



Homecoming on Your Doorstep Report

with specific information relevant to the Leader project
– to be read in conjunction with
Homecoming in Dumfries & Galloway Final Report

Introduction

The Homecoming on Your Doorstep project activity was delivered from 24 January 2009 until 30 November 2009 with the project finally concluding delivery in early April 2010.

The project was developed, to take advantage of the opportunity offered by the Year of Homecoming 2009, which marked the 250th anniversary of the birth of Robert Burns, and to stimulate partnership working in the creative and cultural sector across the region to celebrate the achievements and heritage of Dumfries and Galloway.

Dumfries & Galloway Arts Association responded to an invitation from Dumfries & Galloway Council to take a lead role in delivering a grant scheme to support appropriate cultural activity in the Year of Homecoming 2009 and promote the opportunities of a coordinated programme. The year of Homecoming 2009 seemed to offer a good opportunity to pull together a wide range of organisations in partnership working to develop a coordinated regional programme and market such a programme effectively to local residents and visitors. Alongside nationally supported events such as Burns Light and The Original festival of the Bicycle, it was decided to develop a 10 month long programme entitled Homecoming on Your Doorstep. It was this programme and project which was supported by Leader funding with the aim of stimulating community and civic pride in the culture and heritage of Dumfries & Galloway.

Project development

Background to the Year of Homecoming 2009

In 2004, the Scottish Executive started a process of considering how best to celebrate the 250th anniversary of the birth of Scotland's national poet, Robert Burns, in 2009.

An ambitious concept and approach was developed and in 2007 the decision was taken to develop the project through an existing organisation, Event Scotland, in order to preclude duplication and improve partnership working.

Homecoming Scotland was created as a standalone company by Event Scotland to develop and take forward the Year of Homecoming 2009 plans and Marie Christie, former Regional Programme Manager for Event Scotland was appointed as Director. In November 2007 a funding support programme was announced for local authorities and other organisations across Scotland to bid in to in order to develop special events linked to the Year of Homecoming.

Homecoming in Dumfries and Galloway

Dumfries and Galloway Council decided to establish a Homecoming Board for Dumfries and Galloway with interagency and voluntary sector representation. Membership was drawn from Dumfries and Galloway Council, Scottish Enterprise Dumfries and Galloway, Visit Scotland, Robert Burns World Federation, the Burns Festival Trust and Dumfries and Galloway Arts Association. However, it was clear that there would be limited funds available to support any activity programme in Dumfries and Galloway.

In autumn 2008, Dumfries and Galloway Council decided to use the one-off and major events fund in Education to support the year of Homecoming for the next 2 financial years yielding a total budget of £42,200.

The role of Dumfries and Galloway Arts Association

DGAA's experience in delivering the GaelForce season in 2007 on behalf of Dumfries and Galloway Council was seen as positive and DGAA was invited to bid to be the delivery mechanism for Homecoming 2009 in Dumfries and Galloway. DGAA saw that the brief for Homecoming offered an opportunity to build on experience developed with GaelForce and the Cultural Pathfinder project on behalf of Dumfries and Galloway Council for the Scottish Government and support delivery of a regional programme with various partners and organisations and produce collaborative and coordinated marketing which would benefit regional events.

The initial objectives for DGAA were:

- To facilitate and widely promote four information meetings and workshops across the region to promote the funding opportunities offered through Event Scotland and its associated organisation of Homecoming Scotland 2009 by 26 February 2008.
- To offer advice to groups on applications both for local and national funding, and assist groups receiving funding to develop stronger partnerships and make further funding applications including two Event Scotland themed events programmes.
- To undertake the operational administration of the Homecoming Board including minute taking, distribution of minutes and other secretariat tasks in servicing bi-monthly meetings of the Homecoming Board from March 2008 until November 2009 and produce progress reports.
- To ensure that as wide a range of contacts as possible in all three sectors - business, public and voluntary - were reached in the initial phase to raise awareness of Homecoming and the opportunity it offered.
- To undertake a minimum of three additional funding applications to increase the budget available for Homecoming, and administer and manage resulting activities.
- To build a partnership to deliver events, marketing and evaluation with partners in Dumfries and Galloway Council, Visit Scotland Dumfries and Galloway, Scottish Enterprise Dumfries and Galloway and regional promoters and organisations including relevant bodies outside the region including Event Scotland.
- To build and maintain a database of promoters, event organisers, venues, potential visitors and other interested parties with an interest in Homecoming
- To compile information on all Homecoming 2009 activities, including existing events and hopefully publish and distribute a diary of all regional events

