

Corporate Policy and Strategy Committee

10am, Tuesday, 19 January 2016

The Royal Edinburgh Military Tattoo - Australia and New Zealand Tour

Item number	7.3
Report number	
Executive/routine	
Wards	City Wide

Executive summary

This report outlines the participation of the Lord Provost in an overseas visit programme from 10 to 22 February 2016 as part of the Royal Edinburgh Military Tattoo (REMT) tour to Australia and New Zealand. The visit comprises performances and events in Melbourne and Wellington in the Lord Provost's role as Lord Lieutenant and Chair of the Board of Directors of the REMT and a visit to Edinburgh's twin city Dunedin in his role as Edinburgh's civic leader.

Links

Coalition pledges	P15, P31
Council outcomes	CO7, CO8, CO26
Single Outcome Agreement	SO1

Edinburgh Royal Military Tattoo - Australia and New Zealand Tour

Recommendations

- 1.1 To note that the Lord Provost will participate in an overseas visit programme in February 2016 as part of the REMT tour to Australia and New Zealand. The tour includes performances and events in Melbourne and Wellington in the Lord Provost's role as Lord Lieutenant and Chair of the Board of Directors of the REMT and a visit to Edinburgh's twin city Dunedin in his role as Edinburgh's civic leader.
- 1.2 To note that a post-visit report on the benefits of attendance will be provided after the event.

Background

- 2.1 This report outlines the programme and the opportunities arising for Edinburgh in Australia and New Zealand.
- 2.2 The Lord Provost is Chair of the Board of Directors of the REMT and will also represent the City of Edinburgh in Australia and New Zealand, along with the Lady Provost.
- 2.3 More than 13 million people across the world have attended the Tattoo. August 2015 marked the Tattoo's 17th consecutive sold out season, with an annual audience of 220,000. In addition, around 100 million people see the Tattoo each year on international television. In over six and a half decades this unique event has been presented abroad on only three occasions.
- 2.4 The REMT will take place in Melbourne for the first time when more than 1,200 performers will gather at the Etihad Stadium on 12 - 13 February 2016. The REMT will also perform in Wellington on 18 - 21 February 2016. Featuring a full size replica of Edinburgh Castle, and the Massed Pipes and Drums of Scotland's famous Regiments and performers from around the world, this will be one of the biggest and most spectacular entertainment events ever staged in these venues.
- 2.5 Melbourne Festival is one of Australia's leading international arts festivals and has an outstanding reputation for presenting unique international and Australian events in the fields of dance, theatre, music, visual arts, multimedia, free and outdoor events over 17 days each October. As the [Thundering Hooves 2.0 Strategy](#) notes, festivals are a growing cultural phenomena and although each festival location has its own unique set of assets, it is clear that key festival cities

share issues which could be usefully explored through a common framework. In response, Festivals Edinburgh hosted a Festival City Network programme in Edinburgh in August 2015, with participants including representatives from Adelaide, Barcelona, Berlin, Krakow and Montreal and of course, Edinburgh. Edinburgh Festival Fringe's Chief Executive Kath Mainland leaves this position next month in order to take on the role of Chief Executive of Melbourne Festival – one example of potential future links to the city that can be explored.

- 2.6 Visit Scotland, UK Trade and Investment (UKTI), Scottish Development International (SDI) and the "Britain is GREAT" Marketing Campaign will all be present and supporting the tour in both Australia and New Zealand. The joint "Britain is GREAT" activity includes the support of the of the British High Commission in Australia and New Zealand, UKTI, SDI, Visit Britain, Visit Scotland, the Defence Attaché and the British Council. Discussions are ongoing with all partners on the engagement of Edinburgh in this wider programme of events in order to most effectively promote the city.
- 2.7 Dunedin has been twinned with Edinburgh since 1964 and recent activities include Edinburgh artists being invited to perform at Dunedin's St Andrew's Day celebrations in a public event in November 2015 as well as a live, public, video link-up between the Lord Provost and the Mayor of Dunedin in November 2013 for St Andrew's Day which coincided with the Queen's Baton Relay in Dunedin in advance of the Commonwealth Games in 2014. The most recent incoming visit by the Mayor of Dunedin took place in August 2014 alongside a cultural delegation visiting as part of the Momentum Programme with the British Council and Festivals Edinburgh.
- 2.8 As part of the Glasgow 2014 Cultural Programme during the year of Homecoming Scotland, Edinburgh Art Festival in partnership with the City Art Centre presented a major international exhibition of contemporary art selected by five curators from Commonwealth countries. The exhibition invited perspectives from across the Commonwealth including five artists from New Zealand.

