Ancestral Audit
Scoping Survey Report

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1. Background

VisitScotland’s recent research into the ancestral tourism sector provides a good estimate of the current volume and value of ancestral visitors to Scotland. It also helps scope the future market opportunities. There is a market potential of £2.4 billion to Scotland over the small to medium term, plus the following intelligence (summarised):

- Current annual estimated trips is 213,000 and “…a potential market of around 4.3 million people who could be encouraged to visit in the short to medium term i.e. next 5 years”;
- Current estimated value is £101 million – “…in value terms converting this potential market could be worth around £2.4bn to Scotland in the short to medium term (i.e. over the next 5 years)”.
- “…likelihood to return to Scotland (for genealogy/tracing ancestors) and likelihood to recommend Scotland to family and friends is high across all countries”. (USA 78%, Canada 85%).

However:

1. Ancestral Tourism (AT) does not necessarily correlate with existing high-profile Scottish events (June and September are the most popular months for ancestral tourism);
2. The Ancestral Tourism Sector in each locality is not necessarily “joined-up”, and even where it is, there is no overall agreement, per region, as to what the AT Sector consists of;
3. To determine the AT sectoral provision locally is not as straightforward as asking, for example, the Local Authority or local VisitScotland Information Centre, as each of them has a different or partial view of what constitutes the AT sector locally;
4. There is a perceived tendency, especially within public sector bodies (local and national) to deal with each component (eg: accommodation, visitor attractions, events) separately, and in the process to ignore many of the local actors who do not fit a pre-determined pattern and a fixed location (such as the Ancestral Welcome Scheme, which fits B&Bs but not, for example, genealogy researchers);
5. VisitScotland staff on the ground have limited information or collateral on which to give visitors the appropriate advice on AT.

Hence, there is a need to establish the breadth, depth and integration of the AT ‘product’ which currently exists in Scotland.

2. Research Aim & Objectives

1. SCOPE: To conduct an audit of the AT product currently available in Scotland, identifying and highlighting strengths, weaknesses and gaps.
2. PATTERNS: The audit will be carried out and the results presented generally according to VisitScotland areas (see below) plus National.
3. OUTPUTS: Alongside the above, it is hoped that case studies of ‘best practice’ will emerge, showing the ways in which certain suppliers or local consortia successfully deal with the ancestral visitor and display partnership – it should be understood that these may not be ‘businesses’ in the traditional sense (they could be sole-trader working genealogists, volunteer-led Family History Societies, local registrars and so on.) and may be local businesses which do not necessarily consider themselves in the AT business (eg: accommodation providers, antiquarian bookshops, map-sellers).
4. ONGOING: The overall results and these case studies will inform the ancestralscotland.com website, media packs, information for travel specialists and so on.

3. Methodology

The approach differs from standard ‘sampling’ as it had to be comprehensive. The process was:

1. Desk research based on existing knowledge;
2. pre-arranged visits with groups of local actors, for discussion and in-depth interviews;
3. national and regional organisations were contacted and asked for local details (NTS, HS, ALVA etc.) and
4. telephone and email contact

4. Deliverables
   a. This report details the research findings in a summarised ‘digest’ form, but with as much accessory information, material, observations and insights as possible.
   b. Additional suggestions and findings (gaps, opportunities, feedback etc) are included.
   c. Six short case studies are presented in context.
   d. A database of local assets has been developed (as a simple spreadsheet suitable for further development).

5. Scope
Scotland was considered as 16 ‘regions’ (plus National) for this purpose.

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<tr>
<th>LA No</th>
<th>Local Authority</th>
<th>VS Region</th>
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<tr>
<td>1</td>
<td>Inverclyde</td>
<td>Greater Glasgow &amp; The Clyde Valley</td>
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<td>2</td>
<td>Renfrewshire</td>
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<td>West Dunbartonshire</td>
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<td>East Renfrewshire</td>
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<td>North Lanarkshire</td>
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<td>Falkirk</td>
<td>Loch Lomond, The Trossachs &amp; The Forth Valley</td>
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<td>West Lothian</td>
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<td>Clackmannanshire</td>
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<td>Fife</td>
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<td>The Highlands</td>
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<td>Highland</td>
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<td>21</td>
<td>Na h-Eileanan Siar</td>
<td>Outer Hebrides</td>
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<td>22</td>
<td>Argyll and Bute</td>
<td>Argyll &amp; The Isles</td>
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<td>23</td>
<td>Perth and Kinross</td>
<td>Perthshire</td>
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<td>24</td>
<td>Stirling</td>
<td>Loch Lomond, The Trossachs &amp; The Forth Valley</td>
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<td>25</td>
<td>North Ayrshire (inc. Arran)</td>
<td>Ayrshire &amp; Arran</td>
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<td>26</td>
<td>East Ayrshire</td>
<td>Ayrshire &amp; Arran</td>
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<td>27</td>
<td>South Ayrshire</td>
<td>Ayrshire &amp; Arran</td>
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5.1. Mapping of LAs to VS Regions
5.2. Maps

6. Detailed findings and Database contents

Overall, it is clear that the original premise is borne out – there is a vast array of resources available to the ancestral tourist, but little is “joined-up”, in the sense that:
- There is no understood Scotland-wide approach
- No-one locally has overall responsibility for collating, integrating or marshalling these
- Often they do not know of each other’s existence
i. Local Authorities

Note that some LAs do not publish email addresses, but ask that all online contact is via a web-based form. This is understandable from the perspective of preventing spam-harvesting, but there is no guarantee that the enquiry reaches the correct office, function or person.