Partners

It was clear to DGAA that maximum impact for Homecoming would be delivered through development of a strong and committed partnership of voluntary sector organisations, public sector agencies and local businesses.

The concept of the regional partnership, led by DGAA, to deliver a coordinated programme of events and activities for Homecoming and undertake the marketing of such a programme was explored with a number of partners in May and June 2008 and initial discussions held with the Leader programme management. It soon became clear that a formal partnership would present significant obstacles in terms of financial management and it was decided by potential partners such as

University of Glasgow, Friends of Ellisland, Solway Heritage and the Whithorn Trust that DGAA should deliver the Homecoming on Your Doorstep project, offering opportunities for partnership working on particular events and collaborative coordination of marketing. Key partners included the following organisations:

Dumfries & Galloway Council - who led the Homecoming Board and gave assistance through several different departments throughout the year, as well as providing key funding for events.

Homecoming Scotland 2009 - who provided funding for the major opening event of Burns Light and were the key link to national and international press and media.

Visit Scotland Dumfries & Galloway team - who provided marketing support and advice.

Burns Festival Trust Dumfries & Galloway - who provided grant assistance to those organisations and groups wanting to undertake projects with a Burns theme.

Event Scotland - who provided a grant of £20,000 in order to increase the marketing reach of Dumfries Fling.

The Robert Burns World Federation - who provided support and advice through their membership of the Homecoming Board and enabled Dumfries and Galloway to make international connections

Scottish Natural Heritage - who commissioned, enabled and funded events and new artwork for 'Homecoming in Our Landscape', the public art programming for Homecoming.

Friends of Ellisland – Ellisland Farm was the home of Robert Burns when he first moved to Dumfries and the Friends planned an ambitious programme of events and activities which attracted local residents and visitors alike; engagement with Homecoming on your Doorstep enabled them to reach a wider audience.

University of Glasgow – who undertook a range of outreach lectures and events linked to the themes of Homecoming such as Robert Burns, the Enlightenment and family history and genealogy especially in how they related to the history and culture of Dumfries & Galloway and as potential sources of civic pride

Devorgilla Rotary Club and various Lions Club – both organisations provided willing volunteers who enabled us to steward major events

Hands up for Trad – this national organisation was responsible for bring the MG Alba Trad Music Awards to Dumfries in 2009 and enabled DGGGA to build a high quality weekend of traditional music and dance around St Andrews Day to attract visitors to Dumfries and area to stay at the end of November 2009 – a fitting climax for the Year of Homecoming 2009

National Museum of Costume at Shambellie House, New Abbey. – linked with the Dumfries & Galloway celebrations of Homecoming in autumn 2009 and

supported a site specific work by local performance artist Alex Rigg and his company Oceanallover.

Media Partner

West Sound Radio - who provided enhanced coverage through their programmes and online content and offered support throughout the Homecoming Year.

Major Business Sponsor

AMD Contract Services Ltd - provided generous sponsorship to support the *Homecoming on your Doorstep - Dumfries and Galloway Celebrates* programme and assisted with infrastructure requirements at the Striding March Carnival in Cairnhead Glen in June 2009 and the Ploughing Match at Ellisland Farm in September 2009.

Arts and Business Scotland - matched the sponsorship from AMD Contract Services through their Scottish Government funded New Arts Sponsorship Awards scheme.

