

Heritage Tour Guide Training Pack

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www.moraysgreatplaces.com

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Introduction

Moray is a great place full of fabulous heritage and history that should be celebrated.

The Project

Bringing people to the area by uncovering intriguing stories associated with Moray will help increase engagement, tourism and education of the area. It will also help Moray grow and develop now and for the future.

The main aim of the 'Stories from the Shadows' project is to link Moray's Great Places together by developing really fantastic characters stories that lead you through the landscape.

The overarching aims & objectives of the project are:

- To provide greater access to the local heritage.
- To create a sense of ownership of and pride in the historical and environmental legacy within Moray particularly by the younger generation.
- To create the opportunity to conserve and improve the built, historical, natural, cultural and social environment.
- To improve the economic opportunities within Moray.
- To develop and enhance the visitor experience in Moray



The Walking Theatre Co

The Walking Theatre Company is a Social Enterprise based in Argyll who produce critically acclaimed interactive theatre across the UK, and beyond.

Our unique brand of interactive 'walking' theatre literally takes our audiences on a journey, both physically and creatively, walking through any environment imaginable. Our skilled team of professional actors gently draw audiences into the drama, making a fun, interactive spontaneous event, creating an interactive performance full of fun and energy, suitable for everyone, bringing a place, a time, and a group to life, no matter where the location, and whatever the weather!

We pride ourselves on producing high-quality, interactive, educational and imaginative theatre experiences.

We are delighted to be working closely with the Moray's Great Places project to bring you this exciting bespoke, performance, tour guide training in the art of working as Historical Character guides, actor-vators and Storytellers.

The Training

We invite you to help Moray's great characters step forwards into the light. By bringing the characters to life, the aim is to discover local knowledge surrounding them, the places they are associated with, and the legacy that remains.

The characters that have been identified by those behind the project thus far, and who we will be focusing on throughout this training experience are:

The Real Macbeth, Pict, Timmer Floater, Rioter, The Wolf of Badenoch, and an Illicit Stillier.

To find out more about the Discover Moray's Great Places, visit www.moraysgreatplaces.com. From the website, you will be able to download 'The Plan' which includes a lot of great background as to how the project came about, and the people and companies behind it.

What is a Heritage Tour Guide?

A Heritage Tour Guide is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organised tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest, attractions sites.

They are a confident, approachable presenter of information regarding a specific place, event, or time, and must be well-versed on the subject matter, and comfortable speaking to the public.



What makes a good Heritage Tour Guide?

“Find a job you like, and you’ll never work a day in your life.” – being an independent heritage tour guide is a great example of a job that could bring you a fantastic level of professional satisfaction. Choosing locations and subjects you are passionate about and sharing your knowledge with new people on every tour feels a million miles away from the ‘9 to 5’, and is also a great hobby to ‘keep busy and active’ for retirees.

The qualities a strong Heritage Tour Guide must possess are:

1. **Strong communication skills**

Guides should be great at projecting their voices across to a group, and be able to do so in a clear and easy to understand way. On an interpersonal level, knowing how to communicate well with people is a huge asset.

2. **A Knowledge for Local**

Anyone can memorise and recite facts, but someone who thoroughly enjoys the subject matter and has a working knowledge of the area will not only make their tour guiding experience personable and unique, but it will also be a much more interesting

experience for both guide and audience. Being able to bring your own knowledge, experience, and personal anecdotes to the tour can provide a more genuine experience for the guests, and provide stronger job satisfaction to the guides.

3. **Enthusiasm**

Just as many guides will often play off the energy of the group they are guiding, your guests will likely feed off the energy of their guide! You have to be enthusiastic about what you are talking about and where you are...but not so enthusiastic that you fail to sound genuine!

4. **Punctuality**

Punctuality is a 'can't do without' quality for tour guides. If your guide isn't on time to meet arriving attendees at the meet up location there will be confusion, frustration and unhappy tour goers.

5. **A Keen Sense of Direction**

Outside of the fact that your tour guides should know where they're going, they should also be able to help direct guests. Often guides have to be prepared to give some general directions to help people get to where they need to be when the tour is complete.

Performance and Presentation

Before any performance, it is important to warm up. Much like an athlete about to start a race, you will be using many muscles (often without thinking about it), and in order to ensure peak performance (and avoid injury), it is vital that you are warmed up and ready for to go.

This doesn't mean that you must do a strenuous exercise routine before performing, but a few key exercises can help you give the performance your best.

Warm up your body

You are going to be walking with your audience, it is important that you are physically warm. A brisk walk, a few stair climbs or even some jogging on the spot, should be enough get you started.

Stretching

Remember to breathe throughout these exercises

- Begin with some gentle stretching, working your **neck**. Roll your it around forward, backwards and side to side. Roll it around in one direction, and then the other.
- Move your **shoulders** up and down, then roll them forwards and backwards.
- Swing your **arms** in a circle in one direction, then the other, then swing them in opposite directions.
- Stretch your **ribs** by lifting your arms above your head, then lean to one side, feeling the tension release on your ribcage. Hold for a beat, then return to your starting position. Then repeat for the other side.
- Now with your **feet** shoulder width apart, bend forward at the waist, drop your head, with your arms extended down towards the ground and let them hang there, hold for 10. Then slowly start to rise, vertebrae by vertebrae, until you return to your starting position, bringing your head up last.
- Finally, shake everything out, give your body a good shake to remove any remaining tension. **Rubber Chicken** is good exercise for this!

Warming up your Voice

Remember to breathe throughout these exercises

- Begin by **humming**. Maintain a steady low hum to begin to warm up the vocal folds. Start lowly and don't worry too much about volume.
- Begin to **siren**, start by humming lowly and start to raise the pitch as high as you can before 'sirening' back down again. Repeat this several times.
- Now beginning with a slow hum on the mmm sound, open your mouth to an aaaaah sound. Repeat with the other vowel sounds. Increase your volume and try to maintain a strong steady sound.

Tongue Twisters

When performing for a large group, **diction** and **clarity** are very important. Practice a few tongue twisters to avoid stumbling over your words in performance. A couple of examples are:

- **Red lorry, yellow lorry**
- **A proper cup of coffee from a proper copper coffee pot**
- **Unique New York, New York Unique**
- **I saw a ship in sight**
- **Rubber baby buggy bumpers**

Stories from the Shadows

All six of our characters are intriguing, evocative figures whose history and heritage is woven throughout Moray. They all have an authentic story to tell, and are ready for Heritage Tour Guides like YOU to share them!

Where did the six characters come from?

The Discover Moray's Great Places Partnership Group hosted a number of interactive community activities throughout 2019 in Moray, as well as obtain a vast array of information from online engagement, which resulted in the identification of our six headline characters who emerged 'Out of the Shadows' to take centre stage for the project.



