



CASTLE TO CATHEDRAL TO CASHMERE

An evaluation



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INTRODUCTION

The Castle to Cathedral to Cashmere Partnership has delivered a significant heritage experience to the centre of Elgin. The partnership has been led by The Moray Council and has involved the City of Elgin Business Improvement District, Elgin Fund, Historic Environment Scotland, Moray College/University Highland & Islands, Johnstons of Elgin, the Elgin Benevolent Trust, Highlands & Islands Enterprise, Moray Speyside Tourism, Robert Gordon University and Elgin Museum. Special advisors have also been involved.

The partnership has successfully brought to life over one thousand years of history using various media including website with mobile technologies and social media, 3D interactive modelling and high-definition scanning, interpretation at over 25 sites, signage (utilising QR codes to link to online resources), enhancements to the public realm including access works as well as a significant programme of activities and events which have involved around twenty partner organisations and volunteers.

The ultimate objective of the project has been to enhance the town centre experience for visitors and locals by delivering high quality and easily accessible interpretation of its heritage and by improving public spaces and the physical environment of the town centre through improved access and public art. In doing so, Castle to Cathedral to Cashmere has sought to improve the visitor experience but also to engage the community in learning about its own history and heritage of the town. These can lead to longer 'dwell-time' in the town centre and ultimately to economic, social and cultural impacts.

BACKGROUND TO CASTLE TO CATHEDRAL TO CASHMERE

The story of Elgin from 'Castle to Cathedral to Cashmere' spans 1,000 years. The project focuses on the story of its buildings, past and present, about the people who visited the town and those who lived and worked here. It is a story drawing on rich records and artefacts. And while the story of Elgin and its Cathedral are intertwined, of vital importance to Elgin's past and present prosperity is that link between Castle and Cathedral to Cashmere, the latter reflecting the long tradition of Elgin's mills and textile industries.

Elgin was the centre of royal authority for Moravia and a Royal Burgh by 1234, it has experienced turbulent times including the death of Duncan at the hands of Macbeth, visits of royalty and the depravations of the Wolf of Badenoch. It is however the stories of its citizens which are of equal compelling importance: its burgesses and craftsmen, drawn from rich archival records; its town drummers beating out that 4am morning start; its worthies; the achievements of Alexander Graham Bell; the harsh yet life enhancing works of local author, Jessie Kesson; its men of science who founded the Elgin Museum and discoursed with Darwin. It is their stories and the social histories of others,

related to their times and to today's buildings which enliven the visitor's interest and involvement in our heritage, offer the visitor a compelling experience and effectively evidence Elgin as described by Daniel Defoe "a very agreeable place". Behind the façade of the High Street central Elgin was still a town of closes with the greater part of its population tucked away up the narrow alleys. Shoemakers, carpenters, painters, tailors and vintners plied their trade. Worthies and eccentrics like James Punchie Grant, George the Garb King, Peter Porridge Laing who lived to be 103, provide the characters and stories, both colourful and diverse, and the way of life that connect the past and a special sense of place with today's audiences. Creating the environment for that connection between the past and today was the central plank of the heritage interpretation for Castle to Cathedral of Cashmere.

Until the establishment of this project, there was no interpretation or easily accessible information available for members of the community or visitors to the town centre. Most of the Castle to Cathedral to Cashmere project is within a Conservation area with a Historic Environment Scotland scheme (CARS). Whilst the CARS includes 6 Category A-listed buildings; 39 Category B-listed buildings; and 63 Category C listed buildings from architectural and historic interest from four phases – before 1800; 1800-1850; 1850-1900, and 1900-40, 25 sites were identified for interpretation. These included the Castle site, important buildings and other sites such as the Plainstones (the old cobbled market place), the Muckle Cross site of public proclamations; the Little Cross, facing Elgin Museum and on the boundary between town and historic Cathedral lands, telling the story of Elgin's trade and commerce and leading visitors to the Cathedral and Johnstons Cashmere.

As a result of the investment in Castle to Cathedral to Cashmere by the Heritage Lottery Fund and other bodies, the story of Elgin has been rediscovered and interpreted for a twenty-first century audience. A variety of interpretive media have been used including an interactive website with mobile technology, QR codes have been deployed on the actual interpretation panels to make the link between physical and virtual interpretation. Commensurate with the Heritage Lottery Fund's Digital guidance, 3D high definition scans of selected locations in the town were undertaken by a team from Robert Gordon University in Aberdeen. This has resulted in valuable architectural and archaeological data, of use well beyond the life of the project itself.

The interpretation of the town's story has already proved of great interest to visitors and locals with significant and sustained engagement from the community, including younger people through the participation of both Elgin Academy and Elgin High School as well as the Youth Café. However, regular engagement with the widest range of stakeholders and interested parties has been integral to the success of the project.

METHODS AND APPROACHES TO EVALUATION

The Moray Council, as a lead partner, has taken overall responsibility for finance including procurement, administration, ongoing monitoring and evaluation. This has been led by the Economic Development Team and also through a close relationship with the Council's Library and Information Service (particularly but not exclusively its Local Heritage service). The evaluation team have reviewed all of this evidence and elements of it are presented here. In addition to this, focus groups were held with members of the partnership and with individuals and organisations which participated in the events or assisted in the development of particular aspects of the Castle to Cathedral to Cashmere initiative. These focus groups provided invaluable qualitative data which has been analysed and evaluated and has, similarly, been incorporated in this report. In addition to the qualitative focus groups, this report also presents key findings from substantial survey feedback data collected systematically throughout the project after each of the events. This data, collected by Moray Council Economic Development, can be seen in appendix one and demonstrates that evaluation was embedded throughout the life of the project and was not purely considered at the end.