Further, it should be recognised that many functions are organised on the basis of Historic Counties. Despite many local government reorganisations, some records, archives, publications and other activities are still tagged to the Historic Counties. One good example – to look up a census, the researcher has to choose from a County List, which will include the now non-existent Roxburghshire or Buchan, or the often-renamed area around Moray/Elgin/Nairn/Inverness. Family History Societies, Local Heritage Groups and even official archives often bear the original designation (eg: Lanarkshire, which includes much but not all of present-day North Lanarkshire, South Lanarkshire and that part of Glasgow north of the Clyde as far as the boundary with historic Dunbartonshire). This is particularly acute and confusing where a single Historic County has been subdivided (Ayrshire, Renfrewshire) or subsumed (Selkirkshire, Ross & Cromarty).

This is particularly crucial to recognise in the AT market where local providers and ancestral tourists will have reference to – and usually a specific affection for – an historically-named area: Lochaber, for instance, rather than Inverness-shire, The Stewartry (Wigtownshire) versus Dumfries & Galloway.

Few Local Authorities could provide the name of anyone responsible for AT and responsibility for AT (and often tourism generally) was split between individuals, departments or services (eg: Culture and Heritage, Visitor Services; Museums, Archives & Libraries; Economic Development) with the result, in most cases, that it falls between stools and has no identity of its own.

Occasionally there is a “champion” for AT at the council, but often with no budget or set of defined responsibilities. Among recommendations to LAs should be the identification of a designated office, function or person, if only with a liaison role.

ii. VisitScotland Locations

Visiting a number of VisitScotland Information Centres (usually incognito) and discussing VICs with others revealed that:

- There was in many cases no list to hand of local AT resources, and inconsistent knowledge of what ancestral tourists (as opposed to general tourists) might want.
- More AT training is required for VIC staff to ensure they have basic knowledge.
- VIC staff should engage with local history groups and other interest groups.
- Each VIC should have ancestral materials at their disposal, such as clan maps or information on Scottish surnames and information on where to redirect people to find out more.

iii. Local Studies/Family Studies Libraries.

Local Studies/Libraries are not always advertised as such, or may have another designation in a particular LA. There is a variable definition of “local” (the whole county vs. the particular small town, for instance).

Larger and well-organised examples (eg: Perth) are substantial and have their own defined staffing structure; others are considered an integral component of something else (Family Studies Centre, Local Heritage Collection etc.); others amount to as little as one bookcase or even one shelf of a bookcase.
There are many libraries which have a substantial Local Studies or Family Studies collection but do not recognise or advertise these as such, and may have extensive, highly-relevant collections (newspaper index cards, for instance) that could be missed.

The catalogue-access policies of libraries are widely divergent – some have online catalogues, particularly rich in information, which are highly suitable for remote research, while others do not offer computer-based research.

iv. Archives & Heritage Centres

Sometimes the archives are a separate function; sometimes they are joined with (or simply co-located with) another service such as libraries or heritage centres. The recent merger of the National Archives and the General Register Office for Scotland, and the incorporation of the posts of Keeper of Records and Registrar-General into one, was seen as an opportunity to merge the archive and registrar functions within Local Authorities, in order to foster the development of dedicated family history centres. It worked well in some areas but has not happened at all in others, for a number of reasons:

1. Both archives and registrars are LA functions and not under the control of the Scotland-wide Keeper/Registrar General;
2. In some LAs, integration was already the status quo, or was planned
3. There may be a will, but the reality of location, LA Estates policy and organisational structure restricts this

In some cases the archive serves as the main hub for all family history and related materials and activities. In others, it’s fair to say, the archivist does not see it as his or her main responsibility.

There are pockets of best practice (Hawick Borders Hub, Perth, Highlands, and others) and some where the archivist would like to do more given space, staff and resources (Argyll Archives) but many more where it is a struggle of one well-meaning individual.

The Highlands Archives are an interesting example– firmly based in Inverness, but operating a “hub-and-spoke” structure with Lochaber, Caithness and Skye & Lochalsh, and with a programme of “repatriating” local records to the appropriate place (Fort William, Wick, Portree). It is also noticeable that the whole structure has been given to HighLife Highland, an arms-length Charitable Trust with a wide remit. They take Ancestral Tourism business seriously, including excellent integration with registrars, local family history societies (which have their own desk and provide volunteer staff) and other AT providers.

Fife Archives would probably like to integrate with one of the larger libraries in the region, but history and a distributed pattern of provision across five towns mitigates against it. However, some archival materials are held locally (for example: Hospital Admissions Registers at Dunfermline).

There is no question that a “one-stop-shop” for family history, with the inclusion of the local Family History Society, would be a great boon to AT in most areas (as with Inverness) but the provision depends on LA priorities.

v. Burials

Because the delivery of information on burials is the function of individual LA, it varies in approach, structures and levels of service.

Some areas have spotted that this is major revenue source, and offer a good look-up service – on-site or remote online – for a stated fee.

Some have fully integrated this with the registrar service and/or Local Family Studies Centre.

Some have uploaded as much information as they can on to a local website or DeceasedOnline.com (see below) and may well co-operate with the local Family History Society or local “Recording Angels” group to collect churchyards information.

But others will only provide details of a burial if the exact name, place and date are given – often the actual reason for the enquiry in the first place, because the enquirer simply does not know.
It is sometimes impossible to discover from the LA website precisely how to go about finding lair or burials information—it searches for or navigation to burials, cemeteries, bereavement services and so on usually lead to useful (in general) but unhelpful (in this context) information on how to arrange for a cremation or interment. Many have a “Requests in writing only” policy, which actually does mean pen-and-paper with no e-mail address or telephone number provided.