In February 2019, the Discover Moray's Great Places Partnership Group hosted a photoshoot in Elgin where local Moray residents 'brought the characters to life' through imagery. You can watch a 'Behind the scenes' video from the photo shoot on the MoraysGreatPlaces.com website. The characters may have an image, but it's up to you, our excellent Heritage Tour Guides in the making, to give them a voice and truly bring them to life!

The Real Macbeth

The enigmatic real figures behind the characters in Shakespeare's tragedy have no less of an enthralling and tumultuous story to tell than that of 'The Scottish Play', in which fact and fiction are intertwined.

Before he became King of Scotland *Mac bethad* ruled the kingdom of Moray, where he was born, but unlike the Macbeth of Shakespeare's play, held a legitimate claim to the throne. His union with *Gruoch* (Lady Macbeth) lasted for 24 years, and although their struggle for power was no less determined and bloody, *Mac bethad* was eventually acknowledged as a wise and brave king whose long reign was largely peaceful and prosperous.



The play takes place over the course of a year whereas in reality *Mac bethad Mac findláich* reigned as King of Scotland for 17 years, with *Gruoch* as his queen, the first queen of Scotland to be named in historical records. *Mac bethad* was far from the weak and unstable villain of the play, but perhaps the last of the great Celtic Kings.

It has just been revealed to us that the real Macbeth enacted a law that allowed daughters the same inheritance rights as sons. He also brought in a law that required court officers to defend women and orphans - the equivalent of today's legal aid. He was known for his generosity to the church, and encouraged Christianity throughout his lands. Not at all the flawed character that Shakespeare portrayed.

Source: <https://www.moraysgreatplaces.com/home/2018/12/6/the-real-macbeth>

Character

Mac Bethad Mac findláich (Macbeth)

Mac bethad Mac findláich
All hail the true story
A history in shadow
King of Alba, Mormaer of Moray

Character Description

Male. A leader of men and women. Wise and thoughtful, yet a brave soldier who stood with his soldiers. Fearless, yet kind. His marriage, though political, lasted well for 24 years (until his death). His language is formal, courtly, as old scots as is reasonable for a mixed audiences understanding. Physically able, a trained soldier, a husband and a strong father figure, to his family and his people. He was loved and commanded respect.

Character Facts

Home/Born: Moray around 1005

Father: Finlay, Mormaer of Moray

Mother: Donada, second daughter of Malcolm II (thought to be)

Married: Gruoch: The first named Queen of Scotland in historical records and granddaughter of King Kenneth III.

Titles: Mormaer (High Steward/Earl) of Moray & King Of Scotland.

1040 - Defeated and killed the ruling king, Duncan I.

1045 - Defeated and killed Duncan I's father Crinan (Dunkeld)

1050 - travelled to Rome for a papal jubilee.

Death

1057, killed at the Battle of Lumphanan (Aberdeenshire) by Malcolm Canmore (later Malcolm III).

Character Historical Legacy

Macbeth had ruled the kingdom of Moray, where he was born, with a legitimate claim to the throne, he became King and ruled the Kingdom of Scotland for 17 years, his reign was marked by efficient government and the promotion of Christianity, known for his generosity to the church, he encouraged the tenants of Christianity throughout his lands. His union with Gruoch (Lady Macbeth) lasted for 24 years, Mac bethad has been recorded as a wise and brave king whose long reign was largely peaceful and prosperous.

He put into practice legal reformation:

- a) A law, which allowed daughters, the same inheritance rights as sons.
- b) A law that required court officers to defend women and orphans - the equivalent of today's legal aid.
- c) With a reputation as a brave leader he led successful forays over the border into Northumbria, England, the real Mac bethad was far from the weak and unstable villain of the Shakespearian play, he has been called the last of the great Celtic Kings.

SCRIPT

Macbeth What ho! Hail fine fellows and ladies, good day to you all, its good to see so many welcoming faces before me. I have been away at battle for so many months and now I begin my journey home. Come gather about me and talk/walk, with me a while, I would enjoy the company.

(He chats in character with the guests, building rapport and getting to know the group, asking where they have traveled from, have they come far etc).

Do I have everyone, who wishes to walk with me, good, then we shall proceed. My name is MacBeth Mac findláich, for those of you who are new to our lands, I am by way of (a modest pause), the King. No formality, please, no requirement to bow or scrape, I have ever been a man of the people, my father was the High Steward of Moray a fine fair minded man, he taught me well and I stepped into his shoes. These lands of Moray have been cared for by my family for decades and I intend to ensure our people are well served.

Do not mistake me, my journey was not always easy, my mother Donada, was the second daughter of the mighty King Malcolm II of Scotland and it is through her I take my right to rule. Before I came to the throne I defeated and killed King Duncan and his father, Scotland needed peace and a solid hand at the helm. Under my rule we see peace, prosperity and trade.

This place (***insert venue name***) was part of my Stewardship and as part of Moray is dear to my heart. (***Insert venue details***). My wife and I would walk here when we were courting. You will have heard tales of my lady MacBeth as was, who is now my illustrious Queen Gruoch. Descended from King Kenneth, she is a lady of grace and beauty, who has walks by my side. I have adopted her son as my own and I make no secret that our union saw our lands unite. Aye, so, she was married before and I was the hand that ended her first mans life, that is the way of our world. My Lady was ready to be my Queen and I am blessed.

I seek to create a world of unity, I have forsaken the ways of the old people and under me reign we embrace the ways of Christianity, one God to guide us. I am planning a papal pilgrimage to Rome and my wife will go with me, we shall process through countries and over sea's and there is always space in a Royal procession for lords and ladies who would join us. We are a progressive court, I have already put into practice legal reformation, now by the law of our land our daughters have the same inheritance rights as our sons and next I move that

women and orphans have legal support and defense of the court. I seek to make changes for the will of our people.

A king requires a strong hand and whilst I pray that our country will prosper and be at peace. There are always skirmishes at our borders, this very day, I am in preparation to lead an army over the boundary of Northumberland and if any of you wish to join our forces, we welcome the strong and the true to our ranks. Brave and true I shall defend our Kingdom. Enjoy this space, as I and my wife do (***insert more venue detail***).

Now I thank you for your time, stay and enjoy the view, matters of state call me, so I bid you farewell.

The End

The Wolf of Badenoch

From his isolated island stronghold at Lochindorb Castle, the infamous Alexander Stewart, or the Wolf of Badenoch as he became known, inflicted a reign of terror upon the lands of Moray.



His father, King Robert II of Scotland, granted Alexander the title Lord of Badenoch in 1371. His marriage to Euphemia, Countess of Ross further extended his territory and powers and he acquired the title, Earl of Buchan. When his wife proved unable to bear a child Alexander dismissed her to make way for his mistress. The Bishop of Moray had refused his request to annul the marriage and sent a messenger to inform Alexander of his excommunication from the church. The Wolf's retribution was swift and in 1390, he descended from his fortress and set alight the towns of Forres and Elgin.

