From: Alison Coburn  
Sent: 15 October 2009 10:05  
To: Economic Development  
Subject: DEMA News

Dear all

Following the success of the The Gathering event earlier this year, it has been announced that DEMA Ltd will take over The Gathering 2009 Ltd. The attached press release gives more detail.

The embargo in place prevented us from circulating this information in advance.

Best wishes  
Alison
PRESS RELEASE

Thursday 15 October 2009

Issued on behalf of Destination Edinburgh Marketing Alliance by the City of Edinburgh Council

NEW FUTURE FOR GATHERING

A repeat of one of the most successful visitor events in Scottish history is now a real possibility with the news that the private-public organisation Destination Edinburgh Marketing Alliance (DEMA) is to take over The Gathering 2009 Ltd.

An independent economic impact assessment carried out by EKOS Ltd shows that the Gathering attracted 47,000 people. It also generated £10.4m in revenue for Scotland and £8.8m in Edinburgh. The report highlights that 73 per cent of visitors would be likely or very likely to visit a future Gathering within the next four years.

Norman Springford, as chair of DEMA, said: “The board of DEMA views this as a really exciting development for us and our city, and will see us build on our successful working with the Scottish Government and the Council which led to Edinburgh Inspiring Capital being entered into the Clipper Round-the-World yacht race. Such private and public partnerships have enormous potential for promoting the capital and the nation to people across the globe. We are delighted and honoured to accept this new responsibility and we will now move towards more detailed discussions with the Scottish Government and other partners on the investment in, and delivery of, this project.”

Cllr Steve Cardownie, the city’s Festivals and Events Champion said: “This is a wonderful opportunity for the city, following on from the fantastic event held in July as part of the Homecoming celebrations. I’m very pleased that we’ve been able to lend our support in facilitating the quick action to secure a longer-term arrangement for this event. Future gatherings promise to be even greater and a much welcome boost to the city’s economy, and the next event in 2012 will further underline the many reasons to visit Edinburgh in Olympic year.”

DEMA will take on The Gathering 2009 Ltd’s remaining private sector obligations and, with the Council and other public sector organisations, will develop the assets and intellectual property rights to organise future events. A key next step for DEMA will be to begin preparing a detailed business case considering the options for a 2012 event.

Although a success in terms of visitor numbers and economic impact, the private company that ran the Gathering 2009 has encountered financial difficulties. This deal will ensure creditors are paid as well as securing the event for the future.
PRESS RELEASE

Co-Director of the Gathering 2009, Lord Sempill, said: “We are proud to have delivered an event that was such a great success for Scotland and delighted that future Gatherings are a real prospect. Our dream was to secure an event that would prove, as we have always believed, that there is a great public appetite for occasions that celebrate Scotland’s history and heritage. Unfortunately, due largely to events outwith our control including an unprecedented global financial crisis, our income streams were lower than we expected and we have been unable to satisfy all of our creditors.”

Scottish Government Culture Minister Michael Russell said: “The Scottish Government, along with EventScotland and VisitScotland, is fully supportive of this agreement to secure the future of the Gathering, which has proved itself to be a new and exciting way of celebrating our culture, heritage and shared links around the world. At this time of economic recovery, it is vital all Scottish interests now pull together to capitalise on that international interest and build on the success highlighted in the independent economic impact report.”

Notes to Editors

The independent economic assessment of the impact of Gathering 2009 from EKOS (available at eventscotland.org) shows that 47,000 people – 51 per cent from outwith Scotland - attended with a high level of satisfaction on their experience in Edinburgh, and overall the Gathering generated £10.4 million of revenue for Scotland on a ratio of £21 for every £1 of public investment.

The Scottish Government has agreed not to seek the recovery of a loan of £180,000 to The Gathering 2009 Ltd, in order to secure the future of The Gathering as an event and the associated economic benefits. For the same reason, Historic Scotland and other public bodies have decided that they will not seek to recover the amounts that they are owed.

Contacts

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