

**BATTLE OF PRESTONPANS [1745] HERITAGE TRUST**

**MINUTES OF 109th MEETING OF THE TRUSTEES HELD ON NOVEMBER 21st**

**2019 IN THE JAMES PARK BISTRO AT THE PRESTOUNGRANGE**

 **GOTHENBURG, PRESTONPANS EH32 9BE**

**CONTRIBUTING:**

Herbert Coutts [Joint Chairman in the Chair]

Sharon Beck

Sylvia Burgess [e]

Sharon Dabell [e]

Joe Goldblatt

Arran Johnston

Gordon Prestoungrange of Lochnaw

Michael Taylor [e]

Avril Wills of Lochnaw [e]

Julian Wills of Dolphinstoun [e]

**APOLOGIES:**

Gareth Bryn-Jones

Kenneth Cameron

John Curtis

Brett Fletcher

Pauline Jaffray

Pat O’Brien

Mathew Wills of Prestoungrange

**1. MINUTES of 109/19 Meeting** of the Trustees held on October 24th 2019, which had been circulated by the Secretary, were proposed/ seconded by Sharon Beck/ Arran Johnston respectively and confirmed as a correct written record.

**2. JACOBITE COLLOQUIUM November 5th 2019**

01. That the Colloquium at the Storytelling Centre in Edinburgh had been a most

successful occasion and that most sincere thanks should be recorded to Dr Michael Taylor who had made the necessary contacts and brought together the broadest cross section of interested parties; likewise Dr Joe Goldblatt moved that Herbert Coutts was to be thanked for his chairmanship on the day.

02. That Michael Taylor should now circulate his Colloquium Notes/ Recollections [Appendix A] to all who had attended and those unable so to do but who expressed a wish to be kept informed; and that with the active encouragement of Dr Alan Hobson to champion further entries to the Jacobite Studies Gazeteer.

03. That steps should now be taken as follow up and notified to all concerned: [i] the creation of a website map and referencing pattern for Jacobite Scotland; [ii] that an exploratory meeting be held with VisitScotland in the New Year to see how a scheme similar to that introduced for *Outlander* locations might be developed.

04. Agreed that in taking matters forward with VisitScotland it would be appropriate to suggest an initial consortium of sites outwith HES/ NTS although both these have indicated a longstanding willingness to be included on the proposed map.

**3. PATHTOVICTORY1745.ORG + NLHF PROJECT ENQUIRY [2] + FUNDING**

01. Confirmed that a Full Application for £95,000 in line with Project Enquiry [2] and Holly Watson’s response thereto has been submitted which focuses particularly on the 2020 Commemorations and the sustained and extended engagement of the local community not least through the integration of websites and social media under the banner of Friends of The Prince; under the 8 weeks response rule, the outcome will be known mid January.

02. That further discussions with Dr Jill deFresnes of the PSG NLHF Great Places Project had not proved particularly fruitful and that the Project’s Steering Group had inexplicably been unwilling to provide a Letter of Support for the NLHF Application.

03. Agreed the proposal [Appendix B] from Joe Goldblatt to seek advice to a maximum sum of £5,000 from Pam Judson to delineate our Fund Raising Strategies and Action Lines including a Short List of possible partners; that she should be given an immediate briefing and convene a Workshop of Trustees in January with plans to launch the Appeal in the 2nd Quarter of 2020 during the 275th Anniversary Celebrations.

04. That Arran Johnston and Joe Goldblatt had met with Head of Business Development Jane Grant and IT Curriculum Manager Sam Blyth at Edinburgh College where agreement had been reached for a sustained programme of collaboration in the development of the Trust’s web presence and social media [Appendix C]; formal proposals are now awaited in the region of £3,000.

05. That Herbert Coutts had suggested an approach might usefully be made to Diageo’s Pencaitland based Glenkinchie re future collaboration and Joe Goldblatt agreed to open initial discussions with Diageo’s President Global Supply and Procurement focusing inter alia on showcasing the Scottish Diaspora Tapestry.