According to legend, one night the Wolf of Badenoch was visited by a man cloaked in black, who engaged him in a game of chess. When the visitor declared 'checkmate' there was an almighty storm and in the morning the Wolf was found dead within the castle. Whatever his true fate, the Wolf of Badenoch remains one of the darkest and most formidable characters in the history of Scotland.

Source: <https://www.moraysgreatplaces.com/home/2018/12/6/the-wolf-of-badenoch>

Character

Alexander Stewart – The Wolf of Badenoch

*Cathedral and Toun
Wyld wrath did engulf
Lone Lochindorb Castle
The lair of the Wolf*

Character Description

Male. A strong willed man, who can charm when it suits. He is cunning and powerful, has a regal air about him, as he makes a point of stressing his connection to the throne. His language is formal, courtly, as old Scots as is reasonable for a mixed audience's understanding. Physically strong, a trained soldier, who expects to command. He is aware of his 'power' which he enjoys.

Character Facts

Home: The isolated island stronghold at Lochindorb Castle.
Father: King Robert II of Scotland,
Mother: Elizabeth Mure of Rowallan.
Wife: Euphemia, Countess of Ross
Titles: Lord of Badenoch in 1371.

Character Historical legacy

The Wolf of Badenoch inflicted a reign of terror upon the lands of Moray. He is reported to have fathered over 40 illegitimate children.

Churches: After the Bishop of Moray "Alexander Burr" refused Alexander's request to annul his 'fruitless' marriage. Alexander expelled his wife in favour of (one) of his mistresses, (Mariota Athyn), the Bishop sent a messenger monk to inform Alexander of his excommunication from the church. The monk was imprisoned in a pit and in a rage in May 1390, the Wolf, descended with a large number of "wild, wykked Hieland-men." And sacked the town of Forres, and en-route to Elgin, destroying Pluscarden Abbey. On 17 June 1390, he destroyed Elgin Cathedral, the second largest cathedral in Scotland, widely known as the Lantern of the North and set fire to the town.

Death

One night he was visited by a man cloaked in black, who engaged him in a game of chess. When the visitor declared 'checkmate' there was an almighty storm and in the morning the Wolf was found dead.

SCRIPT

Wolf I see you, come, you would parlay with me a while, ye have taken the time to make it to my halls, so ye shall have the benefit of an audience with your laird. Come now gather about, dinne hang back there Sir or Madam, dinee think that the Wolf of Badenoch canne see ye. I have eyes every-where, these lands of Moray are mine, by the right of my birth. I am a son of our King, Robert the II of Scotland, know you that I have the throne to my back, so you had better watch yours!

Ach, its only by way of a wee jest, I like to see new faces about me, you might bring me tales from afar, where do you hale from (he asks audience member and makes a gentle comment or note of interest in recognition of the journey that person has made)

So, you all gather here and admire the view. This is 'insert name of location' is a place that I like to visit.

****Character now inserts venue detail and purpose in his story**

This information can be taken brief location description, local knowledge and any site information available.

Remember to talk in the first person as if you are the character seeing the location through his eyes and through his purpose.

I can be quiet here and there is none to cause me grief, no miserly men of God sent to thwart me. I have a wife who cannot bear me a child, I married the Lady Euphemia in good faith, she was the Countess of Ross and united her lands to mine, but I must have an heir. I have fathered over 40 offspring with women who welcome me to their bed, but my own wife gives me no child and so I must get rid, it is more than a man can bear and none can blame me. All I want is my marriage annulled and I can take me a wife who has born me sons. I would see Euphemia returned to her family and at peace, I bear her no malice, but I will not be thwarted.

The Bishop of Moray, one Alexander Burr, has refused my request and now he will have me excommunicated from the Church. He sent one of his flea-bitten monks to tell me, and now the cur graces a pit were he shall rot at my pleasure.

I will have my way, these men of Moray will bend to my will, or else it will be the worse for them. This is the way of our lands, the feu Lord has the right of it and remember that I have the king behind me.

Burr continues to deny me, so he will be crushed. This day my band of wild, wykked Hieland-men will descend upon Moray Cathedral and burn it, that will show who is the Laird of these lands. They say I dance with the devil you know, I say he dances with me. So fine ladies and gentlemen, I thank you for your indulgence this day. You will remember the day you walked the lands of (*insert venue*), in the company of the Wolf of Badenoch.

The End

Illicit Stillers

Once the hub of Scotland's illicit whisky trade, the hills of Moray once disguised a complex web of activity. The sites of secret whisky bothys are still being discovered today and the remains of these small huts in the mountains serve as relics to a once thriving yet hidden industry.

The location of the bothys was intended to give the stillers the best view of any approaching excise men that might be on the hunt for them and were ideally located nearby a natural source of running water.

The Cabrach was the at the heart of the illicit whisky trade. It has been suggested that at one time every farm in the parish contained an illegal still from where the whisky would be smuggled far and wide. This bountiful trade not only supported the local economy but also strengthened and united the communities of Moray.



The folklore story below was very kindly communicated to us by Ben Hinnie, who offers these great opportunities in Moray www.stories-by-the-way.co.uk

The Changeling

Many years ago there was a great trade in the smuggling and sale of whisky from the many illicit stills that were hidden in the hills and glens of Speyside. A couple of enterprising young Speyside lads who were involved in this lucrative trade regularly made trips, over various secret routes, from the area around Glenlivet and Glenrinnnes to sell their goods in Badenoch and Fort William,

On one occasion, in Glenlivet, they were loading their pack horses with whisky distilled by a crofter who was one of their regular suppliers. Once their small barrels of

whisky were secured they were standing at the door of the croft, having a farewell dram with their friend and his wife. Suddenly, they heard the couple's recently born baby scream out as if in pain. The mother went into the house and blessed the baby then spoke tenderly to him as she gently rocked his cradle. This seemed to soothe the bairn and the menfolk's attention turned back to their drams, before the lads headed off to deliver their cargo.

They had not gone more than a few miles when they heard a whimpering sound coming from the heather by the side of the track. Looking around they found, to their great surprise, a bonny wee bairn lying swaddled in a warm tartan plaid at the road-side. Their surprise turned to horror as they realised that the bairn was their friend's new born!

After a few minutes pondering this strange turn of events the lads realised that fairies must have taken away the human bairn and left a changeling in its place. The men concluded that the baby must have been dropped here when the mother had given the distressed child the holy blessing back at the croft. It was well known throughout the area that fairies often replaced human babies with their own kind as they believed that fairie children thrived on a diet of human breast milk.