INDICATORS OF SUCCESS

Castle to Cathedral to Cashmere was formally opened by HRH the Princess Royal in March 2017 which marked the culmination of the project. During the time of the initiative, however, a sustained programme of community engagement activities and events took place. These helped build community participation and engagement, interest and enthusiasm for the wider project (ahead of the installation of the physical assets such as the interpretation panels, lighting enhancements, street furniture and public art). The digital technology has also further enhanced the reach of the project and ongoing evaluation and analysis of the usage of the site and mobile technology as well as social media will continue.

HERITAGE OUTCOMES

A number of very significant outcomes have been achieved through the Castle to Cathedral to Cashmere initiative. Not least amongst these is the increased visibility of Elgin's history and heritage both to visitors and locals alike. The installation of the three tiers of heritage interpretation panels have clearly raised the profile of the town's story in an engaging and multi-dimensional fashion (with the deployment of QR codes on panels leading readers to the deeper and richer content on the website and mobile technologies).

Allied to this, has been the demonstrable strengthened sense of identity and of 'belonging' to the town. The inclusion at over twenty-five sites of boards and plaques, coupled with the digital technologies has strongly enhanced the understanding of Elgin, its people and its historical development. The installation of the three sculptures have also had significant value and impact with



each of the three being closely associated with the notion of 'telling the story of Elgin'. It is fair to say, however, that the reactions to one of the sculptures has been mixed and with often fairly polarised opinions. Given the nature of the design this is, however, to be expected. That said, it has, by being controversial, become a talking point and in doing so has immeasurably raised the profile of Elgin through the media to an extent that would otherwise have been prohibitively costly. Detractors of the statue may question that such coverage is 'highlighting Elgin for the wrong reasons'; however, the publicity for the town must be regarded as beneficial and there is early evidence of it bringing economic benefits. Ultimately, if people come to the High Street to see the sculpture – whether they love or hate it – it has then achieved its job in increasing town centre foot-fall.

Focal group participants highlighted a number of key achievements which they believed Castle to Cathedral to Cashmere could claim:

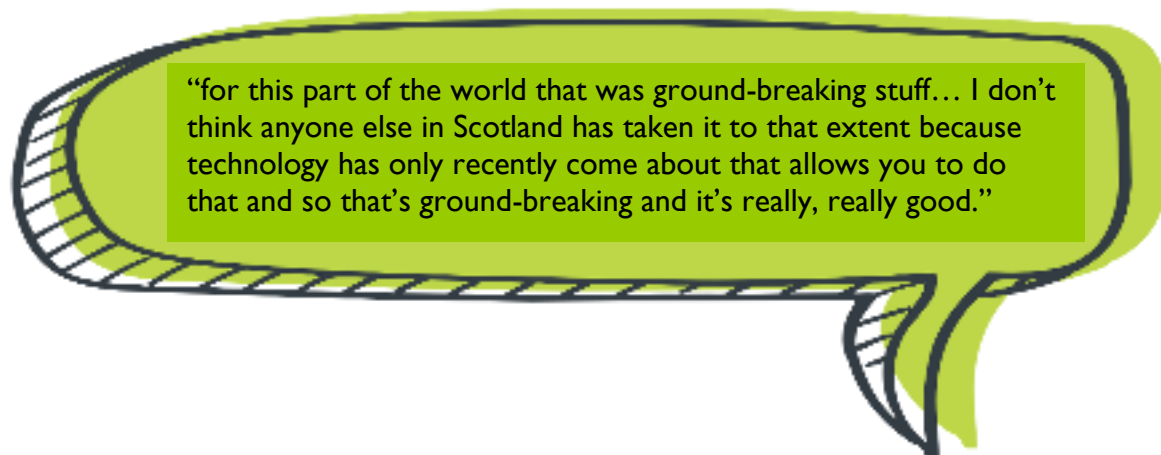
- It has made us think about what is our town and ways of contributing to the community. It has given the town an identity;
- This has given us a chance to restore that [identity] ... and we need to think what's next
- It's got people talking, it's got people interested; it has got letters in the papers.

One focus group participation summed up the issues around the Dandy Lion sculpture saying:



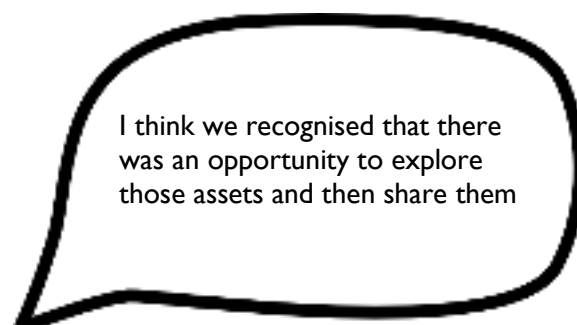
A significant number of participants have noted that Castle to Cathedral has reinvigorated or rejuvenated the concept of the Town Centre with several saying that the concept of the heritage roadmap or trail has highlighted both the history and the geography of the town in a way that was less than apparent in the past. A number highlighted the importance of making the Ladyhill site accessible to the disabled for the first time. Quantitative evidence also shows a significant increase in the visitors to this site which has hitherto been somewhat overlooked.