Some LA Bereavement Services have simply not realised that Ancestor Hunters are likely to want their services, and that they could generate revenue.

In most areas, the best first approach is via the Family History Society, which may well have publications or online databases of burials, monumental inscriptions and so on, and even photographs of the actual headstones. Some of this information collection was borne out of frustration as LAs who pulled over graveyard headstones on “Health and Safety” grounds, and on to their faces, for “Conservation reasons” had done so without first photographing or recording what was on the face.

Where the grave is not “adopted” (the technical term for responsibility being taken by the LA) and not part of a maintained service (next to an abandoned or re-purposed church, for instance) it falls to volunteers to keep it preserved. A particularly good example of this is the important Clan MacNab memorial and ancient burial ground at Killin, now owned by the MacNab Memorial Trust, but which would otherwise have been lost to undergrowth.

The DeceasedOnline.com project probably has the best potential for solving the problem of access to LA burial records. The website provides paid access to official records for UK burials and cremations, but depends on a partnership and revenue-sharing agreement between the company concerned and individual LAs. Some immediately saw the point and were early adopters (including Aberdeen City and Angus) and others have joined in (Edinburgh, whose Mortonhall facility provides good and sensitively-handled responses to such enquiries anyway) but elsewhere there is a failure to implement.

vi. Museums and Heritage Centres

This is a collection of disparate facilities. It is a moot point whether some museums should be included at all, especially if they are single-subject or overtly commercial.

It may be that this category needs subdivided, but on what basis? The Museum of Flight in East Lothian is not, at first glance, an AT resource, but for a family with an ancestor in the RAF it may be ideal (“That’s the sort of plane your grandfather flew in”).

The Highlands, usefully, produces a leaflet on all such entities, which includes clan museums and clan centres in the definition. In this database, these have been treated separately.

For a variety of reasons, some LAs do not include “private” museums and heritage centres in any literature.

vii. Regimental Museums

These are a fabulous resource for anyone with military ancestors (which is almost everyone) and could be major visitor attractions. Perth and Fort George near Inverness are two excellent examples which have worked closely with their respective LAs.

Some are the “official” museums of a regiment and often housed alongside the regiment itself (eg: Scots Greys at Edinburgh Castle), in the “historic” barracks or RHQ (Black Watch at Perth) or as part of a larger enterprise (Argylls at Stirling Castle). Others again are less formal but part of a regular museum (Lanarkshire Militia) or completely separate (Fife Yeomanry).

In almost all cases, though, they are separate organisations, receive no MOD funding and are run by a small paid staff and volunteers.

The Ogilby Trust (www.armymuseums.org.uk) does a good job of promoting all such military museums in the UK. There is no comparable Scotland-only body, which is a shame given the potential immensity of the shared resource, and the close historical relationship between certain
regiments and Clans or Families (the Gordon Highlanders) or a particular area (the Seaforths, with Ross-shire).

viii. Family History Societies

Family History Societies are the unsung heroes of the AT sector, these people give of their time, knowledge and resources but are not included in many AT initiatives. Frankly, the key to linking practically everybody who ever lived in Scotland is locked up in the computers and filing cabinets of such people, but with no possible way to bring it all together.

They vary in scale from the well-organised examples with a shop-front and a decent business model, an active talks programme, a decent website and an outreach strategy (Aberdeen & NE Scotland Family History Society, Dumfries and Galloway Family History Society) down to a handful of well-meaning individuals with a passion for family history, but with little integration. In some parts of the country, the FHS and working professional genealogists have a very hand-in-hand relationship, to their mutual benefit, but in other areas this is not the case.

Many FHSs will not give out an email address and may not even have any contact details on the one-page website but, with encouragement, these could be excellent ambassadors for destination-based AT.

ix. LDS Family History Centres

These wonderful resources are often overlooked.

The Church of Jesus Christ of Latter-day Saints (“Mormons”) operates a network of Family History Centres (FHCs) throughout the world, with 15 or so in Scotland. These are located in church buildings and staffed by volunteers. Each FHC can order resources from the Family History Library in Salt Lake City, Utah – this includes access to more than 2.5 million microfilms and hundreds of thousands of microfiches through a loan programme. Use of every FHC is available to everyone and there is no charge, except modest costs for copying or ordering loans of microfilms or microfiches.

However, this is not a public service as such, and opening hours vary. It is essential to call in advance to verify opening times and to book. The volunteers are not there to help searchers, but are usually happy to offer some guidance to newcomers.

None lists an e-mail address or has a website, other than the general LDS one at www.familysearch.org, which is not always up to date.

x. Genealogists

This is, in some ways, the hardest category to define. If it were to include qualified, trained, professional, working family history researchers, it is necessary to consider the definitions of these terms:

- “Qualified”. There is no standard qualification. Not every professional genealogist will have undertaken the postgraduate-level courses at Strathclyde, Dundee or the IHGS (Institute of Heraldic and Genealogical Studies) in Canterbury. Some of those with American credentials, such as CG (Certified Genealogist) look askance at university qualifications, on the grounds that an academic credential is in some way not “practical” (far from the case). Some of the long-established and, it must be said, most reliable genealogists dismiss any form of credential. Some genealogists have standard qualifications in related disciplines (History, Genetics, Librarianship) but most came to the subject adventitiously.