Main report

- 3.1 The Lord Provost will participate in a tour programme arranged by the REMT lasting a period of 12 days in February 2016.
- 3.2 The Lord Provost's role as Chair of the Board of Directors during the tour programme will involve attending a number of performances, receptions, and supporting the activities of UK and Scotland marketing and tourism organisations to promote the UK and Edinburgh to Australian and New Zealand audiences.

- 3.3 As well as playing a role in the official programme, the Lord Provost as civic leader and ambassador will participate in courtesy calls with the Mayors of Melbourne, Wellington and Dunedin during the visit and will have meetings with cultural representatives in those cities.
- 3.4 In coordination with the REMT tour there will be a programme of events organised by and a presence from Visit Scotland, UKTI, SDI and the “Britain is GREAT” marketing campaign.
- 3.5 The Lord Provost will be accompanied by the Lady Provost and one City Officer.
- 3.6 The City of Dunedin has been a twin city of Edinburgh’s since 1964 and the Lord Provost’s visit will signify Edinburgh’s commitment to the relationship and present an opportunity to share an exchange of objectives and priorities for future cooperation.

Measures of success

- 4.1 As there are no specific Capital Coalition Pledges and Council Outcomes for External Relations, the team monitors its contribution to a wide range of related pledges and outcomes. The visit will achieve positive international profiling and media coverage of the REMT’s tour and the Lord Provost’s visit and invigorate connections with Australia and New Zealand.
- 4.2 Further information on the benefits of attendance will be provided after the event.

Financial impact

- 5.1 The costs of attendance for the Lord Provost, Lady Provost and one City Officer will be covered by the REMT.

Risk, policy, compliance and governance impact

- 6.1 The actions and outputs described in this report adhere to the risk compliance policy and governance arrangements. The Lord Provost’s participation in the tour programme by the Royal Edinburgh Military Tattoo will help to promote Edinburgh’s cultural success internationally, and thus support the objectives of Thundering Hooves 2.0 and the Council’s Culture Plan.

Equalities impact

- 7.1 There are no equalities impacts arising from the programme proposed in this report. The Council’s European and International Strategy supports the Council’s commitment to equal opportunities.

Sustainability impact

- 8.1 Travel arrangements have been made in accordance with the Council's Sustainable Travel Plan. Travel options have been considered by the REMT and the recommendation is a return flight from Edinburgh to Melbourne and between Australian and New Zealand destinations. While there are adverse impacts on air quality and noise associated with air travel, overland travel is not considered practical given the distance and travel time. According to the International Civil Aviation Organisation the journey will create approximately 6,000kg of CO2 per person travelling.

Consultation and engagement

- 9.1 Attendance by the Lord Provost at these events provides the Council with a channel for engaging and consulting on Edinburgh's festivals, and other cultural, tourism and economic opportunities.

Background reading / external references

[Royal Edinburgh Military Tattoo](#)

Reports to the Culture and Sport Committee of [30 November 2015](#): Summer Festivals 2015 and Outcome of Cultural Policy Review

Report to the Culture and Sport Committee of [18 August 2015](#): Thundering Hooves 2.0: Ten Year Strategy to Sustain the Success of Edinburgh's Festivals

Papers held by the External Relations team.

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Links

Coalition pledges	P15 - Work with public organisations, the private sector and social enterprise to promote Edinburgh to investors P31 - Maintain our City's reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure
Council outcomes	CO7 - Edinburgh draws new investment in development and regeneration CO8 – Edinburgh's economy creates and sustains job opportunities CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives
Single Outcome Agreement	SO1 - Edinburgh's economy delivers increased investment, jobs and opportunities for all
Appendices	None