The illuminated history of the town, coupled most strikingly with contemporary residents of Elgin, has made a significant impact and has been well-received both for the novelty of the idea (deploying hidden projection facilities in the Muckle Cross and utilising the large wall space on the eastern façade of St Giles's Church) and also for the nature of the content which relates to the heritage interpretation located both on panels and the website as well as, crucially, depicting present-day citizens of the Royal Burgh. One focus group participant summed this up:



In summary, the heritage outcomes were directly informed – as all good projects should be – by the goals and aspirations established at the beginning of the project. A number of members of the partnership focus group highlighted that initially, when the project was first mooted, there was a widespread recognition that the town had assets which were not being fully realised. Many people had grown up with these assets without ever, necessarily, recognising that they were assets; they were just part of the landscape of the town

The genesis of the Castle to Cathedral to Cashmere project was to retell the story of Elgin in such a way as to enhance and support the economic regeneration, prosperity and attractiveness of the town centre. There was a real desire to share history but also to engage with the local community and visitors and to make those 'assets' come to life and add value to a visit to Elgin.



It has changed my impression of the town altogether. I think I regard it as a much more comprehensive town. I think I regard it as having much more interest points than it ever had before. And certainly when I have visitors I am much more comprehensive about what I say to them with regards to the possibility..."

The use of the web-based and mobile technologies will continue to be monitored and assessed as part of a longitudinal evaluation of the project overseen by Robert Gordon University staff in years to come. The same can be said for the 3D high definition scans walk through technologies which will be developed and enhanced further as the website grows and expands in richness and depth. The latter, the 3D scans, have also been deployed within schools and Moray College UHI.



Above: Detail from an individual interpretation point

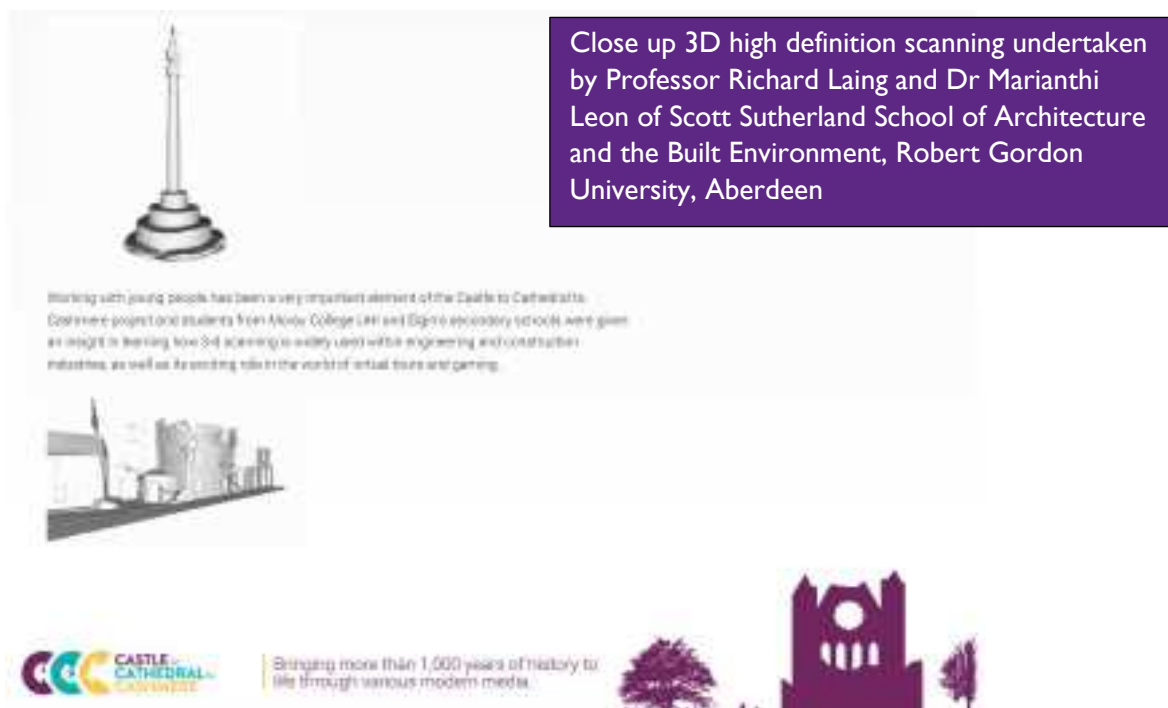
Left: Home page of www.elginheritage.scot

SKILLS DEVELOPMENT



Skills development amongst the community in the widest sense has been a goal of the project from the beginning. The 3D scanning element of the project has produced a richness of data and material which has provided a scope for a range of digital technology initiatives at Moray College UHI. The Robert Gordon University team engaged with staff at Moray College on a number of occasions and ran successful workshops. There is ongoing capacity for the 3D scanning materials to be used in other projects including, but not exclusively, gaming.

Young people have been involved from the outset of the developments in 2012. In particular, students from Elgin Academy have worked in three separate groups, one with a focus on Art and Design, one for English and History and one for IT/Graphic Design. Synergies have also been developed with the latter and the 3D scanning mentioned above. Further examples of skills development from the school constituency can be seen overleaf. Principal teachers from relevant areas have indicated that they would include the work of the young people within the curriculum.