- “Trained”. Some may have taken a selection of less formalised courses over the years, such as those run at the University of Edinburgh and elsewhere, various private/commercial bodies or online training bodies (which may be allied to larger organisations such as legacy, the genealogy software company, or the LDS Church). Many more have never attended any formal training, and do not see the need – in some cases they are right. But it begs the...
question – can you set up as a genealogist after a couple of classes, or none at all? There are individuals who have.

- “Professional”. There is no real credentialising body akin to, say, the Institute of Chartered Accountants or the Chartered Institute of Marketing. ASGRA (Association of Scottish Genealogists and Researchers in Archives) would say it is the relevant professional body, but has only 15 members and therefore represents a small minority of genealogy "professionals".

- "Working". How much? There are those for whom genealogy is a full-time job and their major occupation. For others, it’s an occasionally-paying hobby.

- “Family history researcher”. Does that include those who would consider themselves only researchers in archives as well as those who offer a full service from "look up a record" to "write your entire Family History for you as a book" and everything in between?

The majority are sole traders with no formal company structure and no desire to expand beyond their current level of activity – however, they should not be disregarded for those reasons alone.

The end result is that there is every shade and flavour of “genealogist” out there, from the full-timer to the occasional dabbler, from the local specialist to the broad generalist. There is no absolute correlation, incidentally, between “full-time” and “reliable” – some part-time “amateurs” are by far the most experienced and highly-regarded in the business.

Genealogy is an area in need of more regulation and coordination, with a regulated professional body and an enforceable code of ethics.

x. Castles and Historic Houses

This aspect of the database is problematic. All the information is collated, but leads to a number of frankly philosophical questions such as:

- What is a “castle”? Is it the current or recent seat of a named clan or family, with the chief and family in residence? (But what if they discourage visitors, as some do?)

- Is it the ancient seat of a clan or family, but now in the possession of Historic Scotland, the National Trust for Scotland etc., and now a visitor attraction? (And what if it had been serially owned by several different clans or families?)

- Is it a ruin? (But that can be as evocative for the ancestral tourist as any Renaissance mansion.)

- Is it a “castle” at all? (Many are more properly historic houses.)

Some examples:

1. Family home, but has AT possibilities and welcomes visitors
   Ballindalloch Castle (www.ballindallochcastle.co.uk) is one of the most beautiful and renowned castles in Scotland, known as the Pearl of the North, and one of the few privately owned castles to have been lived in continuously by its original family (the Macpherson-Grants, since 1546).

2. No longer a family home, but strong clan/family connections
   Brodie Castle (www.nts.org.uk/Property/Brodie-Castle). Generations of Clan Brodie – up to the last clan chief in 2003 – have lived here, and the Brodie name was prominent in accounts of the clan conflicts of the 15th and 16th centuries, the Wars of the Three Kingdoms and the Jacobite Risings, although centuries' worth of records went up in flames when a rival clan set fire to the castle in 1645.

3. Visitor attraction
   Floors Castle (www.roxburghhe.net). The largest inhabited castle in Scotland, and the family home of Innes Ker, 10th Duke of Roxburghe, there is a nod to ancestral visitors – provided they worked or lived there – although the actual records are not on-site.
4. Private
Airthrey Castle (www.scottish-places.info/features/featurefirst5252.html). Now part of
Stirling University and home to the Law Faculty, there is no AT opportunity.

xii. Clan and Family Chiefs

While some chiefs are more than happy to front up the clan or family association, run a
gathering in their castle grounds, be unfailingly polite to overseas Ancestral Tourists, play their full
part in the SCSC (Standing Council of Scottish Chiefs of Clans and Families) and support various
genealogical enterprises concerned with their name, that is not always the case.

- Some chiefs are not looking to actively engage with the AT market.
- Some chiefs care very much about the immediate name but have no interest in running a
larger enterprise, and their gatherings are small-scale, private affairs not aimed at visitors.
- Some chiefs live abroad and while they play as much of a part as they can, they are not
always around, and have no ancestral pile in Scotland to encourage anyone to visit.
- Some chiefs, though resident in Scotland, have no ancestral home, and the name is either
so minor or so widely-dispersed that any gathering would be on a very small scale.
- Some clans and families have no chief, but are nevertheless committed to AT. (Armstrong).

What is a clan?

There is a widespread belief that almost any Scottish surname automatically has clan status, or is
a sept of a clan, but this is at odds with the historical reality. Clans are a phenomenon of the
Highlands and the Borders. A clan was typified by a united social, economic, kinship and often
military structures based in or around a particular area (which does not prevent related clans with
the same surname being geographically separated) and was both patriarchal and feudalistic. This
simply does not apply in what is now the Central Belt of Scotland (although the definitions do
become a bit blurred West of Glasgow into Dunbartonshire and Argyll, and north towards Loch
Lomond and Perthshire). The oft-quoted line from an Act of Parliament of 1597, referring to the
“Chiftanis and chieffis of all clannis... duelland in the hielands or bordouris”, is usually taken to
include the whole of Scotland – yet this formulation specifically excludes the Lowlands. In no sense
could Fife, West Lothian or Forfarshire be described as either Highland or Borders. Nor did the
great families of the Lowlands behave as clans, even though their lands were held feudally (as was
land in Scotland until 2004).

This geographical division mirrors both the geotopology of Scotland (Highlands, Central
Lowlands, Southern Uplands) and its mosaic ethnic nature (Gaels in the West and the Isles,
Scandic in the North and part of the West, Picts in the East, Britons in Strathclyde and the Borders,
Angles in the South-East and a 12th century influx of Anglo-Normans throughout the country, but
predominantly the Lowlands). A shorthand for this is: William Wallace spoke Welsh.