Being nearer to their destination than the croft they decided to take the bairn with them and look after him until their business was done. Their intention being to reunite the parents with the wee bairn on the way home.

Some days later, they arrived back at the croft but said nothing about finding the child who was hidden in a bundle of blankets secured on one of their ponies. The mother was glad to see them safely returned but was distressed because, since they had left, her baby had been struck by a strange disease and no one in the glen knew what ailed him but few thought he would recover. As she was telling them this, the baby in the cot whimpered and sobbed between uttering strange, animal like, snorts, screams and roars..

On witnessing this, the young men went out to their ponies and returned with the couple's real baby in very healthy condition and told the couple how they had found him. The mother then placed the baby back in his cradle while the lads put the changeling into a creel with some straw around him in order to burn him. It was widely believed that the best ways to be rid of changelings were by holding it underwater or holding it over a fire. These methods would expose the fairie child and force it to return home to its own kind.

Realising how the human folk were intending to deal with him, the changeling decided not to hang around to suffer his fate. He uttered a hellish scream before flying up the smoke-hole in the roof. Turning menacingly as he reached this smoky exit he screamed at the couple that the arrival of their guests had saved them and their baby from a very different ending...

The Water of Life

With thanks to Peter Bye-Jensen, The Cabrach Trust

Beyond the famous whisky trail lies the cradle of single malt. Concealed within the unassuming hills of the Cabrach are the remains of secret whisky bothys. Beautiful low walls beside the burns now overgrown with moss and vegetation are tantalising indicators of a once forbidden industry.

The bothys were well camouflaged in order to evade excise men, however, certain logistical requirements dictated their locations. A ready supply of running water was vital to the process and production was at its height during the winter months when water from the burns would be plentiful and cool. The excise men would struggle to navigate the landscape in harsh conditions, whereas the smugglers knew their way instinctively in and out of the Cabrach. The smoke from the bothys was also presumably harder to spot against a cloudy winter sky.

If caught, the stillers would face a fine and possible prosecution. To evade this they would often divide the dismantled equipment, so no one person could be deemed

responsible if apprehended. The Cabrach consisted of proud and tightly-knit farming communities and warning systems were developed to indicate when excise men were on the move. An example of this was to place white linen on a peat stack, this would be clearly visible from the site of the bothy.

From 1823 onwards it was possible to be granted a license to distill, this largely dispelled the network of stillers and smugglers that inhabited the Cabrach, whose stubbornness, willpower and ingenuity paved the way for the brands we know today.

Source: <https://www.moraysgreatplaces.com/home/2018/12/14/illicit-stiller>

Character

Jimmie Sharpe – Stiller

*An underground network
To deliver a dram
Here's to freedom an' whisky
To the distillery man*

Character Description

Male early 30's. A man of the land with a farming tradition, very embedded in the local community and well connected and well liked. Charming and fun, with an eye to the best opportunity. An advocate for the common man with a loathing of Government (especially Westminster), shades of Robbie Burns:

Character Facts

Name: Jimmie Sharpe

Age: 32

Relationship: Eldest enterprising son of the farmer, with aspirations to marry and set up a farmstead of his own

Date: Early 1800's.

Home: Blackmiddens Farm, Cabrach.

Location and background

The lands of Moray were once a hub of Scotland's illicit whisky trade, where the hills disguised a complex web of activity. A network of secret whisky Bothys, located by a natural running water, were built to give the stillers the best view of approaching excise men. Every farm would have had its own illicit still. Illicit whisky bountiful supported the local economy and strengthened and united the communities of Moray. A known supplier lived in Glenlivet.

Transport crews with packhorses would go around picking small barrels up distilled by a crofters.

The Cabrach 'a place of many secrets' (hilly area of Moray) consisted of proud and tightly-knit farming communities and warning systems were developed to indicate when excise men were on the move. An example of this was to place white linen on a peat stack, this would be clearly visible from the site of the bothy.

"When the Excise Act changed in 1823 and smaller distilleries became legal, the illicit distillers came down off the hills and set up in farmsteads like Blackmiddens.

"Blackmiddens Distillery played a short but significant role in the history of whisky-making in the North East of Scotland and, by surveying the site, we are delighted to support the Cabrach Trust in its research.

Bothys

The bothys were well camouflaged in order to evade excise men. Certain logistical requirements dictated their locations. A ready supply of running water was vital to the process and production was at its height during the winter months when water from the burns would be plentiful and cool. The excise men would struggle to navigate the landscape in harsh conditions, whereas the smugglers knew their way instinctively in and

out. The smoke from the bothys was also presumably harder to spot against a cloudy winter sky.

Blackmiddens was producing litres of illegal alcohol during the 18th Century.

Event: Jimmie Sharpe hired a horse-drawn hearse and loaded the coffin with whisky, the Excise men had set up barricades in near Aberdeen, as the hearse and the gang of Freebooters 'in mourning' approached, the Excise took their hats off as a mark of respect and the coffin passed through, to be sold in Aberdeen.

Local background: <http://www.cabrachtrust.org/wp-content/uploads/2017/04/The-history-of-Illicit-distilling-in-the-Cabrach.pdf>

SCRIPT

Jimmie: You lot there, aye I see you. Gather around. You'll be looking for a dram I suppose, well alas I've none for ye. (*He drinks from a hipflask*) Oh, this? This is for testing. I must ensure my latest dram of good quality. There's a lot of competition in these parts, if you want to make some proper coin, you need to ensure your uisge beatha – the Water of Life is the best around!

Now, what brings you folks to Moray? You wouldn't be excisemen, would you? Here trying to fill the King's pockets with the earnings of the good, honest men of the Cabrach. Well, perhaps not entirely 'honest', but *good* men. It's a hard graft taking our beautiful Scottish water and turning it into something even better. The beautiful golden nectar should be enjoyed by the people of Scotland, not used to line London's pockets!

I'm Jimmie Sharpe, and I work at my father's farm in the Cabrach. It's a hard life and the land isn't suitable for crops, which is why as you look around the hills, you'll not see many working the fields. They're all in the bothys, working at the still.

There are bothys scattered about all over the Cabrach. Trip over a tree root and your likely to land in an illicit still! They are well hidden, mind, covered in moss and bracken, designed to be easily missed by the zealous Excise men who are forever scouring the hills in search of us. You'll see often see them traipsing up and down the burns and streams looking for any sign of a still.

The bothys are always positioned close to a good water source. You see, you need a few key ingredients to make whisky and good, clear, running water is one of the most important.

Next, you'll need your malt, we use a barley called bigg here in the Cabrach. The lowlanders would say that it's of low quality, but once it's mashed you wouldnae tell the difference, and once it's been through a Cabrach still, you'll no taste a dram like it.