As part of the commissioning brief, the website designers also provided training workshops for Moray Council staff to enable them to maintain and update the website to keep all refreshed and alive to ensure that repeat visitors still enjoy the experience.

SKILLS DEVELOPMENT: SCHOOLS

Students from both primary and secondary schools in and around Elgin have been actively engaged in many of the projects of Castle to Cathedral to Cashmere. In particular, regular engagement with students from Elgin Academy and Elgin High School has been important in informing and shaping ideas for the project as a whole and many students have been keenly involved in working with the Castle to Cathedral to Cashmere project.

ENGAGEMENT SNAPSHOT: *Creative writing*

Students in S3 at Elgin Academy participated in ghost tours and subsequently carried out historical research with each student completing a piece of creative writing, producing either a ghost story or a work of historical fiction.



Kirsty Anderson (S3 Elgin Academy) wrote a ghost story based on the town centre subsequently recorded in Elgin Library and now on the website.



ENGAGEMENT SNAPSHOT: *Townscape painting*

Students at Elgin Academy doing the S3 Art & Design course produced Elgin Townscape paintings and learned about the architecture of the town centre.



LEARNING ABOUT OUR HERITAGE

The different depth of interpretation provided on the three levels of physical panels (situated at 25 locations throughout the town centre) provide a snapshot of stories through to full in-depth information when used with the website, mobile technology and QR code access. This enables people to engage with the heritage of the town at the level which suits them and also enables them to focus on subjects or themes that are of particular personal interest.



The interpretation methods also facilitates the possibility for greater exploration of the wider region and ensures reach to a wide audience. Similarly, the events and activities have 'brought' the history of the town alive (particularly with the *Stone, Fire and Sword* event and the *Victorian Christmas*). Additionally, both Moray College UHI and Elgin Academy and Elgin High School have engaged directly with the project through planned curriculum-based initiatives connected to aspects of the town's history and the townscape environment.

Systematic monitoring has been in place for all events and the programme has deliberately been expansive to attract different and diverse audiences (from treasure hunts to book festival events, social media to photographic exhibitions).



AN ENJOYABLE EXPERIENCE

Central to the ethos of the entire project has been that visiting Elgin – whether as a local or a visitor – is a pleasurable and enjoyable experience. The details given in the other section of this report inform that goal and therefore the discussion of this aspect is covered in those sections alongside evaluations of events and feedback. Further details can be located in appendix one.

COMMUNITY PARTICIPATION: EVENTS

The local community have been actively involved the project at various stages, particularly through organised events. Two of the most successful were *Sword, Fire and Stone* and the *Victorian Christmas* although more than thirty different events have been held reaching a diverse and substantial audience. These have ranged from treasure hunts, to time traveller events, gaming and scanning sessions, witch walks, food and drink events and many others. Over 20,754 visitors and participants have taken part in these events.

ENGAGEMENT SNAPSHOT: *Sword, Fire and Stone*

Sword, Fire and Stone event had over 7,000 visitors over the two days and resulted in 49 new volunteers engaged with the project.

ENGAGEMENT

- 300 children participated in the workshops in the park with a further 74 attending special activities associated with the event held in Elgin Library;
- 547 people participated in the calligraphy bookmark making sessions;
- 17 businesses participated including 7 from the High Street;
- 18 traders had stalls or stands.



ENGAGEMENT SNAPSHOT: *Victorian Christmas*

The *Victorian Christmas* event had over 900 participants and brought the wider Castle to Cathedral to Cashmere project to attention of the wider community in the heart of the town.

ENGAGEMENT

- 900 participants (including 12 new volunteers);
- Active collaboration with Elgin Museum and Friends of Falconer Museum (Forres);
- Bygone Christmas exhibition in participation with High Street business;
- Significantly enhanced foot-fall in High Street.



VOLUNTEERING

Volunteering and participation has been a key part of engagement. Details of this can be found in appendix one.

OUTCOMES FOR COMMUNITIES AND WIDER PARTICIPATION

Overarching principals for the partnership have included that more people and a wider range of people will have engaged with heritage and that Elgin and Moray become must see destinations. Throughout the project development phase community consultation was essential to inform this proposal. It was reflected in the number of organisations and individuals who wished to be kept informed through the Reference Group set up by the partnership. As noted in a number of places in this report, younger people were very specifically targeted through meetings at their venues (such as schools, college, and the Youth Café). Both the project plan and the project operational scheme highlight this level of engagement. The different interpretive media, including the location of the orientation point are aimed at reaching and involving new audiences. All activities are planned to last beyond the life span of this project.

Robust systems are in place to record visitor numbers to the tourist information locations such as the cathedral, Johnstons, Elgin Museum and other sites throughout Moray. The project legacy now includes additional footfall monitors at locations around the route of the interpretation. These include the castle site a Lady Hill (which has seen 7,000 visitors over the winter 2016-17 months). Clearly, there is an need to monitor, evaluate and analyse this quantitative data on an ongoing basis but with initial focus on the summer of 2017 as the first summer holiday period with the interpretation in place. This will enable assessment of the difference made and added value by the project.

A BETTER PLACE TO LIVE, WORK OR VISIT

The Castle to Cathedral to Cashmere project has been part of a wider commitment to improve the historic townscape of the centre of Elgin and to drive forward town centre regeneration, economic sustainability and an enhanced visitor experience. A significant part of the work of the project partnership has involved the decluttering of parts of the High Street and, most particularly, the Plainstones around St Giles's Kirk which is the historic centre of the Royal Burgh. This element, including the removal of phone boxes, out of date signage and other redundant street furniture has led to a marked improvement in the appearance and aesthetic of the town.