This has obvious implications for those seeking their ultimate heritage by DNA analysis, but
should caution those with ancestral links to the Central Belt and the Eastern Borders not to link the
“clan” epithet to the surname.

Even within clans there is no guarantee of a genetic link to some ancient chief (real or imagined)
as it was typical in the Highlands to adopt the local name if living on that land, taking the protection
of the clan and the chief and offering allegiance in return.

Nor does Lord Lyon adjudicate on what is or is not a clan – if the specific clan exists, and
someone inherits or is accorded the chiefship, Lord Lyon will recognise that person as “Chief of the
Clan XXX) but this does not confer clan status. Lyon is concerned with “names and arms” and will
equally recognise individuals as “Chief of the Arms and Name of XXX” as appropriate.
**Heraldry**

A coat of arms is a matter of statute law in Scotland, and not up for negotiation or re-interpretation. Arms belong to one individual or body corporate, full stop. Typically, the undifferenced arms belong to the chief, and pass heritably down the direct line (usually male or female) and cadets may petition for similar arms, but "differenced".

The family or clan does not own the arms, and cannot use them. Many clan and family associations do, especially overseas, but this is based on a misunderstanding of the term "armigerous clan" or "armigerous family" which means a clan or family which has no chief (for a variety of reasons) but once did, and whose chief had a coat of arms – it does not apply to the clan or family as a whole.

It is, of course, open to a clan or family society to apply for a grant of arms as a corporate entity, and the arms, if granted, will be similar but not identical to those of the chief. Equally, any "virtuous and well-deserving person" may apply for a grant of arms, or re-matriculation of an ancestor’s arms, although there has to be a substantial relationship to Scotland. However, it is usual and quite acceptable for all kinsmen and kinswomen of a chief to display the chief’s crest (not arms) within a badge. There is a good description of this at the Clan Graham Society website (http://clan-graham-society.org/badges.html) with a downloadable guide to the whole area (http://clan-graham-society.org/files/ProtocolandCommunication.pdf) – the Graham Society was granted its own coat of arms in 1994, which are distinct from those of the clan chief, the Duke of Montrose and of other Grahams, although they are clearly related.

Tartans – there are no rules, beyond those of propriety.

This does not stop retail outlets and online shops offering various items carrying a chief’s arms (or often those of a completely unrelated individual who shares the surname) as “Your Coat of Arms” on a background of an “ancient” tartan dreamed up in the early 19th century. While there is nothing to be done to stop this practice outwith Scotland, it should be discouraged within. A few judicious (in every sense) prosecutions by the Lord Lyon’s Procurator Fiscal might bring the procedure to a halt.

**Standing Council of Scottish Chiefs of Clans and Families**

Although not an umbrella body for clans and families and clan or family societies, the SCSC maintains firm links with such bodies.

**xiii. Clan and Family Centres**

Many of the same caveats apply to clan and family centres as to chiefs – and not all are attached to the ancient clan and family seat.

In many cases, there is no seat at all, or it is purely a private dwelling (Bruce, Erskine, Lindsay).

The best that can be done is to point Ancestral Tourists at the Heartlands associated with the surname, even if this means two or more parts of the country, far apart (Keith, Crawford, Leslie, Bruce).
xiv. Resources

There are a number of bodies and online resources that a prospective ancestral visitor might find useful.

They are, by their nature, largely non-locational.
- Some are national organisations within Scotland – Scotland's People, the official online source of parish register, civil registration and census records for Scotland; Scottish Archive Network, a single electronic catalogue to the holdings of more than 50 Scottish archives
- Some are essentially local but have no physical presence – Bute Sons & Daughters, a search page, online census data, Digital Archive and Migrant Directory
- Some are based overseas – COSCA (USA), The Island Register (Prince Edward Island)
- Some are all-UK, but with many Scottish records – The National Archives (TNA) in Kew, London

7. Other observations and suggestions

7.1. Local Authorities.

Few LAs have someone specifically dedicated to Ancestral Tourism, or explicitly make it an aspect of the job of one person/unit. In many cases, responsibility for tourism overall is divided between a number of people or units (Economic Development, Heritage/Culture, Chief Executive’s Office, Communications) with little overall coordination.

The offer of “Ancestral Tourism Summits” – involving many public and private bodies across the LA region, and individual providers – would be welcomed, with the following recommendations:

- Make events less generic and more AT-focused
- Create more AT content in toolkits and handbooks
- Give more advice on integrating with overseas visitors
- Local forums and groups to pull everyone together
- Greater availability of funding for local AT groups

Some areas are promoting new and specific events (Celebration of the Centuries, Historic Scotland), some have understood the rationale of associating with Homecoming 2014 Signature events and even promoting themselves as satellite destinations and accommodation centres (Dunfermline2014) while others have branded and expanded existing events (StAnza Poetry Festival).

7.2. VisitScotland and VisitScotland Information Centres (VICs)

There is a need to differentiate the Ancestral Tourism Welcome Scheme from the “accommodation” product, and market it strongly to the non-accommodation sector. What follows is in no sense a scientific survey, but a series of impressions built up from many discussions, emails and so on. There is a wide perception that the Welcome Scheme is for accommodation providers only. Public sector bodies (archives, libraries etc.) had never considered joining and could see no benefit.

Non-geographical providers (genealogists, national bodies, tour operators) feel shoe-horned into a region when in fact they should appear in all. The existence of a “national” category wouldn’t help, as people often look in a particular region. But (say) a tour operator based in Angus could organise tours in (say) Shetland or Galloway and would want to be listed in all areas.