You need fuel to work your still, we don't have the access to coal that they have further south and carts loaded with the black stuff, heading into the hills would be sure to attract attention, so we burn peat. It doesn't burn as cleanly as coal, but it burns well and gives the whisky a smoky quality. It might not suit the delicate lowland palettes, but up here, it's what we know. A real drink for real men.

It's hot, smoky work. Best done in the winter months when the smoke from the still is well hidden against the grey sky and the bitter winter cold make all but the most determined of excisemen reluctant to leave the warmth of their hearth.

Once you've made your spirit, and perhaps sampled a bit. It's time to get those barrels in a cart and out to customers. This is one of the hardest parts of the job. Carts are regularly stopped and searched, so you need to be prepared.

Once, I had heard that the excisemen had set up barriers just outside Aberdeen, I had several barrels bound for the city, and no way to get them there. I had an idea, I hired a hearse and loaded the coffin with barrels, nailing the lid down. I had my men dress in black and we accompanied 'the dearly departed' on his 'final journey'. As we neared the barricade, my heart began to race, but as we approached the assembled men, they each took off their hats and bowed their heads and allowed us to pass.

We arrived safely in the granite city, sold our wares, and I assure you we gave 'the departed' a hell of a sendoff!

THE END



Timmer Floaters

The restless River Spey gathers in speed as it descends from the Cairngorm mountains to the sea. The fastest flowing river in Scotland, for centuries the Spey has shaped the landscape and character of Moray, driving local industry and passions.

In the 1600s timber felled in the ancient inland forests was transported downriver by men known locally as 'timmer floaters'. Equipped with a long stick, called a floater's cleek, the men would buckle their raft and float it downstream for forty miles to the firth. It was gruelling work and their spirits would be kept up with drams of warming whisky. The timber was used to meet the high demand for railway construction, and later for shipbuilding where the river meets the sea at Kingston and Garmouth, from where over 500 vessels were launched. For 200 years, Moray was the leading exporter of timber in Britain.

The following short stories were very kindly communicated to us by Ben Hinnie, who offers these fantastic opportunities in Moray www.stories-by-the-way.co.uk

A Hazardous Journey

The timmer floaters faced many obstacles on their long and perilous journey down the River Spey. Their rafts would often be made up of 150 to 200 sleepers and as well as manoeuvring them around large rocks and boulders, the floaters had to navigate a notorious pool on the Tulchan estate where the water level drops dramatically.

When they eventually reached the estuary at Garmouth, a rope boom would be waiting, stretched across the river, to snag the rafts. On at least one occasion, two rafters were drowned when the river was low. The rope was too high to snag the raft and caught the men at chest level. They were knocked from the raft and swept to their deaths.

The Story of Lobban

On one trip, a raft guided by a skilled floater called Lobban, got stuck on the big rocks at Carron for 3 hours. By the time he delivered his load to Garmouth and been paid the last coach back to Grantown had left.

Undaunted, he left his cleek and put his address on it to be sent with the coach the next day. He then proceeded to walk the forty miles to his home at Lower Dell. All that he carried was a small bag o' meal. He asked for hot water at cottages on the way, then made a bowl of brose and enjoyed a smoke before continuing his walk.

He left Garmouth at eleven o' clock in the morning and arrived home next morning at six o' clock, having walked all day and through the night. After a hearty breakfast he walked the two and a half miles down to the River Spey and started to construct his next raft.

Boatbuilding on the Spey

Once the timber from the forests of Rothiemurchus had been rafted down the Spey, it was shipped from Garmouth to the rest of Britain and beyond. Archaeological excavations of the area of the Great Fire of London have uncovered timber bearing the Rothiemurchus mark.

In 1785 two shipbuilders bought the Glenmore forest from the Duke of Gordon. The men were William Osbourne of Kingston-upon-Hull and his partner, Ralph Dodsworth of York. The pair established a shipyard at Kingston, naming the village after Osbourne's home town. Their business thrived and some 60 or so wooden vessels were constructed there before the yard closed in 1815.

Memoirs of a Highland Lady

This is a charming description of the economic and cultural relationship between the upstream forests and the timber distributors of Speymouth from Elizabeth Grant's memoirs, dated 1809 -

"On leaving Duffus we drove on to Garmouth to see Mr Steenson, my father's wood agent there ; he had charge of all the timber floated down the Spey from the forest of Rothiemurchus where it had grown for ages, to the shore near Fochabers where it was sorted and stacked for sale.

"There was a good-natured wife who made me a present of a milk-jug in the form of a cow, which did duty at our nursery feasts for a wonderful while, considering it was made of crockery ware ; and rather a pretty daughter, just come from the finishing school at Elgin, and stiff and shy of course. These ladies interested me much less than did the timber-yard, where all my old friends the logs, the spars, and the deals and my mother's oars were piled in such quantities as appeared to me endless.

"The great width of the Spey, the bridge at Fochabers, and the peep of the towers of Gordon Castle from amongst the cluster of trees that concealed the rest of the building, all return to me now as a picture of beauty. The Duke lived very disreputably in this solitude, for he was very little noticed, and, I believe, preferred seclusion."

Boring Mill Cottage

"Half of London Used Them"

The thriving timber industry led to the construction of many sawmills along the River Spey. In the Cairngorms National Park on the banks of the river lies an 18th Century Mill House. It was originally built as a corn mill and was extended in the 1800s to incorporate a sawmill.

Logs were floated down the River Spey from the forests of Rothiemurchus to the mill where they were bored into drainpipes before continuing their journey downriver. From

Garmouth they were transported to the city of London and archaeological excavations of the area of the Great Fire of London have uncovered timber bearing the Rothiemurchus mark.

At one time there were many water powered sawmills at various points along the river. We're interested to learn more about these mills, their locations and purpose. What can you tell us?

Source: <https://www.moraysgreatplaces.com/home/2018/12/6/timmer-floater>

Character Timmer Floaters

*'Steering his timmer
With cleek and currach
Treacherous waters
Spur on the raft'*

Character Description

A sturdy strong man, light on his feet and at one with nature. He is resourceful and quick to read the landscape about him. A local man, skilled but not highly educated. He is agile and aware as slow Timmers are dead Timmers.

Character Facts

Name: Loban (factually accurate)

Age: 40

Relationship: Single

Date: Mid 1666.

Home: Lower Dell

Work He started his rafts in the forests of Rothiemurchus.

Location and background

In the 1600s timber was felled in the ancient inland forests of Moray. For over 200 years the practice continued. The timber was used to meet the high demand for railway construction, and later for shipbuilding where the river meets the sea at Kingston and Garmouth, from where over 500 vessels were launched. Moray was the leading exporter of timber in Britain

The men that transported lashed together rafts of timber, downriver along the river Spey, were known locally as 'timmer floaters'.

