

VisitScotland: Delivering for Falkirk

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- **£4.2 billion to Scottish economy (£432m in AILLFV)**
- **200,000 jobs (10% of workforce in AILLFV)**
- **20,000 diverse businesses**
- **Integrated tourism support network**
- **Sustainable**
- **Tourism is Everyone's business**

Global Competition



UK and world economy

Access

Consumer trends



200 countries

Similar offerings

Same markets

= most competitive industry in
the world



To maximise the economic benefit of tourism to Scotland

Main responsibilities

- Marketing
- Information and inspiration
- Quality assurance and advice

Visitor customers

Database – 3.5 million

Information centre users - 5 million

Website - 12 million unique users

Print - 13 million pieces p.a

Websites - 106

Business customers

Commercial - 11,000

Quality Assured - 9,000 (1,300 ALLFV)

Strategic partners

32 local authorities

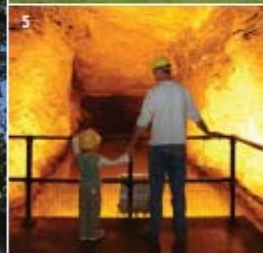
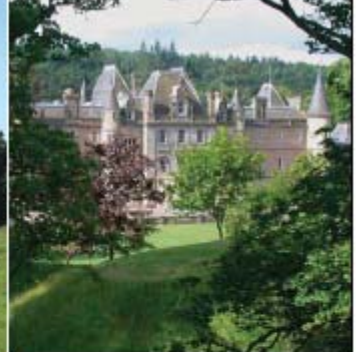
129 MSPs

40 Public agencies

local tourism forums



Welcome Falkirk



1. The Falkirk Wheel.
2. Dunmore Pineapple.
3. Antonine Wall.
4. Callendar House.
5. Birkhill Fireclay Mine.

Right in the heart of central Scotland, the Falkirk area has an illustrious commercial heritage which continues today. Alive with history, the visitor can explore the Roman remains of the Antonine Wall, or watch large pots steaming in the 19th century kitchens of Callendar House.

From Rome to Hollywood

The Antonine Wall, now a UNESCO World Heritage site, dates back to the 2nd century and marked the northern frontier of the Roman Empire. Kinneil Estate, meaning 'Wall's End', has the best preserved sections of the wall along with the foundations of a fortlet. Other parts are visible at Callendar Park, Polmont Hill, Watling Lodge and at Tamfourhill, where the defensive ditch can be seen to its best advantage. Roughcastle, at Bonnybridge has the most complete fort on the wall. Perhaps unsurprisingly, the wall was only held for 20 years before the imperial forces retreated further south, finding the struggle to subdue the Picts a thankless task.

Ship-Shaped

Somewhat younger, Blackness Castle is a 15th century fortress standing proud on the banks of the Firth of Forth near the peaceful little village of Blackness. Its situation is most appropriate, as the shape of its outer wall is said to resemble a battleship. The moody and atmospheric castle made the perfect setting for the film version of Hamlet, starring Mel Gibson.

Falkirk played a major role in the growth of the industrial revolution. James Watt developed his steam engine in the area. Carron Iron Works, which once led the world in iron smelting, was also famous for its 'Carronades' cannon, which defeated Napoleon at Waterloo. The Forth and Clyde and Union Canals played a key role in carrying raw materials and finished products. 2002 saw the opening of Scotland's Millennium Link which links Scotland's East and West coasts, providing a navigable waterway through the very heart of the country. The focal point of the link is The Falkirk Wheel, one of Scotland's greatest engineering achievements, providing tours and cruises, as well as a visitor centre where the Wheel can be seen in operation. Falkirk today is a modern town, with excellent shopping facilities in two covered centres and pedestrianised mews.

Victorian Flavour

The impressive mansion of Callendar House, standing in attractive parkland in Falkirk, features an exhibition revealing over 600 years of history. Sample freshly cooked delicacies in the restored 1820's working kitchen, visit period shops or delve into history in the Victorian Library. The mansion's policy, Callendar Park, offers a wide range of leisure pursuits – pitch and putt, crazy golf, boating and pleasant walks.

At Barbara Davidson Pottery, near Larbert, the pottery process can be viewed at first hand. Look out for the unusual Dunmore Pineapple at Airth or drop into Grangemouth Museum for a picture of social development and industrial heritage.

A Steam Trip down Memory Lane

Close by is the fascinating Bo'ness and Kinneil Steam Railway, which includes Scotland's largest collection of railway artefacts. Why not jump aboard the steam train and take the seven-mile round trip along the southern shores of the Forth.

A break in the journey can be taken at Birkhill, for a stroll in the wildflower meadow or a walk down to the Avon Gorge for a guided tour of the Birkhill Fireclay Mine. Marvel at the extensive workings

which reveal huge caverns and 300 million year old fossils. More nostalgia can be experienced at the Bo'ness Motor Museum with its fascinating exhibitions including memorabilia from James Bond. Kinneil Museum, in the grounds of Kinneil Estate, relates the history of Bo'ness and has an interpretative display on the estate, from the Roman period to modern times.

Forth's Timeline

An adventure awaits as castles, art collections, steam trains and Roman antiquities come together in Forth's Timeline. Unravel over 2,000 years of Scottish history and experience the rich landscape of the Forth Valley. Three central themes weave the Forth's Timeline attractions and exhibits together: 'Landscape of Inspiration', 'Power Struggles' and 'Crucible of Industry' – follow real lives, real stories and real museums. And as you explore, you'll also find that most of attractions are free.



- Falkirk Council
- Local businesses
- Forth Valley Tourism Partnership
- Industry Networking Events
- Antonine Wall Management Group





- Big in Falkirk, 2-3 May, Callendar Park
- Adventurers, Statesmen and Inventors: Local impact on global lives, 2 May – 17 October, Callendar Park