The Castle to Cathedral to Cashmere project has been interlinked throughout with the enhancement work undertaken by Historic Environment Scotland at Elgin Cathedral and to the priority projects

identified through the Elgin Conservation Area Regeneration Scheme. The CARS work has provided an important adjunct to the work of the Castle to Cathedral to Cashmere partnership in assisting within bringing the heritage of the town alive (particularly but not exclusively in relation to the historic closes which run off of the High Street at regular intervals).

The interpretation panels have significantly enhanced the townscape and have demonstrably made it a better place to visit. This has been coupled with enhancements to other signage across the wider route of the 'trail' as well as improved lighting. As noted above the illuminated film show projection on to St Giles's Kirk has significantly improved the attractiveness and appeal of that part of the town centre. The completion of the cleaning and restoration of the Muckle Cross has resulted in this part of the Plainstones once again becoming a key focal point at the heart of the town.

BOOSTING LOCAL ECONOMY

The overall vision of the partnership is to establish Elgin and Moray as a compelling visitor destination, to use the Heritage to improve the economy of Elgin and Moray. The project has set out to enhance the visitor experience of the centre of the City and Royal Burgh of Elgin by providing greater access to the heritage and history of the town as well as attracting more visitors to the area thus delivering tangible economic benefits to Elgin and Moray as a whole.

The impact on the local economy can be demonstrated thus far through the events undertaken and the footfall along the route of the 'trail'. Clearly, however, this is an ongoing area for evaluation and assessment of impact. As noted above, Robert Gordon University will continue, at intervals, to conduct a longitudinal evaluation of the project to determine the extent of impact and economic, cultural and social capital delivered by Castle to Cathedral to Cashmere.

The early signs are encouraging as the two previously mentioned snapshots indicate. Moving forward, regular monitoring of the increase in visitor numbers and their 'dwell-time' and spend will be undertaken. The Moray Council carries out annual town centre Health checks; those undertaken prior to the commencement of the Castle to Cathedral to Cashmere initiative provide the baseline for subsequent monitoring of impact. Additionally, the Elgin Business Improvement District carries out business surveys, which provide feedback on increase in turn over. These, combined with data from the Chamber of Commerce which delivers the Moray Speyside Tourism (the tourism development company), Historic Environment Scotland and Johnstons will allow the ongoing assessment of the impact of the project. The periodic longitudinal studies of Robert Gordon University add an independent and evaluative audit to the progress (and success) of the project.

PATHWAYS TO FUTURE IMPACT

Central to the enduring success of the project is the consideration of long-term impact and community legacy. The data collected in respect of the headings outlined previously in this report will, hopefully, enable a meaningful picture of impact to be created. The focus group participants did, however, draw out clearly certain key aspects which they believed to be critical success factors for delivering these pathways to future impact.

In particular, a significant number highlighted that this was the first time that Elgin had established a clear town centre brand identity. Many felt in the past that the town either lacked a brand identity or offered a “fragmented brand”. Critical to the future success of the project is, in the words of one focus group participant that “people to buy into it and take ownership [in the way people do with] single malts or football teams. [We] need to try to use this [project] as a way to build the brand”. Another participant commented “All brands have to be strong in their identity and the C2C2C brand has quickly become well established and so they need to keep maintaining that brand”.

Other participants also highlight the importance of ensuring the ‘succession planning’ for the long-term sustainability and durability of the initiative. A number raised this issue about ensuring that the project is “owned by the community” or that it allows “people to participate” and highlighted the need, moving forward, to have to ensure that the “local market become ambassadors for [it more] widely”.

Given this, it is unsurprising therefore that partnership members in the focus group were keen to highlight three principal points. Firstly, the success of the partnership model and that management and governance approaches and lesson learned be used in the future when developing other similar initiatives. Secondly, that the legacy moving forward is managed in a sympathetic and systematic fashion. Thirdly, that momentum is not lost in the wider Moray community and that Castle to Cathedral to Cashmere acts as a catalyst for other heritage-based projects.

LESSONS LEARNED

Many of the lesson learned emerged from the comments from partnership members in the focus groups. It was acknowledged that projects such as this take a long time to develop and establish from the initial idea. As one participant put it “in the early days there was ‘benign indifference’ until suddenly people became interested”. However, it was acknowledged that a lot of unseen work had been undertaken by partners to get to that point of ‘sudden interest’.