Logs were floated down the River Spey from the forests of Rothiemurchus to mills where they were bored into drainpipes before continuing their journey downriver. From Garmouth they were transported to the city of London and archaeological excavations of the area of the Great Fire of London have uncovered timber bearing the Rothiemurchus mark. 'Half of London' was built with Moray timber.

As time went on, the thriving timber industry led to the construction of many sawmills along the River Spey. At one time there were many water powered sawmills at various points along the river, a shipyard on the Spey thrived until 1815.

Working Conditions

The timmer floaters faced many obstacles on their long and perilous journey down the River Spey. Their rafts would often be made up of 150 to 200 sleepers and as well as manoeuvring them around large rocks and boulders, the floaters had to navigate a notorious pool on the Tulchan estate where the water level drops dramatically.

Equipped with a long stick, called a floater's cleek, the men would buckle their raft and float it downstream, if set at a mill, they would wait and then carry on their journey for forty miles to the firth. It was gruelling work and their spirits would be kept up with drams of warming whisky

When they eventually reached the estuary at Garmouth, a rope boom would be waiting, stretched across the river, to snag the rafts. On at least one occasion, two rafters were drowned when the river was low, as if the rope was too high to snag the raft it could catch the men at chest level. They were knocked from the raft and swept to their deaths.

SCRIPT

Lobban Ah, hello there. Not a bad day, eh? Well, if you're here looking for Timber, I afraid I can't help you. All my timber is counted and ready for shipment, due for Garmouth and I'll leaving shortly, and it's all coming with me. I'm Lobban, and I'm what they call a 'Timmer Floater', it's my job to load up my raft with Timber and guide it through the waterways of Moray to get it wherever it is needed!

Our ancient forests provide good, strong timber. It is felled there and then transported along the Spey to the sawmills where it is shaped and made ready for use. That is where I come in, my raft is piled high and I get on my way.

Following the great Fire of London, there has been a huge demand for Timber, that's where my load is going. I need to get it on my raft to Garmouth, where it'll then be taken by ship to the London to continue the rebuilding of the city. They say that 'half of London' is built with Moray timber! The demand is high, but thanks to us Timmer Floaters, we can meet it.

It's no' a job for the feint hearted, the Spey can be a perilous journey with many rocks and narrow passes to navigate. Using a long stick, known as a 'Floater's Cleek', I must guide my raft passed boulders and other dangers and out to the estuary at Garmouth. There's particularly dangerous pool in the Tulchan Estate, where the water level drops quickly. You must keep your wits about you, as a 'slow Timmer is a dead Timmer!'

Once into the Estuary, a rope boom is stretched across the river to snag the rafts. You have to be careful mind, if the water level is low the rope will hang higher than usual and can catch a Timmer in the chest and knock him overboard. I know of at least two men who were caught by the rope and drowned.

After you tie up your raft, it's onto the coach and home to build a new raft and start it all over again.

It's a hard life, but due to the fire in London, Timber agents are offering a premium rate for multiple loads. Last week, my raft got stuck at Carron for almost 3 hours! After managing to wrestle it free, I made it to Garmouth too late for the last coach. I wrote my address on my cleek and left it to be taken by coach the next morning, and I set off on foot.

It's forty miles from Garmouth to my home in Lower Dell, but I had no time to waste. I had a small bag of meal and I stopped at cottages along the way for hot water and a smoke before continuing my journey. I left Garmouth at eleven in the morning, arriving home at six o'clock the following morning. After breakfast, I walked the two and a half miles down to the Spey and started making a new raft. I got it loaded up and away I went again. I got the second load delivered and I even managed to get the coach home! I could've slept for a week after that one, I tell, you! However, the work of a Timmer, is never done. The world needs Timber, and Moray is the place they'll get it from!

The End

Pict

The Picts or Picti meaning 'painted people' were by the fourth century AD the predominant people of northern Scotland. It is probable that prior to the Roman invasion of Britain they existed in separate tribes, only forming a kingdom in response to the threat of invasion. It is in the Pictish Chronicle that the name 'Moray' first appears, thought to mean 'beside the sea'.



The Picts left behind no written records. The language they spoke has been lost and their way of life remains shrouded in mystery. Romanticised images of woodland folk have inspired fairy stories and over time the idea of the Picts has permeated folklore and legend. What does survive is evidence of their settlements, notably the ancient fort at Burghead, which is thought to have been the centre of the Pictish Kingdom.

Most intriguing of all are the Pictish stones, large monoliths carved with emblems and symbols, that have been discovered throughout Moray. There are many theories, and multiple books have been published in an attempt to unlock the meaning of these symbol stones, but their true significance remains an entrancing puzzle, waiting to be solved.

Source: <https://www.moraysgreatplaces.com/home/2018/12/6/pict>

Character

Pict – The Painted People

*A painted people
Language unknown
Mysteries and mirrors
Picters in stone*

Character Description

Tribal group

Named after 'painting' tribal marking by 3rd party source

Character Facts:

Their Records come from third party descriptions, namely Roman & Scottish

Pictish Carved stone Artwork exists today

297BC First mention of Picti by Roman writer Eumenius

Earlier mention by Tacitus, of Caledonians (a tribe).

'Picti' painted people name given by the Romans or 'Pecht' an ancient Celtic name for 'ancestor'

The Picts exist in the written record from 297 CE until c. 900 CE, their absence from written history after this date does not mean that they mysteriously vanished or were conquered by the Scots; it simply means no more was written about them as they merged with the southern Scots culture, so the two histories became one from then on.

Character Historical legacy

Picts – is a generic term to describe a confederation of tribes who banded together to ally against common foe.

The Picts held their territory against the invading Romans although they were sometimes defeated in battle, they hold the distinction of never falling to the invading armies of Rome, even though the Romans attempted conquest numerous times

SCRIPT

Rhian Good day to you all, I bid you all welcome. It is good to see so many new welcome faces this is a special place for gathering and all tribes are welcome to muster under the banner of the Picts. My name is Rhian, my tribe are all here as is fitting and I have been asked to bid all new comers welcome. So are you here, is everyone gathered (she ensured she has her group together). So walk with me a while. (she moves the group on).

This place (insert name) is special to all of the Pictish people, it has long been a place of meeting, for celebrations, for the exchanging of news and for greeting kith and kin, this is also the place where we must muster to raise warriors for war. As you walk about you will see the banners of many Pictish Tribes raised and for those of you that are joining the army, you are most welcome. For those of you who are not fit to fight, tasks will be found for you, as no army marches with food in the belly. The woodland about is game full, badger, deer and birds, and if you are keen and quick, take to the waters, as fish are a plenty.

I am a warrior for my tribe, I have been so for 30 summers and long winters. Life is good by the most part, although I have survived some squirmishes. Long have the Picts lived in these plentiful lands in peace and harmony, but now Roman invaders turn their eyes to our shores and spoil our peace. They are an avaricious people, they seek to acquire our lands and take our people as slaves. We will not be subjugated, I will die no mans slave.