Although this is not the case, there is still a perception that EventScotland will only engage with large-scale activities.
Suggestions:

1. Make available a simple A5 printed leaflet of AT resources – national one side, local the other (which should also be distributed to accommodation providers, visitor attractions etc.).
2. Have available both a webpage and a printed leaflet of Top Tips for Family Researchers.
3. Provide specific training for VS Regional Directors and Visitor Services Managers, to be cascaded by them to their staff members.
4. Help Tourism Intelligence Scotland (a partnership programme involving Highlands & Islands Enterprise, Scottish Enterprise and VisitScotland, which provides comprehensive market intelligence, highlighting information, support and assistance available for Scottish tourism businesses) to rewrite the Ancestral Tourism Factsheet, which is now out of date. This is under way.
5. Encourage local businesses to think of VisitScotland and the VisitScotland Information Centre as a resource-gatekeeper.

7.3. Tourism Summits
There should be a major planned programme of “Tourism Summits” held locally involving VS/ES, SE, one specialist in family and local history, one specialist in Ancestral Tourism (these two acting as facilitators). At the very least the attendees should be:

- the relevant Local Authority officers
- separately from these, a local representative from:
  - Archives
  - Libraries
  - Registrars
- VisitScotland Regional Directors and Visitor Services Managers
- Local Groups and Societies (Family History, Civic Society, Local Heritage)
- Accommodation providers
- Destination Management Organisations
- Chamber of Commerce
- Federation of Small Businesses

7.4. AncestralScotland.com
Some of these ideas are already in discussion, or may be overtaken by others:

1. On each region page, have a list similar to (but wider than) the one at www.ancestralscotland.com/explore/regions-counties/aberdeen-city-and-shire/.
2. Include local genealogists, local AT visitor attractions etc.
3. Encourage each region to collaborate in producing a guide to ancestral research resources within their region.
4. Ensure that local tourism websites also have a specific tab for ancestry/family history.
5. Likewise, the See-Do pages in VisitScotland.com (e.g.) www.visitscotland.com/destinations-maps/kingdom-fife/see-do/ should have an ancestral or family history section or tag leading to locally-relevant resources.
6. Also, in www.visitscotland.com a search for “genealogist” comes up with only 3 results, when many more are registered with VS and/or members of the Ancestral Welcome Scheme.

7.5. Family History Societies
All FHSs should be sent the Tourism Intelligence Scotland guide to AT, with a suggestion that they make their contact details more explicit, and insert themselves into local AT groups, forums and
activities (recognising that many already do). It helps if they have established premises (Glasgow, Dumfries & Galloway, Aberdeen & NE Scotland) or a good relationship with the LA (Perth, Inverness).

7.6. Destination Management Organisations

1. Contact all DMOs to ask about their AT strategy, and offer specific help in designing and implementing one.
2. This should go beyond straightforward marketing advice and could be the basis of a locally-driven Tourism Summit.
3. It is important to bring in the Scottish Destination Management companies, while realising that they and any particular DMO may have a different agenda.

7.7. Scottish Tourism Alliance

The STA document Strategy for Leadership and Growth (Tourism Scotland 2020 The future of our industry, in our hands - http://scottishtourismalliance.co.uk/wp-content/uploads/2012/06/National-Strategy.pdf) should have a greater emphasis on AT.

The assets identified in this document as having real growth potential include:

<table>
<thead>
<tr>
<th>Asset</th>
<th>Estimated value</th>
<th>Identified growth potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities &amp; adventure</td>
<td>£759m</td>
<td>Extra £89m by 2015 Source: Adventure Tourism in Scotland 2010</td>
</tr>
<tr>
<td>Business tourism</td>
<td>£817m</td>
<td>Being prepared Source: International Passenger Survey 2006-10 and UK Tourism Survey 2006-10</td>
</tr>
<tr>
<td>Cruise</td>
<td>£32m</td>
<td>Potential for 1.1m visitors by 2029 Source: Cruise Tourism in Scotland 2010</td>
</tr>
<tr>
<td>Golf</td>
<td>£220m</td>
<td>10%-53% over 10 years Source: Scottish Golf Tourism Market Analysis 2009</td>
</tr>
<tr>
<td>Mountain biking</td>
<td>£119m</td>
<td>Extra £36m by 2015 Source: Economic Value of Mountain Biking in Scotland 2009</td>
</tr>
<tr>
<td>Sailing</td>
<td>£101m</td>
<td>Extra £44m by 2020 Source: Sailing Tourism in Scotland 2010</td>
</tr>
</tbody>
</table>

Comparison should not be made between the estimated values and growth potentials for different assets as research methodologies vary between studies.

This takes no account of the potential identified by the recent VS survey on Ancestral Tourism. The associated Summary Flier (http://scottishtourismalliance.co.uk/wp-content/uploads/2012/06/Tourism-Strategy.pdf) and Key Messages document (http://scottishtourismalliance.co.uk/wp-content/uploads/2012/12/National-Tourism-Strategy-2020-Key-Messages.pdf) also contains few references.

7.8. Social Networking

This is based on a large number of conversations and consultations over the preceding months, and some views are those of others.

Some members of the business community are suspicious of some social media, because of bad experiences with details being passed on, calls to take other services and the like. Proponents of social media are sometimes unaware that there is a second agenda to such things – they are neither a charity nor a public service, but are firmly based on a business model that, ultimately, depends on selling something to someone.