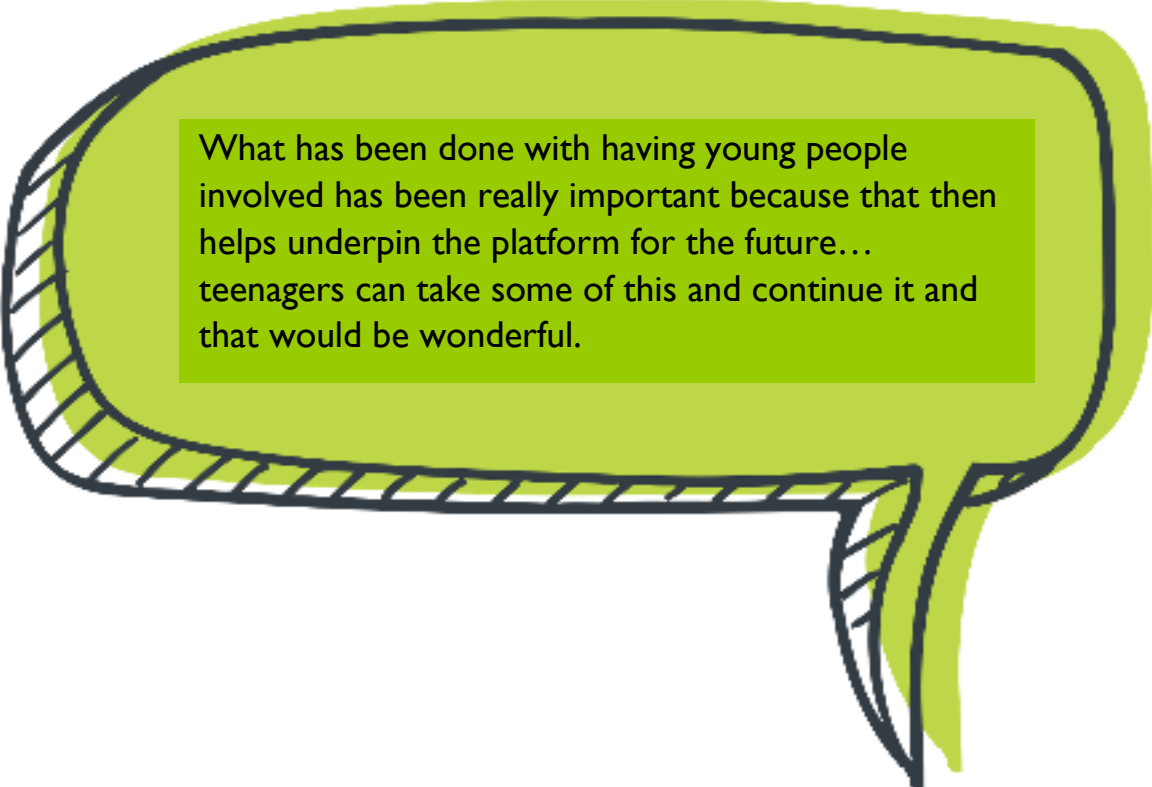
The partnership approach, bringing together a wide coalition of local organisations and agencies was commend by those involved and it is clear that some doubted if the project would have been as

successful as it has been without that coalition. That said, the crucial importance of the Moray Council Economic Development Team was central to the successful delivery of the project and there was unanimous acknowledgement in the partnership members' focus group of the role they played.

A number of participants across the focus groups felt that there are some in the community who do not understand the potential economic development that heritage or cultural initiatives offer, despite their being evidence both from this project and from many others elsewhere. The need for advocacy of heritage as an economic driver has emerged for many involved as one of the key lessons learned.

The final key lesson learned was in respect of engagement with other bodies – not necessarily formal partners in the project. In particular, the project was commended by one focus group participant who felt their contribution had been valued and that the initiative had “given a vehicle to people’s passions and made them respectable”.

In particular, it was the partnership work and engagement with schools and youth groups across the community that was often highlighted by a wide range of focus group participants, with one participant stating:



What has been done with having young people involved has been really important because that then helps underpin the platform for the future... teenagers can take some of this and continue it and that would be wonderful.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this review has examined some of the key areas of the Castle to Cathedral to Cashmere partnership. Valuable feedback was obtained from the members of that partnership about what worked well and aspects that could be enhanced for further partnership approaches of this kind. Equally significant and valuable feedback was given by other participants to help provide a rounded qualitative evaluation of the initiative.

The Castle to Cathedral to Cashmere project has been successful in achieving the key goals set out. There have, as with all such projects, been bends and twists on the road to delivery. However, as is indicated, the partnership structure (and collegiate approach of that partnership) have ameliorated any difficulties encountered along the way.

