V3

 ***in partnership with*** 

**THE JACOBITE TRAIL**

**Objective:** To create the *online and onground Trail* that links those accesible places and memorabilia internationally which together recount the story of the Stuarts unsuccessful campaigns to regain the three crowns of Scotland, England and Ireland.

**Mutual Purposes: [i]** To maximise awareness and understanding of the Jacobite Cause from the overthrow of King James VII & II in 1688 to the death of King Henry IX in 1807; [ii] to facilitate cross marketing of the assets involved to visitors in the best interests of the conservation and interpretation of the history concerned; and [iii] to highlight, support and encorage Jacobite ‘Events’ taking place along the Trail as effectively as possible.

**Background:** In 2017 VisitScotland Growth Fund worked with HES/ NMS/ NTS and Palace of Holyrood House to conduct a campaign to attract visitors to the Jacobite elements of the participating hosts. It was a most considerable success but one clear conclusion arising was that whilst awareness and understanding of the Jacobite Cause was low, once aroused this phase of our history held great fascination. The second, which has given an additional fillip to this SBT/ BPHT initiative, was that there were many accessible places and memorabilia *not* included in 2017 with much to offer - all with a continuing commitment to recounting the Jacobite story.

**Trail ‘Registered’ Members** : The Trail will be led and managed by a Taskforce of Foundation Members convened by SBT/ BPHT which will invite all identifiable participants [to be known as Registered Members] from Scotland, England, France, Italy and Ireland to ‘Register’ and to contribute an appropriate annual fee for Membership of the Trail. To be eligible to register a Member must be [i] open to the public; [ii] provide appropriately registered/ accredited interpretation; [iii] stay well informed of and make available to its visitors appropriate details of all other Registered Members; [iv] provide details of its formal Jacobite Events for dissemination via the other Registered Members and online; [v] publicly display the logo of The Jacobite Trail.

**Responsibilities of the Foundation Taskforce:** The Foundation Taskforce will be responsible for [i] the original creation and maintenace of the online website which shall include links to Registered Members’ own websites and postings of Jacobite Events occuring; [ii] acceptance of Registered Members onto The Trail based on a reasonable evaluation of the Jacobite assets in their care and the appropriate level of interpretation afforded to its visitors; [iii] publishing The Jacobite Trail brochure for display and distribution at all Registered Members; [iv] ensuring the logo is appropriately displayed and mutual cross marketing is accomplished; [v] taking the lead in establishing The Jacobite Trail on a self-financing basis once launched and setting and collecting such annual Membership Fees as are required; [vi] publishing for audit the accounts of The Trail for circulation to all the Members and convening an Annual General Meeting of Registered Members to approve them and discuss and agree upon any other germane issues.

**Beyond the Foundation Taskforce:** From the outset the Foundation Taskforce shall be representative of the participating Foundation Members, and shall provide the lead for the first three years but shall thereafter give way to such ‘democratic’ structure of all the Registered Members as shall be mutually agreed by them at the 3rd AGM with benefit of an independent external adviser.

**Identification of Foundation Members:** SBT/ BPHT as initiators of The Jacobite Trail shall seek foundation representation howsoever and deliberately internationally, with as broad a base as possible. Whilst battlesites are clearly of very considerable significance [whence the initiators of The Trail] Foundation Members should be widely based to include museums and historic residential locations and collections. Nor should The Trail be dominated by Bonnie Prince Charlie or The ’45. N.B. Within Scotland it is eminently necessary to seek participation howsoever ab initio from HES and NTS.

**‘Sponsoring Membership’ for Jacobite and Stuart Societies and Individuals:** Societies, organisations and individuals possibly without accessible places or memorabilia such as Jacobite database providers that are howsoever demonstrably devoted to the understanding of the Jacobite Cause shall be eligible for ‘Sponsoring Membership’ of The Trail, but no organisation publicly advocating or campaigning for the restoration of the Jacobites today shall be so admitted. Sponsoring Members shall be able to share all appropriate benefits accorded to Registered Members.

**ACTION LINES:** [i]Open discussions with HES and NTS and identify Foundation Members. Target some 10 including BPHT to constitute the Foundation Taskforce; [ii] capture ‘best’ from 2017 Jacobite Campaign; [iii] design Prototype Online Website; [iv] design and agree Trail logo; [v] seek matching Grant support as appropriate.

April 6th 2018