Additional Business Sponsors

The Robert Burns World Federation provided free adverts for events and the programme, as well as editorial in their magazine, the Burns Chronicle, which has a world wide circulation. They also supported and facilitated distribution of the Homecoming Guide Issue 2 in North America and Issue 3 at their World Conference in Edinburgh in September. An opportunity for Rab Wilson, DGAA Robert Burns Writing Fellow in Scots, to perform at the World Conference meant that the current strength of the poetic tradition in Dumfries & Galloway was showcased to an international and Edinburgh audience.

Andersons Kilts provided tartan and helped to make the sashes for the Dumfries Fling, the finale event of Year of Homecoming 2009as well as advertising in the Homecoming guides

Queen of the South Football Club took out an advert on the big screen at the Dumfries Fling.

Funding

In April 2008, Dumfries and Galloway Homecoming Board awarded an initial grant of £4380 to the proposal for the Homecoming On Your Doorstep programme.

Following discussions with Dumfries & Galloway Council Cultural Services regarding the way forward with Gaelforce during Year of Homecoming, it was agreed that the total Gaelforce marketing budget for 2009 of £20,000 should be used to support the marketing of the Homecoming on Your Doorstep programme. DGAA decided that 75% of the two year fee of £18,000 for delivering Homecoming (£13, 535) would be committed to the Homecoming On your Doorstep budget to support additional programming in drama, traditional music and literature.

The main business sponsor AMD Contract Services was identified and indicated they were willing to support the project. As they had not previously sponsored in the arts, it was possible to apply to the Arts and Business administered 'Scottish Government New Arts Sponsor Scheme' and DGAA secured a matching grant for AMD's sponsorship, with a total sponsorship and grant of £10,000.

The Programme

Homecoming on Your Doorstep programme was a coordinated, high quality programme of events and activities across Dumfries & Galloway, designed to stimulate civic pride and awareness of our heritage in local inhabitants and draw visitors to small scale venues and visitor attractions. These are often tucked away off the beaten track, easily overlooked, but very rewarding for the visitor seeking an individual and authentic experience.

Public Art

- A site specific workshop and installation 'What the Swallows Find' which involved Kofi Setordji from Ghana working closely with Matt Baker, who is a locally based artist of national repute.
- Striding Marches - a costumed carnival procession with music at the Striding Arches installation at Cairnhead Glen, north of Moniaive
- A weekend of performances and family activities 'Speaking the Land' at Cairnsmore of Fleet between Gatehouse of Fleet and Creetown
- The launch of the film 'Speaking the Land' in Dumfries; this film and writing installation paints an unforgettable portrait of Galloway, drawn from the Galloway Forest Park and possibly

Literature

- Six poetry readings to launch 'Chuckies Fir The Cairn', an anthology of poetry in Scots, gathered from local "Makars", young and old.

- Playwriting workshops and performances in Dumfries and at Swallow Theatre in collaboration with the Nutshell Theatre Company
- Two performances by Nicola Black of her new song settings of Hugh MacDiarmid poems entitled 'Moonstruck'
- A season of six 'Poetry Doubles' events which paired poets of international standing from outwith the region with local writers.
- Poetry reading at Striding Arches for Doors Open Day

Music

- A programme of 45 sessions rolled out across 15 pubs and venues across the region, replicating the TMSA Homecoming Sessions
- Provision of traditional music for an audience of international media at Gretna
- Musical elements in the Stranraer Waterfront Festival on the edge of Loch Ryan in May 2009
- The traditional music marquee for predominantly local performers at Creetown Country Music Festival in September 2009
- Support for the South West Live showcase event for young musicians
- Music to enliven the Zig Zag exhibition launch
- Music at the launch of Stranraer Christmas events
- Performances of the Striding March music at Moniaive and at the Byre

