

Autumn Festival

Developing the Brand

Before the Community Ceilidh, on Saturday 29th October, there are a number of exciting events to engage the local community and visitors alike.

We still intend to organise the annual 'Best Dressed Business' and 'Treasure Hunt' competition, which encourages visitors to the town centre area. We are urgently needing help with this year's competition, so if you can spare some time please contact Karen Aycan on karenaycan@hotmail.com to discuss.

The festival's website www.HighlandPerthshireAutumnFestival.co.uk is the main resource for up to date event information, and our extended print run of Autumn Festival brochures has now been fully distributed to target locations in Scotland and the North of England.

Here's an overview of what we have in store this Autumn:

Ghost Tours, 21 – 29 October (Fridays & Saturdays Only)

Tours leave from the War Memorial on Atholl Road. Advance booking advised.

Street Jammin, 29 October

Suitable for all the family, the workshop starts at 3pm – 4pm and culminates in a public display on Atholl Road at 4.15pm.

Hallowe'en Fancy Dress Street Parade, 29 October

Join the fancy dress parade at 6.15pm from the Baptist Church Car Park, culminating in our Kids Fancy Dress Competition at Fishers at 6.30pm.

Fabulous Fireworks, 29 October

Highland Perthshire Community Interest Company's stunning firework display at 7pm right at the heart of Pitlochry, marks the end to this year's Enchanted Forest and a start to the Hallowe'en weekend.



Key Contacts

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Joining the CIC

If you are interested in joining the Highland Perthshire Community Interest Company, please contact the Chair, Eddie Thomson via email thomsonskye@aol.com and he will send out the relevant registration form.



NEWS

An Award Winning Event at the Heart of the Community



It is not long now until this year's Enchanted Forest sound and light show takes place at the Explorers Garden, Port na Craig, Pitlochry.

This Perthshire Big Tree Country event, titled *Transitions*, is proving to be as popular as ever, with ticket income currently up by over 10% on the previous year. This is great news and comes at a time when we begin to launch our major marketing programme for the event throughout the Central Belt, which this year includes both Waverly and Queen Street railway stations.

You may also be aware that last week, The Enchanted Forest received awards for the Best Cultural Event in Scotland, as well as a commendation for Best Large Event AND walked away with the Event Management Grand Prix at the prestigious Scottish Event Awards, beating off stiff competition from some of Scotland's finest events. This should serve to encourage even more people to attend this year's show and is testimony to the hard work and dedication of the Community Interest Company in successfully taking on this challenge in 2010.

The Explorer's Garden is a wonderful venue and I would encourage those living locally and their customers to not only attend the Enchanted Forest in the evening but also to visit the Explorer's Garden in the daytime.

Finally, I am pleased to advise that preparations for the Enchanted Forest are nearly complete, we have organised the event and implemented a robust and wide ranging marketing strategy that should bring over 20,000 visitors to the area. Its now up to you to make the event a success for your business and for Highland Perthshire and I look forward to working with you to ensure this success.

Eddie Thomson

Enchanted Forest Wins Awards

The Enchanted Forest, Scotland's premier sound and light show, swept the floor at this year's prestigious Scottish Event Awards, beating off stiff competition from some of Scotland's finest events to scoop the **Event Management Grand Prix**, alongside the awards for **Best Cultural Event** and a commendation for **Best Large Event**.

The ceremony was held at Edinburgh's Corn Exchange and saw the event, which was run last year by the not for profit Highland Perthshire Community Interest Company, claim Scotland's top event title against some of the country's most well known events and festivals including Bauer Radio Scotland's "Live on Location", Edinburgh's Hogmanay, Glasgow Film Festival, the Hebridean Celtic Festival, Celtic Connections and Piping Live.

The Enchanted Forest was founded in 2002 with just 3000 visitors attending in its first year. In 2010 the event attracted over 20,000 visitors to the area and now contributes over £1million to the local economy. The Enchanted Forest will celebrate its 10th anniversary in 2012.

Derek Allan, chairman of The Enchanted Forest, who was invited to address the audience at the awards ceremony, commented "This is real recognition of what a community can do when they put their minds to it. It is testimony to the hard work and dedication of the many people in Highland Perthshire who have grasped, with both hands, the organisation of such a major event and have added their own touch of excellence to The Enchanted Forest. I am extremely proud of both the event and our team."

This year the event moves to a new location at The Explorers Garden in Pitlochry and, true to its Big Tree Country roots, will transform this specimen woodland garden into a son et lumiere journey of discovery for visitors that showcases some of the area's most celebrated trees.



Enchanted Forest Wins Awards



This year's show "Transitions" has been designed by Scottish designers Simon Wilkinson (lighting) and R J McConnell (sound) whose combined expertise put on the multi-award winning 2010 event.

The move brings with it a number of fringe benefits which will improve the event's green credentials, as well as the bottom line for its customers. The new, more central, location means that customers will no longer be required to catch a bus to and from the event, the cost savings of which are being passed on to the youngest visitors (under 3 years old) and to wheelchair users who will now be able to attend the spectacle free of charge. Organisers have also taken the decision to extend the event's run from its traditional 17 nights to 23 nights in 2011, which will open up the event to a potential 25,000 visitors – something which they would have been unable to achieve at Faskally Wood.

Richard Pinn, VisitScotland Regional Director said: "We welcome the news that The Enchanted Forest is to be extended this year as it gives more people than ever before the chance to go along and experience what is one of Scotland's most magical events, particularly since bringing it forward also aligns it with the school holidays."

"The Enchanted Forest is already very popular and important to the Perthshire area, so much so that it was one of the many iconic elements chosen to feature in VisitScotland's new "Surprise Yourself" campaign. Events are hugely important to the future growth of the tourism industry in Scotland and it is great to see this investment in and development of The Enchanted Forest" he concluded.

The Enchanted Forest will take place from Friday 7th – Saturday 29th October 2011 at The Explorer's Garden in Pitlochry.

Enchanted Forest Information

Event Logistics: What you Need to Know

By extending the duration of the event to incorporate four weekends, from 7th to 29th October inclusive, we are now able to encourage even more people to visit the Highland Perthshire area which is the main purpose of the event. During these dates The Enchanted Forest will be in operation from approximately 5.30pm until 10.30pm (see www.enchantedforest.org.uk for individual event times).

All visitors are being directed to use the town centre car parks and 'AA' road signs will direct them both into the centre of Pitlochry and on foot to the venue.

Local company Elizabeth Yule will be providing a regular 'pay as you go' bus service throughout the event, operating from outside Fisher's Hotel and leaving every 20 minutes to transport passengers to and from the event.



Community Matters

We have assigned 50 free tickets to The Enchanted Forest for members of the Highland Perthshire Area Community Interest Company (CIC). These will be issued on a 'first come' basis. CIC members seeking a free ticket should email Eddie Thomson on thomsonskye@aol.com with their full contact details to find out how to collect their free ticket.

On Saturday 29th October 2011 we plan to hold a Community Ceilidh at Pitlochry Town Hall from 7.30pm. CIC members will be given priority in relation to purchasing tickets (£3.50 each). As before, please email Eddie Thomson at thomsonskye@aol.com if you want to purchase tickets before they go on public sale.