So this is why we gather, there is a battle coming, but now you are with us, I know our Gods are smiling upon us and we shall see our victory, after all so we not have the Gods on our side? The runes are cast, and again and again, they say that invaders will never take these shores.

We are by law a peaceful people, we see many strangers and all who come in peace are welcome, it saddens me that we should fight again, but fight we will. You will come with me and I will tell you more about this place. (insert site detail as if in real time).

Hold a moment, I hear the hunting horn sound, we are nearing the time to march, I will leave you to make your own way to your own tribe. Courage will bind us and the gods bless you all.

THE END

Cullen Rioter

The seatown of Cullen is one of many traditional fishing villages that line the north coast of Moray.

The old fisherman's cottages are orientated to take the brunt of the coastal winds. They stand sideways to the sea, built to endure whatever storms may come their way. The fishing industry was thriving in the 19th century. As well as seaborne exports, the railways enabled wider land distribution. Processing the catch and dispatching it for transportation was the task of the fishwives who would clean, salt and pack the fish, walking many miles to distribute it locally. They assisted in hauling the fishing boats onto the beach, as well as occasionally carrying their husbands to and from the boats in bad weather.

Life in the fishing communities was hard and the townsfolk were fiercely loyal and supportive of one another. This is evidenced in the following (highly entertaining) extract -

"An exciting eviction scene took place at Cullen on Saturday. On the previous day Mr Alexander McGregor, Sheriff-officer, endeavoured to evict James Mitchell, carter, and his wife, at the instance of a Mrs Harthill, but as soon as the fisher people of Seatown became aware of what was going on they returned the furniture to the house by the back door as fast as it was carried out at the front door by Mr McGregor and his assistants. They finally became so threatening that the officer had to declare he was deforced.

"Thereafter the crowd visited Mrs Harthill's house and burned her effigy. On Saturday another attempt was made to carry out the eviction with the aid of Inspector Chapman, two sergeants, and fourteen policemen. A great many women, with their sleeves rolled up, collected in front of the house, while Mrs Mitchell remained within and barricaded the door. On the arrival of Mr McGregor he was at once surrounded by the angry women. The policemen, with drawn batons, however, soon cleared the section of the road in front of the house.

"The Sheriff-officer's assistants at once attacked the door with a pick axe, amid the wildest vows of vengeance by the crowd, but the door withstood all their efforts, to the great delight of the spectators. The window, which was then smashed in, was found to be too small for a comfortable entrance to be made. While near the window the Sheriff-officer was greeted with showers of crockery, and he retired with an ugly cut on the hand. The sight of blood flowing very freely was greeted with cheers of exultation by the crowd.

"Returning to the window a little later a small tin pail came from within and struck him on the face, cutting him and causing blood to flow. The pick axe was procured, but only a small strip of the door was broken, when the axe head fell inside and was captured by Mrs Mitchell. An assistant being sent for another implement, he considered discretion advisable and did not return. A large sledge hammer, however, was got, and while the door was being broken down frequent volleys of whiting and soot were fired from within, covering Mr McGregor and his remaining assistant. On the door being demolished, Mrs Mitchell was taken into custody to the great indignation of the crowd, which, fortunately, was not very large owing to the absence of most of the fishermen on the West coast.

"During the proceedings an effigy of Mrs Harthill was exhibited, and then torn to pieces by the excited females. The throwing of stones and stale herrings was resorted to, and excited gesticulations and blood-curdling threats were freely indulged in. Only the good turn-out of police prevented a serious riot. Mrs Mitchell is a daughter-in-law of Mrs Harthill, but has married a second husband. There is said to be a dispute as to the ownership of the house.

“Mrs Mitchell was liberated on Saturday evening, bail being fixed at £5, and she was cited to appear before a Police Court at Cullen yesterday (Friday).”
from The People’s Journal, Aberdeen, Scotland, Saturday June 28, 1890
Many thanks to Stan Slater for supplying the above text.

The summary below is derived from David Gordon Mackay’s book *Leave it to the Wifies*. We are very grateful to David for getting in contact with us and bringing this story to our attention.

The Battle of Kingston Beach

In 1847 after a number of poor harvests, the people of Moray were desperately hungry. The unpopular Corn and Navigation Laws meant that corn was becoming unaffordable and what wasn’t sold domestically was then exported, mainly to Spain and France. Along the Moray coast could be seen ships loaded with grain, awaiting the order to sail. Two such ships were moored in Kingston Harbour, the ‘Jessy’ and the ‘Guardian’. The desperate locals approached them to request to purchase some grain but their request was firmly declined.

They decided to dispatch small boats to Burghead, PortGordon and Buckie requesting assistance. The following day young men from Portgordon, Garmouth and Kingston, and Fochabers marched on the residence of the Duke’s Commissioner for Moray. The men demanded that they be permitted to purchase grain for twenty shillings a boll. Their requests were once again refused.

Meanwhile in Garmouth the Wifies had banded together, with no idea what was happening elsewhere, they approached the captains of the two ships and demanded they leave some grain for the community there. When the captains once again refused, the women’s enraged response was to throw him into the sea.

When twenty infantrymen from Nairn arrived on the beach at Kingston to disperse the rioters, women were lining the streets of Garmouth, stones filling their apron pockets and when the captain who had been thrown from the staging clambered ashore he was thrown directly back into the water.

A member of the army grabbed a woman named Jeannie Lovat by the arm and her friend Meggie MacDonald punched him hard in the face. Eventually the Sheriff’s agent asked the captain of the Guardian if he would offload enough grain at twenty shillings a boll to satisfy the women, who continued to hurl stones at the troops, only when the Captain agreed did the battle finally subside.

Source: <https://www.moraysgreatplaces.com/home/2018/12/6/rioter>

Character Meggie MacDonald – Cullen Rioter

*A local injustice
The townsfolk amass
Ne'er summon the fury
O' a fisher lass*

Character Description

Female. Meggie is a local woman, a kenspeckled figure. She makes her living as a herring gutter, but with the grain failure she is struggling, like all the women to feed her 8 children. It galls her to see the fine ships taking guid scots grain away. She has money and she wants to buy grain. Tension is high and Meggie is right at the thick of it. She likes a chat. Her man is away and she rules the roost.