Drama and performance

- Two performances of Midsummer - new drama by Traverse Theatre Company in Moffat and Dumfries
- Four performances of Rowan Tree's production The Ragged Lion celebrating the Life of Sir Walter Scott at Catstrand, New Galloway, Brigend Theatre Dumfries, Buccleuch Centre Langholm and Sanquhar Town Hall
- Three performances of Magnetic North's Walden at Buccleuch Centre Langholm, Midsteeple Dumfries and Catstrand New Galloway
- Three performances of 'Jean Armour - Jewel O Them A' in Wigtownshire
- Street theatre from Hopscotch Theatre Co. at Stranraer Waterfront Festival in May 2009
- Promenade performance by Oceanallover at Shambellie House Museum
- Wigtown Mouse, Sorbie Mouse street theatre

Project Delivery

DGAA established a project delivery team for Homecoming On Your Doorstep which included all members of staff involved in programming marketing and delivery of the project. This project team had an implementation meeting and then met at regular intervals to update. The marketing and audience development officers also met the D&G Homecoming Marketing group on a regular basis to update, ensure close collaborative working and test ideas.

During the process of delivering the Homecoming On Your Doorstep, various tensions emerged in terms of clear communication and it took until the site monitoring visit by the Leader programme officers in October 2009 to establish better working practices.

Certainly the entire Homecoming year and programme imposed significant additional work on DGAA staff which despite the appointment of a dedicated coordinator was difficult to deliver and capacity was stretched.

Marketing

DGAA co-ordinated the marketing for Homecoming on Your Doorstep, with the assistance of the Homecoming Marketing Sub - Group.

Around 500 events took place during the Homecoming on your Doorstep year. These were publicised through the Homecoming on Your Doorstep Guides and the website.

Design

The tender for the design for Homecoming on your Doorstep was awarded to Wee Sleekit Ltd of Moffat following a competitive tender process as required by Leader. They were commissioned to create all print design work and to develop the web presence for the year.

Homecoming on your Doorstep Guides

Two out of a total of three Homecoming on your Doorstep Guides were produced during the Leader supported period; in total 85,000 copies of these three guides were printed and distributed.

Distribution of Homecoming on your Doorstep Guides

50% of the Guides, (42,500), were distributed outwith the region through a professional distribution company focussing on the M74 corridor, the Central Belt, and north Cumbria

Within region the Guides went to libraries, museums and art galleries, hotels, campsites, cafes, independent shops, post offices and garages. These were distributed by a Dumfries-based company and through Dumfries and Galloway Council's internal distribution services.

Website

www.homecomingonyourdoorstep was the main web address for the programme. It was designed to reinforce the strong branding of Homecoming on your Doorstep in Dumfries & Galloway, and was a user-friendly website intended to be a first port of call for both locals and visitors seeking Homecoming on your Doorstep events. It was regularly updated by the Homecoming Coordinator throughout the year, with links to the national Homecoming website, VisitScotland and other relevant sites.

Individual events were publicised through flyers, posters, postcards, e-flyers, Twitter posts and displays in The Midsteeple

PR

DGAA's Marketing Officer produced regular press releases supporting Homecoming on your Doorstep events throughout the year.

DGAA worked closely with Dumfries and Galloway Council's Communications team and the Corporate Press Officer for Visit Scotland based in Dumfries in order to maximise press coverage, especially outwith the region.

Examples of press releases picked up during the year are:

'Homecoming Visitor Boom'

D&G Standard 30 December 2008

'Canada in Focus at Homecoming Talks'

Annandale Herald 5 February 2009

'Ab Rab: actress Lumley follows in Burns' footsteps'

The Scotsman 21 September 2009

'Speaking The Land' Review in Gallery Round-Up

The Herald, 10 December 2009

Full use was made of the Homecoming on your Doorstep branded arts radio programme (broadcast monthly with West Sound Radio to keep events in the public eye). Potential interviewees were suggested and clips from music or spoken word events regularly broadcast. Press launches were held for the publication of each Guide, to maximise public awareness.

