



# *Highlands & Islands Audience Development* **CONFERENCE NOTES**

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**AUDIENCE DEVELOPMENT CONFERENCE  
18<sup>TH</sup> MARCH 2005, INVERNESS**

**BREAKOUT SESSION:  
HOW TO CAPITALISE ON THE HIGHLAND YEAR OF CULTURE 2007  
FACILITATED BY FIONA HAMPTON, DIRECTOR, HIGHLAND YEAR OF CULTURE 2007**

Following on from the earlier presentation, this open forum began by discussing the boundaries which are in place regarding the *Highland Year of Culture*, with the question, what are the Highlands? For the purposes of the event, the boundary has been established by funding constraints. There was a feeling from Argyll delegates that, yet again, their area has been overlooked. Because *Highland Council* have committed funding for the Community Project side of things, only projects within this area are eligible, however it is recognised that Argyll are still part of the *Highlands and Islands Enterprise* area and funding for projects may be available through this route. It is very much hoped that 2007 will help to address issues such as boundaries and put them higher on the agenda.

## **How can we bolt on to 2007?**

2007 will have a set of guidelines within which project must fit. *VisitScotland* have the budget for marketing and any projects can bolt on to that. Quality Control will obviously be necessary for projects.

## **Profile of 2007?**

The whole project will be launched on the wider public during April and May with the appointment of a Marketing Officer.

The Local Community Projects have recently been launched. This is a pool of money available for community groups to access for projects throughout the celebrations. Application forms are currently available.

## **After 2007?**

There is a need to integrate better with *Highland Council*, *Highlands and Islands Enterprise* and other National Agencies to leave a legacy and promote a joint cultural strategy, strengthening links.

## What evaluation?

A company has been commissioned to evaluate 2007 and an Economic Impact Assessment will take place around a framework. This will be a consistent document used by agencies in a set format which can then be used to produce direct comparisons.

It is hoped that 2007 will leave a lasting legacy and at the present time people, particularly decision makers are talking about the importance of cultural activity and 2007 is key to building upon this. There are huge opportunities for people to be pro active and help to establish a platform for ongoing promotion of culture.