railway Project it is proposed to use £8,000 from the 2008/09 Economic Development budget and £4,400 from the 2009/10 Economic Development budget.
- For the Moray Connections Project it is proposed to use £25,000 from the 2008/09 Economic Development budget and £25,100 from the 2009/10 Economic Development budget.
- A sum of £10,000 was allocated to the development of AncestralMoray.com from the 2007/08 Tourism Action Plan budget and a request to carry it forward has been lodged. Should this carry forward be approved, it will reduce the contribution from 2009/10 Economic Development budget.

##### **(d) Consultations**

- The Principal Accountant has been consulted.
- The Moray Council Tourism Steering Group is aware of the proposal and supports it.
- VisitScotland and EventScotland also support the project and will provide written support to the Heritage Lottery Fund application.

- The Museums & Libraries Manager and supports the project as an effective means of developing sustainable Ancestral Tourism in Moray.

## **5. CONCLUSION**

- 5.1 The Year of Homecoming is an integral and pivotal part of the Development Plan to grow Ancestral Tourism in Moray. Not only will it generate direct economic benefits, and contribute to the national Year of Homecoming activities, but the projects will also reach new audiences and help people to learn more about the heritage and how to benefit from it.**

**Linkage with the Canadian Pacific Railway will set the foundation for long lasting economic co-operation.**

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Background Papers:

Ref: PM/JC