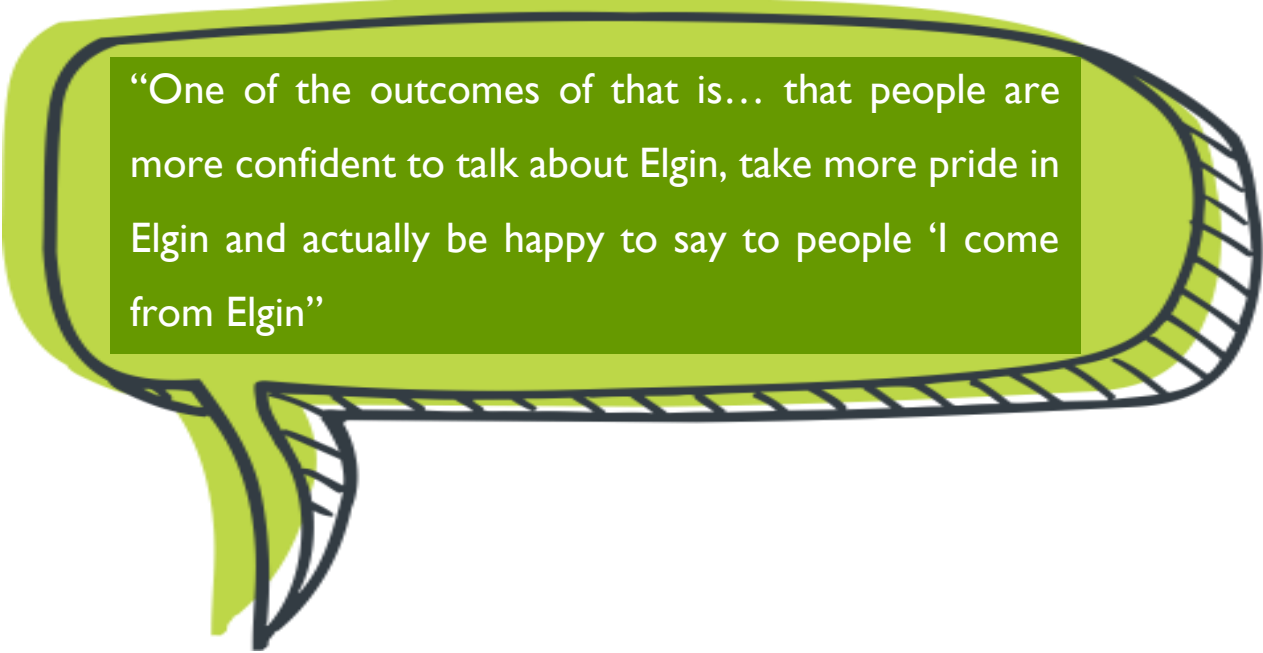
Information of specific engagement at events and activities (beyond what is outlined in this report) can be found in appendix one and this elaborates more fully on participation and involvement. However, it is clear that ongoing monitoring and evaluation over a longer period is necessary and this is, indeed, outlined in a number of places in the report alongside an indication of the methods and approaches by which such data can be gathered and subsequently analysed.

As the project moves from implementation to become a fixed part of the life of the City and Royal Burgh of Elgin, there are clearly some recommendations to be considered:

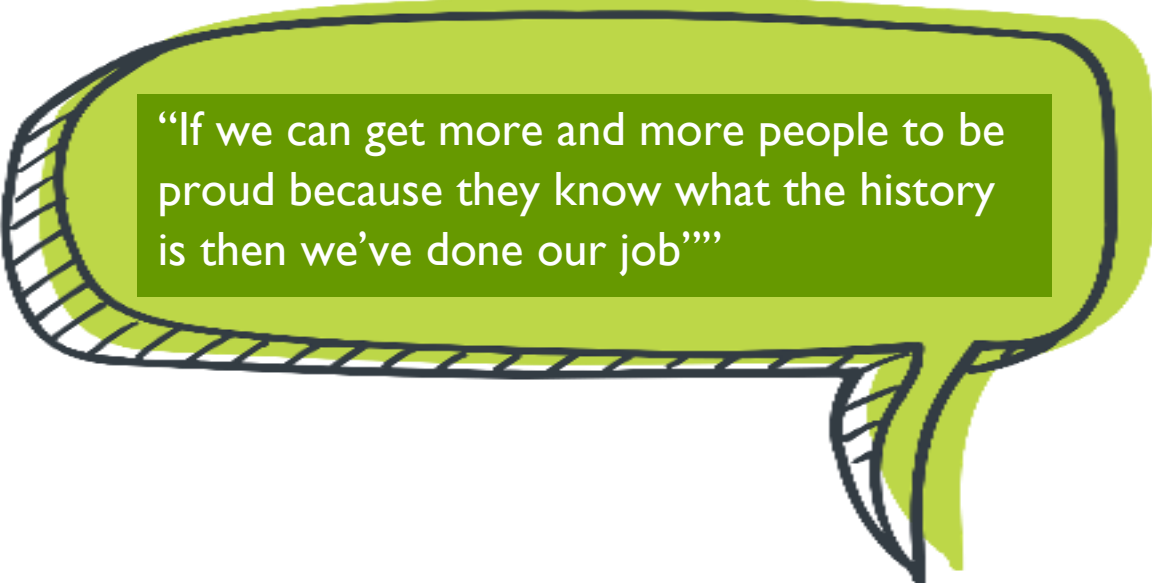
- Ensure that the ongoing legacy and future governance of the project is finalised;
- Identify and recruit 'brand' champions or ambassadors to help promote the project and maintain the momentum in future;
- Consider how to deliver sustainable annual events – similar to 'Sword, Fire and Stone' - to maintain the profile of, and engagement with, the project;
- Ensure that clear mechanisms are in place to add to, enhance and develop further the interpretation (both virtual and actual) that is currently in place;
- Consider how this project offers a model which is transferable both in terms of governance and objectives for other areas and consider methods by which the approaches adopted in Castle to Cathedral to Cashmere can be widely disseminated to other communities consider similar ventures;
- Identify how this project sits with other future developments across Moray and North-East Scotland as whole.