**4. THE ‘CONVERSATION’ WITH EAST LOTHIAN COUNCIL**

01. That the long agreed meeting with ELC’s Head of Communities on November 21st to discuss the Master Plan for Prestongrange Museum and the Draft MoU with the Trust in lieu of response to the two Petitions had proceeded at the Trust’s behest despite ELC’s duly notified continuing inability to table their Master Plan slides as used in the autumn presentations at Aldhammer House.

02. That the Trust had already reached the conclusion before the meeting that ELC’s ongoing reluctance was readily explicable: ***there simply is no Master Plan*** – which position was confessed by Sharon Saunders for ELC to be the truth. There is simply a 20 year Vision mainly involving thus far the restoration of the derelict fabric of the Listed Buildings.

03. In the light of this now certified realization there is no scope for the Trust to continue The ‘Conversation’ with ELC in respect of Prestongrange Museum as a location for the Living History Centre; that this conclusion be publicly communicated to Local Democracy Editor Marie Sharp of *East Lothian Courier* and her colleague Lucy Morgan.

04. That there is still no news of any future invitation to tender re agriculture on the battlefield for 2020 but the Trust remains committed to reapply. ELC was unable to identify where the funding from rental of the battlefield for growing Brussels sprouts has been harvested.

05. That the offer from the incoming occupants of the ELC new build at the SE corner of The Bing to facilitate maintenance of that facility will be followed through once details thereof are finalised.

06. That following up verbal discussions, a formal written request for Benefit in Kind support from ELC in 2020 for the Trust’s warehousing will be sent by the Secretary to the Head of Communities in the coming days; hypothecation of the rental from the battlefield by internal accounting offset will be suggested as one source of funding for such a request.

**5. OUR LIVING HISTORY CENTRE at NW CHARLESTOUN**

01. That under the terms of the existing MoU with Hargreaves all focus must now been given to locating the Living History Centre at NW Charlestoun and a meeting with Iain Slater has been arranged on December 11th in Edinburgh with Gareth Bryn-Jones attending. Gordon Prestoungrange agreed to write immediately to Iain Slater indicating that our time scales now require progress to a Right of First Refusal to locate the Centre in the Town Centre complex and initial visuals to be created for the Fund Raising Appeal.

02. That the decision on naming the new community will be made by ELC Council on December 12th and that Charlestoun is on the short list of names being considered. If the outcome is not as the Trust would wish it was agreed we should nonetheless campaign for the area where we are engaged to be known as the Charlestoun Quarter.

03. That EventScotland’s Regional Director Neil Christison and two colleagues Alasdair Maclachlan and Ron Dunn had met with the Trustees viewing the battlefield and Charlestoun locations from the Battle Bing; and in follow through discussions at The Prestoungrange Gothenburg given clear advices on what they believe from experience most significantly contributes to a Centre’s success [Appendix D].

**6. PRESTONPANS 275th ANNIVERSARY COMMEMORATION**

1. Noted that the ambitious plans for 2020 were based on the

assumption of success with NLHF in the sum of £95K with proposed match allocation of £50K from Restricted Funds and support from ELC requested with warehouse accommodations. Baron of Dolphinstoun has confirmed £5K support. If such support is not forthcoming very careful consideration will necessarily be given to the extent that Restricted Funds can be deployed other than for the furtherance of the Appeal and the Prestonpans Tapestry Tour.

1. The specifics of the 2020/ 2021 programme are for a 2 year

project expanding engagement to mark 275th anniversary of the battle, 300th birthday of Charles Edward, and 10th anniversary of The Prestonpans Tapestry – as follows:

• Nationwide project for 10-17 year olds to create poetry, prose or visual

art, increasing relatability of heritage and encouraging young audiences to contribute to its legacy. Resulting in exhibitions and publication.

• Development of Friends support network with Edinburgh College, recruiting and training new volunteers and guides, with a rejuvenated online presence which is visitor-focused and makes both battlefield and activities more accessible.

• Renovated travelling exhibition of The Prestonpans Tapestry, reaching at least 4 relevant communities across Scotland.