A good example, however, is Tartan Footprint (www.tartanfootprint.com), operated openly and transparently by Rodger Moffet of ScotClans and Clans2014.com. Tartan Footprint therefore has
an inbuilt content-base from the outset, from its commercial site (ScotClans.com), its 350 clan galleries on Flickr and so on.

Beyond these, there are already relevant groups springing up on Facebook, Google+ and other well-established corporates.

We can expect a lot more social media networking sites to spring up, as there are now off-the-shelf software applications with third-party modules, and easy/cheap to establish. There is some suspicion about the uses to which information is put, data-mining, ownership, location-tagging, digital rights and scams.

The public will be left with a highly-diluted plethora of social networking possibilities. The whole Ancestral Tourism community and the Diaspora will find its social networking fragmented across a series of platforms with no cross-over, making it almost impossible for anyone to reach everyone as the social media landscape grows.

7.9. Homecoming

There is an opportunity to strengthen the linkages within local areas between Highland games, clan gatherings, heritage centres, castles and historic houses, genealogy/roots/ancestry resources, local history etc. by helping these areas develop separate but concerted plans to marshal the various ingredients together into one local strategy within a defined outcome in 2014.

7.10. Ancestral Tourism Steering Group and the future

There is widespread (indeed, almost universal) enthusiasm for a body to promote the development of Ancestral Tourism. This is a different function from the marketing of AT, which VisitScotland does well, and the more general business skills development undertaken by Scottish Enterprise.

Such a body could have a defined lifespan, designed to facilitate Ancestral Tourist-focused activities in and through HS2014.

In terms of resources, it needs two full-time staff (one high-level, one at office manager level) and possibly a secondment-in from Scottish Government, VS, SE or elsewhere, plus a running-costs budget.
8. Case Studies

8.1. The Ancestral Tourism Guest House - Duntrune House B&B

Duntrune House
Duntrune
Dundee
DD4 0PJ
Tel/Fax: +44 (0)1382 350239
E-mail: info@duntrunehouse.co.uk
http://duntrunehouse.co.uk/

Barrie and Olwyn Jack have made a virtue out of their private passion for genealogy, family history and local heritage. When they came to Duntrune House in 1981, Olwyn started researching the history of their new home and all the previous owners. Their parallel interest in genealogical research gave them a solid grounding in family history research. As a result, they started to accumulate the tools that others might find useful. When Olwyn and Barrie decided, in 2001, to take B&B guests in their beautiful old property, they were able to share these with their guests. Now, Ancestral Tourism accounts for 17% of their bed-nights.

Olwyn says the list of useful tools is not extensive – essentially one shelf of a bookcase (although theirs has grown since then).

For example:

- A collection of appropriate books – local Family History Society publications, library pamphlets, memorial inscriptions collections, a gazetteer and street directory from the late 1800s or early 1900s and books showing old photographs of the area, all of which can be bought cheaply and often in second-hand bookshops and charity outlets.
- CDs of the 1881 census (often a good starting-point) and other information, available from the local Family History Society.
- Old maps of the area – especially useful to track down addresses which have changed or disappeared.
- A knowledge of what resources there are online and locally – listed on a dedicated page of their website.
- Computer and Wi-Fi access for guests.

Olwyn and Barrie’s Top Tips for capitalising on Ancestral B&B Tourists:

1. Be prepared to advise guests before they come, and maintain contact afterwards – this means they arrive prepared and get more out of the visit, and also that they come back.
2. Be prepared to listen to your guests and their family stories.
3. Some guests come wanting to find something specific – a relevant birth or death date, the place of an ancestral home, a particular battle or a certain graveyard, say – so know where such things can be found.
4. Give them space to spread out their materials.
5. Get to know the local historians, who can help guests or even act as guides to meaningful places.
6. Visit local Family History fairs – pick up tips and also publications.
7. Join the local Family History Society, Civic Society and Heritage Group, and get involved in (or help to start) an Ancestral Tourism Forum locally.
8. Support your Ancestral Tourism guests by having a page on your website with links, hints, tips, discoveries and news (see http://duntrunehouse.co.uk/?page_id=57).

9. The Ancestral Tourists get other guests interested, and the business can snowball from there.
8.2. Stress the Clan Connection - The Croft at Blair Atholl
The Croft, Fenderbridge, Blair Atholl. PH18 5TU.
Tel: 01327 344454 or 07821 620583
Email: croftblairatholl@aol.co.uk
www.thecroftblairatholl.co.uk

Alan Kerr, who runs a holiday cottage near Blair Atholl, receives bookings based on his property being related to the Murray clan. He is creating ancestral leaflets to market this aspect, and his website features local Ancestral Tourism resources such as:

- Blair Atholl Castle
- Atholl Country Life Museum
- The Blair Atholl Area Tourism Association website: www.blairatholl.org.uk
8.3. Keep Everyone Informed - Angus Heritage newsletter

Firmly aimed at updating heritage businesses, voluntary groups and other organisations on current projects and upcoming heritage/ancestral events (local and national), the Angus Heritage Newsletter is a good example of a regular information resource from a Local Authority – in this case Angus Council.

What makes it work, of course, is having a good set of integrated initiatives in the local area, such as Tayroots, Angus Heritage, Angus Doors Open Day, Tartan Day, Pictavia and other resources.

Part-funding comes from the European Regional Development Fund, through a Rural Tourism Business Support Project.