“What they have achieved has been truly remarkable. Meets a market need very well”



“One of the outcomes of that is... that people are more confident to talk about Elgin, take more pride in Elgin and actually be happy to say to people ‘I come from Elgin’”



“If we can get more and more people to be proud because they know what the history is then we’ve done our job””

APPENDIX ONE

EVENTS AND ACTIVITIES

CCC Event	Numbers/attendees	Feedback	Volunteers/Resources	TMC	Comments	Total volunteer sessions
1. Castle Hunt 25-07-15	81+	42%	Friends of the Falconer Museum – 4 (research & delivery) St Giles – 5 plus refreshments (resources/facilities) Ultimate Hair & Beauty; DJKids; Cathedral Windows; Adamson Opticians; Birnie's Pet Shop (facilities) Historic Scotland (resources) Royan the Butcher; Scribbles Pizza House (resources)	3	Total new volunteers – 9 Businesses - 8	9
2. Domestic Heaven or Hell 07-09-15	62	93%	Elgin Museum – 5 (resources/facilities) Friends of the Falconer Museum (research) - 2	3	Total new volunteers - 7	7
3. Scanning Elgin's Past 29-10-15	67	N/A	Robert Gordon University – 2 (resources, research & delivery) Elgin Museum – 6 (facilities)	2	Total new volunteers - 3	8
Gaming Launch -12-03-15	100					
4. Scanning Elgin's Past – College 29-10-15	7	N/A	Robert Gordon University – 2 (resources, research & delivery) Elgin Museum – 6 (facilities)	1	Total new volunteers - 0	8
6. Witches Tour 31-10-15	54	70%	Whytewitch Alchemy (research & delivery) Youth Café volunteer promotion Elgin Museum – 1 (research & delivery) Youth Café – 2 (resources)	1	Total new volunteers - 3	4
6. Pluscarden talk 13-11-15	70	57%	Bishop of Aberdeen – 1 (research & delivery) Elgin Museum – 6 (facilities)	2	Total new volunteers - 1	7

7. Very Victorian Xmas 19-12-15 incl.	900	N/A	Lantern of the North – 10 (resources, research & delivery)	4	Total new volunteers - 12	10
• Craft Workshops			Friends of the Falconer Museum – 2 (resources, research & delivery) Elgin Museum – 3 (resources, research & delivery)	3		5
• Christmas Bygone Days exhibition			ShoeZone shop (facilities)	1	Window Display – Elgin Town Centre Total new volunteers - 1	1
8. CCC – our journey so far (exhibition) Jan 2016 including:	240	10%	Elgin Museum – 4 (resources) Elgin Library (resources/facilities) CCC Partnership - 3(resources, research & delivery) Moray College - 9 (resources, research) Elgin Academy - 19 (resources, research) Elgin High School – 8 (resources, research)	4	Assume average of 30 a day – evidenced when staff present Total new volunteers – 40	43
• High Street Past & Present exhibition	As above	As above	Elgin CARS (resources, research & delivery) CCC Partnership (research)	1	Total new volunteers - 1	1
• Magic Lantern shows 31,16,19-01-16	1, 25, 17 = 43	As above	Friends of the Falconer Museum – 2 (resources, research) Elgin Museum (resources) - 1	1	Total new volunteers - 0	1
• Wolf talk 14-01-16	75	28%	CCC Partnership – 2 (resources, research & delivery)	6	Total new volunteers - 0	2
• The Real Macbeth talk 21-01-16	39	10%	CCC Partnership - 1 (resources, research & delivery) Flying Mirrors – 2 (resources, research & delivery)	6	Total new volunteers - 3	
9. Food through the ages 29-01-16	34	44%	Elgin Museum – 6 (resources, research, facilities & delivery)	1	Total new volunteers - 0	6

10. Scanning Elgin's Past – School talk 23-03-16	100					
11. Trades March & Hunt – 9/8/16 Of which Hunt - 17	57		Elgin Museum – 8 adults; 15 children & families (c 45 people in all) Local High Street Businesses participating - 5	1	Total new volunteers - 18	23
12. Sword Fire & Stone – 13/14 Aug Total public attendance (over 2 day event)	8792		Volunteers: Elgin Museum; Falconer Museum; TSI; Scouts, Cricket Club:- 53 Local High Street Businesses participating:- 7 Business employers/employees participating:- 10 ; Photography - 1 Traders attending event – Crafts:- 15 Traders attending event – Food & Drink:- 3 History Matters Ltd participants including performers and guild:- 43 Other Attractions, Archery, (with 4 volunteers) Blacksmithing, Woodturning:- 7 Findhorn Bay Arts Festival Stag :- 1 Participation in Calligraphy bookmark creation:- 547 Children’s participaton is workshops:- 300 Additional activities in Library, storytelling, castle building activity (Sat only):- 74		Total new voluneers - 49	54
Spirit of Moray Book Festival – Jessie Kesson In Conversation with Hamish MacDonald & Alistair Campbell & Exhibition	85				Total new volunteers - 0	1

Jessie Kesson Touring Exhibition	Tbc					
Walking Tours	Tbc					
Cashmere Hunt	2		Johnstons members 1		Total new volunteers - 1	1
Time Travellers	533		15 band members; 4 LOTN members; 1 WW2 staff; Support from 2 organisations: Local Heritage Centre - 1 Craft activities – 4 volunteers Photography - 1	7	Total new volunteers - 16	25
St Giles Centre Exhibition	8384	See table below	Elgin Museum – 3 adults, 15 children; Local Heritage Centre – 1; St Giles Centre staff – 3.	2	Total new volunteers - 0	21
CCC Christmas event Of which craft activities - 107	437		LOTN members - 20; Falconer Museum volunteers – 3; CCC Partnership – 11 Elgin schools/Moray College: - 5 Unveilers:- 2; Photography - 1	5	Total new volunteers - 19	31
CCC writing competition	69 entries					
Living characters	26					
HRH Royal official opening for CCC project	140					
CCC exhibition – the project. St Giles centre	400					
Total numbers	20,754				190	268