• “Prestonpans 275” Exhibition at John Gray Centre, exploring changing landscape and cultural interpretation of the heritage; bringing a unique collection together through new partnerships with loaning collections; supported by workshops and related events.

• Songs of War: community theatrical/musical/poetic performances highlighting works relating to the heritage in English, Scots and Gaelic, creating alternative entry points for interest in the history.

• 275th Anniversary events reaching diverse audiences: concert, costumed battlefield walks for both local schools and general public, historian’s conference with Helion publishing, new exhibition panels on the clans and regiments.

• The ‘Legacy’ plan harnesses momentum through 2021, creating sustainable networks and resources.

1. That Sylvia Burgess and Gordon Prestoungrange are exploring

how the Clan Chiefs and eponymous streets initiative of 2009 Homecoming then 2018 Memorial Tables Dedication might be

built on with support inter alia via **VisitScotland’s Clans and Historic Figures Fund** for which an application of £10K has been submitted; and at the same time to brief all and update membership of the Committee of High Patronage.

1. That SBT Publisher Helion Books has now confirmed that a

**Jacobite Conference** will be convened in Prestonpans on September 20th 2020 at the Prestoungrange Gothenburg.

1. That a **Gaelic Song/ Poetry Cultural Event** was being

evaluated possibly in Glenfinnan format in partnership with Bòrd na Gàidhlig.

1. That the triple links **of Gardiner’s Obelisk close by**

**Prestonpans Station, Waverley Station and the Scott Memorial** should be embraced howsoever and, as may be possible, contact made with Viscount Waverley and perchance a live a performance of *The Waverley Overture* by Hector Berlioz.

**7.** **TAPESTRY EXHIBITIONS/ SCHOOL VISITS/ MOUNT**

 **FELIX/ US 05**

01. That the Diaspora Tapestry is next scheduled for **Dundee’s Verdant Works** in summer 2020 and discussions are in progress with the **Migration Centre in London** for limited panel displays.

02. That several Prestonpans **Interpretation BattleBoards** require

restoration and that plans for this are proceeding initially with the

board opposite the Memorial Tables on the Waggonway.

03. That **School visits and occasional lectures** and tour groups

continue on a regular basis with plans in 2020 to train and induct further Guides.

04. That a **Nocturnal Battlefield Walk** will take place on November 28th under the auspices of the Saltire Festival – which is already fully booked out.

05. Confirmed that the **Mount Felix Tapestry** will be exhibited in Prestonpans, now suggested for early 2020, with considerable publicity to the Friends of the Tapestries - on its return to Walton-on-Thames from its 8 centre New Zealand tour – exemplifying our community art strategy. That the New Zealand Consul in Edinburgh would certainly be invited to participate along with the local Kiwi community.

06. It is confirmed that the Prestonpans Tapestry will be exhibited at The **Garioch Centre Inverurie** during 2020 alongside restoration there of the battle memorial to the Jacobite victory on December 23rd 1745 now proceeding with local Community Council support.

07. That feedback from the USA indicates **US05** is being stitched

currently and a further revised completion date of November 30th has been targeted by John Mann there so the image can be included in the 3rd Edition of the Official Guide now due Spring 2020.

**8. STATUTORY ACCOUNTS & TRUSTEES REPORT 31.10.2019**

01. That the Report and Accounts as tabled by Tony Gillingham

and Sylvia Burgess be approved and both thanked for their support throughout the year; agreed all to be tabled at the AGM of Members.

02. Noted the Restricted Fund balance of £91,262 from which provisions are envisaged in 2020 for Match Funding with NLHF and the balance for the proposed multiplier Funding Appeal.

03. That the sole fixed expenses of the Trust in 2020 were from Johnny Cope’s Baggage Train and insurances for then two tapestries and that a request to ELC for In Kind Contra from Battlefield Agricultural Rentals for the former is being submitted.