During 2009 Homecoming on your Doorstep was featured in:

Regional Media:

The Dumfries and Galloway Standard; The Galloway News; The Dumfries Courier
Annandale Herald; Moffat News; Annandale Observer

DG Life magazine

West Sound Radio

ITV Border

BBC South West News

National Media:

The Scotsman
The Herald
BBC Scotland (TV and Radio)
The Scotsman
The Guardian
The Sun
The Daily Mail
The Independent
The Daily Record
BBC Countryfile Magazine
Ryanair Magazine
GMTV

International Media:

Chinese Central State TV
The Spectator (Ireland)
French TV
National Geographic
The New York Times
ITV Tyne Tees

Press Analysis

We analysed the press coverage of the two main events of Homecoming to work out their 'value'. We analysed the equivalent cost of an advert in the publication, multiplied by 3.5, as people are 3 ½ times more likely to look at editorial than adverts.

Dumfries Fling:

In total we gathered articles which added up to 448.5 column inches of coverage at regional level which equates to around £66,123.10 of 'value'. This does not include TV or radio coverage which of course has significant value.

Advertising

DGAA developed a successful advertorial campaign with the four papers in the Dumfriesshire Newspaper Group, and an excellent working relationship with the Dumfries & Galloway Standard and other regional press and media.

From January to November we placed a Homecoming on your Doorstep advert on the inside back page of DG Life magazine which goes out across Dumfries and Galloway and the Borders in news stands and wider afield through subscriptions. These adverts were also supported by significant editorial during the year. Supporting adverts were also placed in The Border Gathering brochure and Friends of Ellisland's brochure.

Target Groups

The agreed target groups were:

Target group: Young people under 25

Target: Male:750, Female: 750

Achieved 1600

Report: Young people played a significant role in the development and management of many of the events that contributed to the breadth of the Homecoming programme, but for the purposes of this report we wish to focus on the young people who learned a new Scottish ‘ Homecoming’ threesome reel. Dance tutors were taught the new dance by Ineka Thomson and this team delivered 28 workshops in schools and with youth organisations and clubs to train 1600 young people.

Evidence: E-mail correspondence from schools confirming their participation.

Target group: Aged over 60

Target: 2180

Achieved 2180

Report: The over 60s are a very important demographic in Dumfries and Galloway as it this age group that are most active in many of the community organisations that created events and activities for Homecoming

Evidence:

The independent report by EKOS on Dumfries Fling reported that 71% of the participants were from Dumfries and Galloway and of these 10% were over 65 years of age this amounted to 1015 people. The friends of Ellisland collected data from the participants at some of their events and counted 1010 over 50s at the horse ploughing competition, a descendants’ day and one of their four Wee Scots Nights.

Target group: Small Businesses

Target: 40

Achieved 40

Report:

Small businesses were supported in a number of ways. Many of the Leader funder events happened in pubs or hotels. Other businesses were supported through the events using their services, such as Wee Sleekit Design and Elite Display.

Evidence:

| Businesses benefiting from Homecoming on Your Doorstep | | | | |
|--|-----------------|------------------|----------------|----------|
| Bluebell Inn | 10 High St | Annan | | DG12 6AG |
| Douglas arms | 206 King Street | Castle Douglas | | DG7 1DB |
| Aston Hotel | Bankend Road | | Dumfries | DG1 4ZZ |
| Steam Packet Inn | Harbour Row | Isle of Whithorn | Wigtownshire | DG8 8LL |
| Buccleuch arms | High Street | Moffat | Dumfriesshire | DG10 |
| Craigdarroch Arms Hotel | High Street | Moniaive | Thornhill | DG3 4HN |
| Kenbridge Hotel | New Galloway | | Castle Douglas | DG7 3PR |
| The Bruce Hotel | 88 Queen Street | Newton Stewart | Wigtownshire | DG8 6JL |
| The Nithsdale Hotel | 1 High Street | | Sanguhar | DG4 6DJ |
| Kenmure Arms | High Street | New Galloway | Castle | DG7 3RL |