The February Newsletter is reproduced below but can be seen in its full form at http://news-tayroots.com/FTN-18R49-6A75MWHY63/cr.aspx.
8.4. Put Up a Portal - Routes to Your North East Roots – Aberdeen and Aberdeenshire

There are few things a local authority can do of more value to Ancestral Tourism than to maintain a good web portal for all genealogy and family history resources in the area. The Aberdeen and North East Scotland Ancestral Tourism Partnership is an affiliation of regional archives, registrars, family history societies and other organisations that hold and promote genealogical resources to visitors both at home and abroad.

This contains materials and links, for example:

- Getting Started
- Sources of Information
- Planning Your Visit
- Stories of North East Family History
- Resources (Birth, Marriage & Death Records, Censuses) Records
- Lists of related organisations (museums, libraries, local studies centres archives, societies)
- News and Family History Events
- Links
- A gallery

This links to a downloadable and printed guide - Routes to your North East Roots: A guide to researching family history in Aberdeen City and Shire (PDFroutes_to_your_NE_roots.pdf)

This is distinct from, but links with, the Aberdeen Archives online public catalogue. (www.aberdeencity.gov.uk/archives)
8.5. Destination Lochaber - An Tilleadh, An Diasporran, Howling Events, Cheaper by the Cousin

Chas Mac Donald
Tel: 07810 603 573
E-mail: antilleadh2014@arisaighhighlandgames.co.uk
www.arisaighhighlandgames.co.uk/

There is temptation for tourists reaching Fort William to head North towards Ullapool or North-East up the Great Glen to Inverness. But turn West for Arisaig and there is a wealth of interlinked Ancestral Tourism activity. A number of organisations come together to provide events, resources and a network. The bodies involved are:

- An Comunn Eachdraidh Àrasaig
- Arisaig Highland Games
- Clan Cameron Museum
- Clan Donald Centre
- Land Sea and Islands Centre
- Lochaber and North Argyll Family
  History Group
- Lochaber Archives
- Mallaig Heritage Centre
- Prince Edward Island Scottish Settlers
  Historical Society
- West Highland College
- West Highland Museum
- West Word

An Tilleadh (The Return) 2014 is a cultural and events strand which will take place over the course of Homecoming Scotland 2014, but with a major focus around 16 days in summer. This includes Arisaig Highland Games and the Clan Donald Gathering, five Roots Days at 25 different locations, plus a display of the Diaspora Tapestry in Fort William and Mallaig (21-31 July 2014).

Another major resource associated with Howling Events is the Lochaber Archive Centre, part of the Highland Archive and Registration “hub-and-spoke” organisation now run by Highlife Highland. The archive collects and preserves archives relating to Lochaber, dating from the 17th century to the present, and has a wide range of genealogical resources available in a public search room open to all, free of charge. These include Old Parish Registers, Education records from the 1860s, Poor Relief 1845-1930, Kirk Session and Presbytery records for Lochaber parishes 1724-1991, sasines Abridgement, Cameron of Lochiel family and estate papers and many maps and plans. (Lochaber Archive Centre, West Highland College, An Aird, Fort William PH33 6FF Tel: +44 (0)1397 701942/700946 Email: lochaber.archives@highlifehighland.com www.highlandarchives.org.uk/lochaber.asp)

Associated with An Tilleadh is An Diasporran, a rich genealogical database for west Lochaber which aims to be the single source for anybody tracing family history in the area. This database will be created from donated records and extant major archives held by individuals and organisations, including the Mabou Pioneers Genealogy Database of 114,000 names, donated by its Canadian compilers. The eventual content of An Diasporran will have almost half a million entries across seven major databases, as well as individual submissions.

The Land Sea and Islands Centre at Arisaig (http://www.arisaigcentre.co.uk/) opened in July 1999 on the site of a derelict smiddy in a stunning situation. It is a community project which houses displays celebrating the social and natural history of the area old and new, and which will eventually act as a genealogy research centre.

Now being developed is a novel concept - Cheaper By The Cousin – which will encourage local accommodation providers (private householders as well as existing B&Bs) to engage with the ancestral tourism market by accommodating na Lorgairean (the seekers) at a reduced rate.
8.6. Integration: Bringing It All Together - The Perth & Kinross Genealogy Group

Perth and Kinross Council Archive at AK Bell Library
2-8 York Place
Perth PH2 8EP
Tel: +44 1738 477012    Fax: +44 1738 477010
E-mail: archives@pkc.gov.uk
www.pkc.gov.uk/library/archive.htm

It is possible to have a near-seamless Ancestral experience in and around Perth. It is fortunate that the Perth & Kinross Archives are co-located in the AK Bell Library with its Family Studies Library and a computer centre, but the local registrars are also part of the admixture, along with other bodies, including Perth Museum, the Black Watch Museum, and the council's Bereavement Services, heritage Services and Commercial & Visitor Services.

Apart from integrating with the Library and Archives, the Registrars run a Family History Centre at 5 High Street, Perth which is about to get Scotland's People access.

Local Community Libraries have computer access to Ancestry.co.uk and other resources, and there are close working relationships with Local History and Family History Societies and their centres at Blairgowrie, Pitlochry and elsewhere, plus Community Campuses such as Kinross.

The Genealogy Group regularly organises talks on Ancestral Tourism to accommodation providers and other business groups, and the registrars indulge in what they call “guerrilla warfare – when we perform a marriage in a local hotel, for instance, we leave a few leaflets!”

And on the basis that it’s best to have something tangible to give everyone, there is a booklet “Keekin’ for Kin” available in print and for download, which summarises the resources available in Perth & Kinross (www.pkc.gov.uk/CHttpHandler.ashx?id=789&p=0).