**9. ANY OTHER BUSINESS**

01. That the **Jacobite Studies Trust** has issued an invitation to

Drs Arran Johnston and Gordon Prestoungrange to present a paper in

**Florence in May 21/23 2020** at which will be useful for the

Trust to share its future vision for Prestonpans based as it has been on

sustained research and activities since 2006.

02. That an invitation has been issued to the British Army’s

**Lothian & Borders Yeomanry**, and accepted by them, for a

Regimental Dinner at The Prestoungrange Gothenburg in April 2020 in

honour of Capt. Thomas Nelson who provided the funding to build The

Gothenburg as the Trust Tavern in 1907/ 1908, who played rugby for

Scotland and was killed at Ypres in April 1916.

03. That **John Home-Robertson** of Paxton House, formerly MP

then MSP for East Lothian [1978/ 2007] had attended the Jacobite

Colloquium and expressed interest in supporting its development and it

was agreed to issue an invitation of him to attend an early meeting

with the Trustees to explore what involvement he might have.

**10. DATES OF FORTHCOMING MEETINGS**

01. That the **Alan Breck Regiment of Prestonpans Volunteers will hold its Annual Dinner and AGM** in the presence of its Honorary Colonel-in-Chief Martin Margulies at the Prestoungrange Gothenburg on **December 14th 2019.**

05. The **110/20 Meeting** of the Trustees will take place on **Thursday 16th January 2020** **from 6pm** at The Prestoungrange Gothenburg.

06. That the **111/20 Meeting** of the Trustees will take place on **Thursday 12th March 2020 from 6pm** at the Prestoungrange Gothenburg.

**APPENDIX A: Jacobite Colloquium Rapporteur’s Notes**

**Towards a Jacobite Trail for Scotland**

**Meeting at SSC, Edinburgh 5 November 2019**

Please note that the very wide-ranging discussions from the day and the three introductory presentations have been transcribed as bullet points to aid reading. None have been attributed.

Existing trails / background

* Jacobite Gazetteer at Jacobite Studies Trust a good start for potential sites <http://www.jacobitestudiestrust.org/the_library.html>
* Other gazetteers incl <http://jacobite.ca/gazetteer/index.htm> and a Jacobite Officer Database <https://www.gla.ac.uk/schools/critical/research/researchcentresandnetworks/robertburnsstudies/ourresearch/jacobiteofficersdatabase/thedatabase/>
* 2016 Jacobite Trail (26 sites) produced in conjunction with a major exhibition at the National Museum of Scotland is now available only as an ebook <https://www.jacobitetrail.co.uk/>
* VistScotland has produced an Outlander trail (73 film locations) see below <https://www.visitscotland.com/see-do/attractions/tv-film/outlander/>
* There is a Jacobite Trail for the city of Aberdeen (7 sites) which includes local collections <https://www.visitabdn.com/assets/jacobite-trail-leaflet.pdf>
* There is a Bonnie Prince Charlie Trail in the Outer Hebrides (20 sites) where locations can be selected to make an itinerary <https://www.visitouterhebrides.co.uk/see-and-do/culture-and-heritage/bonnie-prince-charlie-trail>
* Ireland has a Williamite Trail produced by the Grand Orange Lodge (20 sites) with an online pdf leaflet <http://www.grandorangelodge.co.uk/WilliamiteMap.pdf>
* On a smaller scale and aimed at school groups and families a Jacobite Trail Quiz within Edinburgh Castle is available as a downloadable pdf files with 14 language options <https://www.visitabdn.com/assets/jacobite-trail-leaflet.pdf>
* There remains scope for a Jacobite Trail

The ‘Outlander’ Trail

* A ‘free’ opportunity for promotion and partnership
* Film locations not always actual Jacobite sites
* Chance to link to the Scottish landscape
* Audience :
	+ Females age 40+
	+ Travel as group with friends and/or partners
	+ Fans of the books/films
	+ Original market USA/Canada
	+ Often ‘a trip of a lifetime’ so emotional and financial investment
	+ Spin off into ancestral tourism
	+ Want to:

Visit location

Take part in experiences

Engage with fellow fans (often on social media)