| | | | | |
|--------------------------------------|----------------------|--------------------------------------|------------------------|----------|
| | | | Douglas | |
| The Blue Peter Hotel | 23 Main Street | Kirkcolm | Stranraer | DG9 0NL |
| Globe Inn | 56 High Street | | Dumfries | DG1 2JA |
| Chuckies | | | | |
| The Bruce | High St | Annan | Dumfriesshire | DG12 6DP |
| Globe Inn | 56 High Street | | Dumfries | DG1 2JA |
| Robert Burns Centre Film Theatre | Mill Road | | Dumfries | DG2 7BE |
| | | | | |
| Moonstruck | | | | |
| The Aberdour Hotel | 16-20 Newall Terrace | | Dumfries | DG1 1LW |
| Other Venues used | | | | |
| Smiths at Gretna Green Hotel | Gretna Green | | Dumfries & Galloway | DG16 5EA |
| Easterbrook Hall | The Crichton | Bankend Road | Dumfries | DG1 4AT |
| The Swallow Theatre | Moss Park | Ravenstone | Whithorn | DG8 8DR |
| Riff Valley Resturant | 24 Castle Street | | Dumfries | DG1 1DJ |
| Design and print services | | | | |
| Weesleekit | 5 Ladyknowe | | Moffat | DG10 9DY |
| Squilly Design | 3 Crofts Cottage, | Lochfoot | Dumfries | DG2 8NX |
| Elite Display | Unit 2b | Catherine St Ind State | Dumfries | DG1 3PQ |
| Alba Printers | 1 St. Michael Street | | Dumfries | DG1 2QD |
| Accommodation and hospitality | | | | |
| Rivendell | 105 Edinburgh Road | | Dumfries | DG1 1JX |
| Morton Villa | 28 Lovers Walk | | Dumfries | DG1 1LX |
| Ferintosh | 30 Lovers Walk | | Dumfries | DG1 1LX |
| Torbay Lodge | 31 Lovers Walk | | Dumfries | DG1 1LR |
| Hazeldean House | 4 Moffat Road | | Dumfries | DG1 1NJ |
| Jewel in the Crown | 48-50 St. Micheal St | | Dumfries | DG1 2QF |
| Pizzeria | Dock Park | | Dumfries | DG1 2RY |
| Hullabaloo | Robert Burns Centre | Mill Road | Dumfries | DG2 7BE |
| The Green Tea House | The Old Bank House | Chapel Street | Moniaive | DG3 4EJ |
| Suppliers | | | | |
| TJ Watson | English Street | | Dumfries | DG1 2BU |
| Misc | | | | |
| Raring2go | Mojo Publishing Ltd | Unit 84 Mackley Industrial Estate | West Sussex | BN5 9XR |
| Galloway Parcels | 4 Welldale | | Dumfries | DG2 7QU |
| Borderloos | Alstonby Grange | Westlinton | Cumbria | CA6 6AF |
| Zvonko Krakum | | Auldgirth | | DG1 1RF |
| Moniaive Minibus hire KPHS | | | | DG3 |
| Thornhill Transport | | | | DG3 5 |
| I&B Catering | 3 Clunie Avenue | | Dumfries | DG2 9FG |
| Cavens Arms | Buccleuch Street | | Dumfries | DG1 |

Target group: Farming community

Target: 20

Achieved 20

Report: Farmers participated and enjoyed many aspects of Homecoming on your Doorstep and were key members of many of the organising committees for community events. Those listed below were involved with the Friends of Ellisland ploughing match, one of the key elements of their year long programme. This was provided with funding support to produce and deliver a marketing plan.

Evidence:

Homecoming on your Doorstep; Farmers

| Name | Address | Postcode | Telephone | Age | Approval |
|----------------------|---|-----------------|------------------|------------|-----------------|
| Bertie Austin | Upper Portrack, Holywood, Dumfries | DG2 0SD | 01387 720264 | 45 | Yes |
| Andrew Wood | Upper Breccoes, Auldgirth, Dumfries | DG2 0TL | 01387 820223 | | |
| Bert Hastings | Burnside, Ae, Dumfries | DG1 1RF | 01387 860224 | 59 | Yes |
| Alex Irving | Troloss, Twynholm | DG6 4NR | 01557 860887 | 65 | Yes |
| Willie Cruikshanks | West Mains, Torthorwald, Dumfries | DG1 3QE | 01387 750497 | 64 | Yes |
| Russell Kingan | Loch Hill, New Abbey, Dumfries | DG2 8DF | 01387 850287 | 59 | Yes |
| John Slaven | Foregirth, Auldgirth, Dumfries | DG2 0XP | 01387 740249 | 71 | Yes |
| David Muir | Cleughbrae Cottage, Mouswald, Dumfries | DG1 4JS | | 32 | Yes |
| Raymond Nicholson | Newhouse Farm, Dumfries | DG2 0JG | 01387 720281 | 60 | Yes |
| Alan Nicholson | Carsemains Farm, Auldgirth, Dumfries | DG2 0SA | 01387 740468 | 58 | Yes |
| Jim Kerr | Kirkblane Farm, Caerlaverock, Dumfries | DG1 4NF | 01387 702207 | 62 | Yes |
| Roy Kerr | Ladypark Farm, Dumfries | DG1 3PF | 01387 255698 | 65 | Yes |
| Hugh McClymont | Crichton Farm, Dumfries | DG1 4SZ | 01387 263961 | | |
| David Nelson | Cuttlehill Farm, Crossgates, | KY4 8HD | 01383 551300 | | |
| Neil McPhail | Skernish, Glenbarr | PA29 6UZ | 0158 3421236 | 70 | Yes |
| David Duncan | Ryehill Croft, Johnshaven | DD10 0PU | 01561 362397 | | |
| Ian Beattie | Woodfield, Eastriggs, Annan | DG12 6TF | 01461 40397 | 40 | Yes |
| Robert Copeland | Midlocharwoods, Ruthwell | DG1 4WH | 01387 870234 | 68 | Yes |
| Andrew Brown | Little Culmain, Crocketford | DG2 8QP | 01556 660404 | | |
| A McCall | Wellwood, Townhead, Kirkcudbright | DG6 4XQ | 01557 830209 | 76 | Yes |
| Alan Thomson | Hayknowes, Annan | DG12 5QZ | 01461 207724 | 55 | Yes |
| John Kerr | Links, Powfoot, Annan | DG12 5PN | 01461 700285 | 61 | Yes |

3) Achievement indicator: Number of Community led projects

Target: 1

Achieved 1

Report

Striding March was a community led event which took place around the Striding Arches near Moniaive, Cairnsmore Forest Trust in partnership with DGAA created this community procession with music.

4) Achievement indicator: Number of FTE jobs created

Target: 1

Achieved: 1

Report

Sue Biggs was appointed in March 2009 as Homecoming Coordinator. This was a new post, advertised on the DGAA website and in The Standard and The Courier.

5) Achievement indicator: Number of jobs in tourist sector

Target: 1

Achieved 1

Report Sue Biggs, as above

6) Achievement indicator: Number of jobs that primarily address social cohesion

Target: 1

Achieved 1

Report This project

Evidence See 'Social Impacts' page 50 of Homecoming in Dumfries and Galloway final Report

7) Achievement indicator: Number of promotions undertaken

Target: 4

Achieved 11

Report

Promotions were undertaken for the following events:

- Chuckies fir the Cairn
- Dumfries Fling event
- Dumfries Fling Workshops
- Poetry Doubles
- Homecoming Sessions
- Working with Gracefield Arts Centre to support marketing of Zig Zag exhibition
- Striding Marches
- What the Swallows Find
- Speaking the Land at Cairnsmore of Fleet
- Ragged Lion
- Walden

Evidence – Publicity material enclosed

8) Achievement indicator: marketing activity undertaken

Target: 6

Achieved 8 methods used for overall HOYD programme and for individual events described in (8) above

Report

Homecoming on Your Doorstep was promoted through the following marketing activities:

- Website
- Three brochures (2 supported by Leader)
- 4 pull up banners (3 supported by Leader)
- Promotional leaflets
- Adverts in regional press and media
- Radio interviews and regular programme on West Sound Radio
- Twitter
- Blog

Evidence Selection of printed material

9) Achievement indicator: Number of new projects developed

Target: 40

Achieved

Report 114 events took place.

