



PRESS RELEASE

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For immediate release

Starts

Bruce Festival is big business for West Fife

Dunfermline's Bruce Festival is set to produce a £400,000 boost for local traders according to the event's organisers, Dunfermline Delivers, the city's business improvement company.

Independent research at last year's Festival showed that visitors to the event spent an average £22 per person in Dunfermline as a direct result of their visit.

With 18,000 visitors expected at this year's event it represents a major opportunity for town centre businesses to cash in on the Festival weekend.

"We're building on the success of last year by investing in new content and a national marketing campaign which we're confident will significantly increase visitor numbers," said Stuart McGann, chair of Dunfermline Delivers Events Sub Group.

"The evidence from 2010 confirmed that the Bruce Festival resulted in a big boost for the local economy and we're confident that we can make an even bigger impact in 2011."

Recent studies by Fife Council support the claim that visitor events in the region deliver a positive effect for businesses. The Celebrating Fife programme in 2010 promoted a huge programme of events across the Kingdom through a national media campaign as well as localised marketing initiatives. From the Open Championship at St Andrews to village galas the strategy was instrumental in delivering a significant cash injection to the local economy.

Linda Temple, Fife Council's Events Strategy Co-ordinator said "Fife's Events Strategy brings a rationale to events in Fife and provides the way forward in delivering an enhanced cohesive structure, support to, promotion of and opportunities to maximise the benefits events can bring to Fife. The last audit of events conducted by Fife Council revealed that over 6,000 events are delivered in Fife every year and together they generate an estimated £269million visitor spend."

Dunfermline Delivers has been quick to capitalise on this opportunity and a vibrant events programme forms a significant part of the organisation's business plan.

Visitors are encouraged to the town through a combination of regular family entertainment like craft fairs and kids activities to bigger showpiece events like the Bruce Festival and the city's celebrated annual fireworks display.

Graham Henderson, owner of Pink String and Sealing Wax in Dunfermline's Bridge Street, and a director of Dunfermline Delivers, said, "There's no doubt that successful events bring people into the town and that has to be a good thing for local businesses.

"But it's still important that shops, cafes and restaurants make the effort to bring visitors through the door and offer them the service and value that will encourage them to return again and again."

ESPC is one of the Bruce Festival's 2011 sponsors and Marketing Manager, Neil Harrison, believes that local communities also benefit from high profile activities like the Bruce Festival.

"When communities can share in successful events in their local area it creates a sense of confidence and pride.

"This has a ripple effect to local businesses and can be a significant factor in boosting the local economy.

"Our data on which locations people are looking for a home in, shows that Dunfermline continues to be very popular and we believe that with so much happening in the area, the prospects for the future are very positive."

The 2011 Bruce Festival will be promoted by a national media campaign designed to position Dunfermline as the contemporary home of the Bruce story.

"We will be using a mixture of radio, TV, posters, print advertising and internet marketing to promote the event," said Stuart McGann, "All of which raises the profile of Dunfermline and deliver an indirect benefit for businesses that are based here."

The value of events to the national economy was illustrated recently when the R&A and EventScotland announced that the 150th Anniversary Open Championship staged in St Andrews, last year, delivered a combined £100 million benefit to Scotland.

It can be difficult to calculate the economic impact on such a large scale but the research commissioned by Dunfermline Delivers gives genuine cause for optimism for the forecasts for this year's Bruce Festival.

"The content, planning and promotion of the event gives us every confidence that we will achieve our targets for the event," Stuart continued. "Of course the one thing we can't control is the weather, which can have a big influence on things."

The Bruce Festival takes place in Dunfermline from 26 -28 August.

It is supported by EventScotland, Fife Council Strategic Events, Alfred Stewart Property Foundation, ESPC and media partner, the Courier.

For the latest information go to visitdunfermline.com/brucefestival.

Ends

Notes to Editors

Dunfermline Delivers

Dunfermline Delivers is the city's Business Improvement District Company. Its objective is to improve the prosperity, profile and economic success of Dunfermline making it a better place to live, work and visit.

Dunfermline Delivers operates to a business plan approved by its members with activities that focus on perception & image, marketing & events, environment and development.

www.dunfermline-delivers.com

EventScotland

EventScotland, the national events agency, works to promote Scotland as the perfect stage for events. By developing an exciting sporting and cultural portfolio it helps to raise Scotland's international profile and boost the economy through events tourism.

www.EventScotland.org

Alfred Stewart Property Foundation Ltd

The Alfred Stewart Property Foundation Ltd is part of the Alfred Stewart Trust.

The Alfred Stewart Trust was established by the late Dunfermline businessman Alf Stewart to support community projects that will benefit the people of Dunfermline and West Fife.

Celebrating Fife

Fife has a strong tradition of delivering a wide range of cultural events, programmes and festivals, from local community celebrations through to internationally and world recognised events across the worlds of sports, arts, music, food culture and the environment. Over 6000 events are delivered every year generating an estimated £270m for Fife's economy.

The aim of "Our Year of Culture" in 2010 was to raise awareness of, enhance and enrich Fife's cultural offering and profile. The year presented an array of opportunities for public engagement in uplifting cultural experiences and generated significant economic, social and cultural impacts.

2010 encouraged local and national pride and built confidence and wellbeing. It raised Fife's cultural ambition by setting sights higher to establish a Fife determined to compete on the national stage and to building a strong and vibrant cultural legacy for the future.

fifedirect.org.uk/events

The Courier

The Courier is the Bruce Festival's media partner for the second year, providing unrivalled regional coverage of the event in print and online.

The Courier is written for local communities by local reporters, taking readers to the heart of Tayside & Fife. The Courier is published Monday to Saturday in 6 editions – Dundee, Angus, North East Fife, Fife, Perth and Outlying Areas. It is unique in the area mixing national news with in-depth local coverage every day. It delivers strong coverage in both town and rural communities.

www.thecourier.co.uk

Further information:

Dunfermline Delivers:
Chief Executive Susan Hughes
01383 732226

McGann Media
Stuart McGann
07930 896605 stuart@mcgannmedia.co.uk



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