Hear stories and engage with locals

* Trail needs
	+ Clear aims/objectives
	+ A budget
	+ A defined target audience / users
	+ Online and printed product
	+ Selected sites to feature
	+ Consistent level of information to feature
	+ Design of content
	+ Distribution and promotion
	+ Monitoring and evaluation
* Foreign language versions available
* Site entries became more sophisticated; can now search online eg by site type and by series (now four series, soon to be five)
* 65,000 page views last year
* £5-8,000 will give 50 thousand print copies.
* VisitScotland had dedicated design, content and PR teams (all doing other projects too).
* Estimated 3-4 months to create the latest trail map but less work in future

The Brittany Trail

* Still in development
* Shows international dimension and interest in Jacobites
* Based on new research
* Important as the base for both Prince Charles Edward’s voyage to Scotland and the recue mission that brought him back so strong potential link to Scottish trail(s)
* Brittany link to Jacobite exiles from Ireland after 1690 including main shipowner in Nantes
* English sources need translation to French and Bretton
* No plaques etc yet – sponsorship and official local government approval needed

General discussion

Trail

* There was support from attendees for the principle of a Jacobite Trail important though that is
* That it should be more than a ‘footfall-generating’ exercise
* What role Education Scotland? Undoubted educational interest but should trail be ‘educational’ per se. Is the return worth it given the lack of capacity for travel of schools in particular? Often dependent on local level of interest. Target teachers with publicity and get them and their families to visit sites.

Scope

* Unlike ‘Outlander’ any trail(s) should include all the Jacobite risings
* The date range covers from the ‘Glorious Revolution’ to the death of Charles Edward’s brother Cardinal Henry Benedict in 1807
* The broad term Jacobite is not understood by many. But in any case the trail should include sites associated with the Hanoverians too.
* Knowing the potential audience (eg who is searching online) is essential
* Information gleaned from groups on social media may help define audience
* The trail does not need to be a ‘trail’ as such. Acting as an inventory of ‘go-to’ sites is important as is the potential of selecting personal itineraries/trails
* Use of IT essential
* Needs to be a coordinated project – get groundwork in place. Scoping needed
* The interest in ‘Outlander’ provides a window of opportunity to promote idea of Jacobite Trail
* Audience is key for VisitScotland
* Also ties in to ‘ancestral tourism’ and growing market for ‘DNA’ tourism
* Trail data would also provide local info to staffs of hotels etc enabling them to enhance their clients’ experience

‘Membership’

* Criteria for inclusion should be simple
	+ A clear link to the Jacobite risings
	+ Open/accessible to the public

and would include landscape features where there is a link

* Definition of ‘sites’ includes collections
* Is there a role for ‘hubs’ ?
* Need to scope project
* Include Gaelic groups and language

Resources

* Resources: organise quickly and seek resources
* Sustainable funding essential. Thee year project (?) and then…?
* ‘Brand Scotland’ should be capable of attracting corporate sponsorship
* How costly? Would the scale help to raise money in small amounts if needed?
* Need ‘constituted group’ to enable funding to be sought
* Is the ‘Jacobite Story’ a strong enough impetus to drive the project? The NMS exhibition was the impetus for the 2016 trail
* Any mileage in building on/using the 2020 commemoration of the signing of the Declaration of Arbroath
* What (if any!) role for government – a Jacobite Fund for schools to bid into?
* Scoping should consider what resources are on the potential trail already

Promotion

* At most simple form the trail might consist of a map and the existing (known) sites (Map and 100 word synopsis for each site
* Academic research resource is more about networks and information sharing. Sharing knowledge and expertise
* Potential for a ‘Jacobite Portraits’ Trail
* Trail should include ‘mutual signposting’ and be regarded as a partnership between participants.
* Useful resources on Scottish Local History Forum Website - add your own <https://slhf.org/scottish-local-history-directory>

**APPENDIX B : Proposal for Pam Judson re Funding Appeal**

Battle of Prestonpans Trustees have approved the following remit for you.  We will contract after 11 December 2019 when we should have stronger clarity on a potential site for the Battlefield Visitor's Centre.