Evidence

- Striding Marches
- Wendy Stewart music commission – Striding March
- Speaking The Land – Cairnsmore Family Day
- Speaking the Land – Art Commission Dalziell+Scullion
- What the Swallows Find
- 45 Homecoming Sessions
- Rab Wilson poetry reading for Doors Open Days at Striding Arches
- Oceanallover event for Shambellie House for Doors Open Days
- 2 performances of Playwriting Performances in a Nutshell
- Dumfries Fling

10) Achievement indicator: Number of tourism projects supported

Target: 1

Achieved 1

Report

Homecoming on Your Doorstep was a series of events aimed primarily at the local population but which were very attractive to visitors to the region and which were supported by the national and international Homecoming Scotland 2009 marketing campaigns.

Evidence

Marketing materials were distributed throughout Scotland, Northern England, Northern Ireland, USA and Canada. Figures collated during the year showed a significant amount of visitors from outwith the Dumfries and Galloway region. See Appendix 2 of Dumfries and Galloway Homecoming Report

11) Achievement indicator: Number of new/additional visitors attracted

Target: 500

Achieved Dumfries Fling alone achieved 4148

Report

From the visitor research we gathered at events and from event organisers figures 56,460 visitors to Dumfries and Galloway attended Homecoming events

Evidence

Ekos were commissioned to create a report on Dumfries Fling. (attached). They reported that 29% of those attending the event were from outwith Dumfries and Galloway. This equates to 4148 people.

Lessons Learned

The Homecoming theme year for which the leader funded Homecoming on Your Doorstep project provided the staff resource, the significant marketing impetus and key quality events was good for Dumfries and Galloway at a number of levels:

- It made the best use of scarce financial resources
- It pulled together a number of key players
- It allowed new networks to be developed and existing partnerships to be strengthened
- It demonstrated the benefits of economy of scale in terms of event marketing and public relations.
- It delivered community benefits which far out weighed the modest seed funding
- It was judged by the public to have been successful and stimulated an appetite for participation in future national and/or regional 'theme' initiatives.

Demonstrable successes

- There is a significant public demand for community events based on culture
- An events led approach to building civic pride can produce results quickly
- Small grant schemes are a very cost effective means of delivering wide ranging programmes of events
- Strong partnerships between community groups, public agencies and organisations with good leadership can deliver for Dumfries and Galloway

Legacy and continuation

The Homecoming in Dumfries and Galloway Final Report will be circulated by the Homecoming Board as its final act. This report makes 7 recommendations which will be brought to the attention of all Dumfries and Galloway Council elected members, directors and key officers, Agencies across the region and other partners;

1. Participation in future 'themed years' should be actively encouraged so long as the chosen themes can be made to work to the advantage of Dumfries and Galloway.
2. With a view to building on the successes of Homecoming outlined above, and in the absence of a 'national theme', the concept of local 'theme years' should be given consideration.
3. The effective partnership working demonstrated during Homecoming should be actively encouraged so as to create further competitive advantage for the region through events, cultural tourism and other means.

4. The publication of a regular Events Guide for Dumfries and Galloway should be taken forward to promote all the events that regularly take place in Dumfries and Galloway and to encourage local people and visitors to explore the breadth and diversity of the region.
5. Through its Arts in the Communities Team, DGAA should be encouraged to build on the success of Homecoming by developing further projects designed to strengthen civic pride and to encourage personal development and confidence building.
6. The model of the Homecoming Board should be considered as a means of delivering joint working and innovative relationships in the events and cultural sectors in Dumfries and Galloway.
7. Consideration should be given to establishing a permanent Dumfries and Galloway wide community events-related fund which could be used to seed fund 'theme years'. In addition to public agency contributions this fund should be allowed to actively seek commercial sponsorship together with contributions from the tourism and business sectors. Commercial activity, such as the production and sale of souvenir items, could also contribute to the fund.