Here is the remit that is required:

1.  You would be appointed as a fundraising consultant and expected to review the web site and all of the links below,

2.  You would conduct a one day fundraising workshop for the trustees and others,

3.  From the inputs you receive at the workshop you would prepare a detailed fundraising plan as well as a role and scope, salary and benefits for a position holder in a senior fundraising role to begin as soon as possible, and

4.  You would help the Trust recruit 3- 5 qualified candidates - applicants for the role and participate with the trustees in the interviews to help us select the best person to hold the position.

The Trustees have allocated £5000 for your fee to be payable in two instalments.  50% shall be paid upon acceptance of your proposal - agreement and 50% shall be paid at the completion of the work identified above.

Our time frame would be for you to be contracted (if we have agreement on the site) in mid December 2019 and then conduct your secondary research (review of our links below and the programme attached) and then conduct your workshop in January 2020 and by the end of February 2020 present to us your recommendations for the final interview candidates and participate in the interviews.

**APPENDIX C: Proposal re IT Partnership with Edinburgh College**

Firstly, thank you for setting up the meeting at the end of October with Aaron, myself and our Curriculum Manager for IT Sam Blyth.  We were fascinated to hear about the project, the volume of work already undertaken and the plans for the future.  Here at the college we are excited by the prospect of collaborating with you on those plans now and in the future.

We spoke initially about the consolidation of several websites, and involving students/student project teams in that process.  The timing is good from our perspective, as semester 2 is when those students can undertake a project as part of their course work.  Sam and Aaron have already been in contact with regard to sharing information on those websites.  The students were given information on the sites last week and several are very keen to undertake the web project.  The next step will be that the students will meet with Aaron to ask any questions and then assign students to the web and social media projects.  The students can better look at costs once they meet with Aaron and understand the scope and scale of what is needed.

We also discussed the web analytics and that being a year on year student project.

Following your December 2020 website launch, the longer term hope is to continue to develop and work on further opportunities for students in computing, creative industries and perhaps other areas of the college to get involved by using the battle as a theme for project work; some past examples we have done with Historic Environment Scotland have been; dance, augmented reality apps,  food of the times. art exhibitions, period music performances etc.; all of which the public were invited to enjoy.

We also talked about engaging school children.  Sam suggested a treasure hunt based app called Global treasure Apps.  Our students can create these and they are published globally on a tourism app that could create some marketing options for you and attract visitors more widely.

We work very closely with schools across our 3 regions as part of our Schools College Partnership programmes, which also includes our Foundation Apprenticeship school pupils in 5th and 6th form.  Again, there will be multiple opportunities to connect with these groups through project work.

I hope that gives you a clear outline of our initial thoughts and strong interest in collaborating with you.  We very much look forward to working with you now and into the future as you realise the ambitions you have to develop this extraordinary part of our history.

**APPENDIX D: Living History Centre Notes re VisitScotland**

1. Staff service is critical to all successful visitor centres
2. Prestonpans is not well know so there needs to be some serious branding work
3. A good best practice for a visitor centre is Culloden
4. The story telling should be visual and not text heavy
5. There needs to be an entry point strategy
6. Using the Tapestry as part of the experience is a good idea
7. Repeat visitation can be encouraged through rotating exhibitions and new events
8. The centre needs to decide what will be the focus, Bonnie Prince Charlie, the Battle or the Jacobites or all three
9. The Hargreaves opportunity seems to be the most promising
10. Cabinet Secretaries Fiona Hyslop may be helpful as may Aileen Campbell who is Minister for Communities
11. Having a good environmental strategy for the building is important
12. It is important to avoid over-tourism and in this regard Edinburgh would be a good feeder for tourists for the centre
13. Currently most East Lothian tourism is centred around North Berwick and Dunbar
14. Identifying a range of high quality merchandise to offer is critically important as is catering

Joe Goldblatt’s own view was that Visit Scotland was impressed and especially when they stood upon the Bing and saw the future of the new town.