Character Facts

Name: Meggie MacDonald

Home/Born: Garmouth

Married: To a Fisherman: She is one of the 'wee wifies' of the toon

Age: 24

Date: 1847

Location: Kingston Harbour

Location and background

In 1847 after a number of poor harvests, the people of Moray were desperately hungry. The unpopular Corn and Navigation Laws meant that corn was becoming unaffordable and what wasn't sold domestically was being exported, mainly to Spain and France. Along the Moray coast could be seen ships loaded with grain, awaiting the order to sail. Two such ships were moored in Kingston Harbour, the 'Jessy' and the 'Guardian'. The desperate locals approached them to request to purchase some grain but their request was firmly declined

The Battle of Kingston Beach

So the Wifies of the toon, banded together and approached the captains of the two ships demanding that they leave some grain for the community. Once again the captains refused, the women were so enraged that they throw the men into the sea. When sometime soon 20 infantrymen from Nairn arrived on the beach at Kingston to disperse the rioters, the women were ready for them. They lined the streets of Garmouth, with their apron pockets full of stones and pelted the soldiers. When the ships captains tried to clamber ashore they were thrown back into the water. A soldier roughly grabbed a woman named Jeannie Lovat and so her friend Meggie MacDonald punched him hard in the face, freeing Jennie. Eventually the Sheriff's agent asked the captain of the Guardian if he would offload enough grain at twenty shillings a boll to satisfy the women, who continued to hurl stones at the troops, only when the Captain agreed did the battle finally subside.

SCRIPT

Meggie Hello to you, now gather up. Come on everyone who is with me, lets get our group together, we have to be quick as they will be here soon and with all the trouble recently, we all know that the Justice has decreed that groups shall not gather in the streets for fear of riots. Riots! I ask you, we are protesting, we have our right to live and we shall not be deterred. Now we had better get a move on and all stick together, I want to talk to you all (she moves the group on)

This place (insert site name and location), is always a good place to gather as we can see all the approaches and make a quick getaway if the soldiers arrive. So it is good to see you all here and gathered to our cause. We women of the town have decided that enough is enough. Our people are starving, for the last few years the harvests have been failing and the people of Moray are hungry. I for one, wont see my weans starve, eight of them I have and everyone I love as much as the other, I wont have them die. Oh there is grain, and plenty of it, but where does it go, to the people, who work hard and strive, no! It gets sent away on boats to the people of Spain and France. Now I don't begrudge them, they have families too, but we should be feeding our own folk first and not taking the bread from hungry babes to put gold into the governments purse. Enough is really enough.

Only this year, 1847 another bill passed, so now we have the Corn and Navigation Law, which means our grain is more and more expensive and the government can make pockets loads of gold by selling it abroad. All along the Moray coast we watch ships loaded with grain, sitting awaiting the order to set sail. It's a disgrace. Why there are, two such ships were moored in Kingston Harbour right now, you can see them, the 'Jessy' and the 'Guardian'. A few days ago men set out in boats to talk to the Captain, all they wanted was to purchase a few sacks of grain, but they were firmly refused and put off the boats. If that isn't bad enough, we see the sailors up and down the town, making free in the taverns. I have nothing against them or their Captain, but we want grain and a few sacks is so little to ask for, when both those great big boats are stuffed full of the stuff.

So myself and a few other wives, we approached the Captains as they supped their ale, thinking that we could appeal to their finer nature, get them to think of their own families, but no, they refused. It was more than 'their job was worth'. They would not budge, we pleaded and we begged, we offered money and other things, we were desperate. Then one of them suggested our men should be called to beat us, so well, I am afraid things turned rather nasty. My friend Jeannie, shouted 'lets cool these fine gentlemen down', so we bundled them up and threw them into the sea and there they stay until we get our grain. Jenny is keeping watch and every time they try to climb over the harbour wall, she and her lassies tipped them back in.

So then came the military and that is where things got very interesting. The soldiers were called to stop the riot, but we ladies are ready for them. We filed our pockets and aprons with rocks and lined the streets and as soon as those soldiers appeared, we let them have it. We pelted them with stones. There was a Battle royal on Kingston Beach. It did get a bit rough, one of

them soldiers grabbed Jeannie as she tipped a Captain back into the water, he was manhandling her something shocking, so I rolled up my sleeve and punched him hard in the face. It calmed down when the Sheriff's agent stepped in, and over all the noise and the hubbub, he negotiated, to get enough grain offloaded from the ships to satisfy us women, only when the Captain agreed did our battle end. We paid twenty shillings a boll, it was a fair price. So there is grain in the town stores for each family. Mind you all keep an eye out as the soldiers are still lurking and I don't trust them not to put the put in if they can as they were not happy being bested by a pack of women. It's a small victory, but it means our children will not go hungry tonight.

The End

Creating your own Tour Guide Experience

Now you have the skills, the stories and the characters, your next step is to think about the experience!

USP

USP stands for Unique Selling Point.

Your USP is what distinguishes yourself from others in the market place.

It can quite literally make or break your business because it tells your target audience exactly why you are different, what you bring to the table, and why they should choose you over the competition.

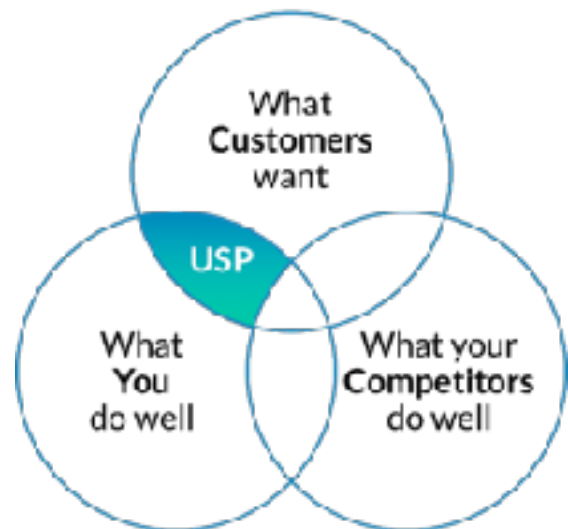
Advantages of having a strong USP include clear differentiation, loyal customers, improved revenue, and simpler selling, all of which help make what you offer the most attractive on the marketplace.

Can you explain why YOU and YOUR PRODUCT are different?

WHAT do you do?

HOW do you do it?

WHY do you do it?



Brand Name and Delivery

Depending on the path you wish to take your Heritage Tour Guide training, you have the option to 'go it alone' and create a business as an individual. For this, you will need to give your business a snappy and memorable name that aptly reflects who you are and what you do.

In it's most simple form, this could be your name, "Joe Bloggs – Heritage Tour Guide" however, you also have the option to be more creative and choose an innovative name for your offering.

Choosing something that makes you stand out (think back to your USP!) will also involve ensuring you have a coherent vision of your brand.

Ignyte Brands offer a clear and concise explanation to what a brand is, and its importance

"A brand is the way a company, organization, or individual is perceived by those who experience it. More than simply a name, term, design, or symbol, a brand is the recognizable feeling a product or business evokes.

"Brands, then, live in the mind. They live in the minds of everyone who experiences them: employees, investors, the media, and, perhaps most importantly, customers.

"Simply put, brands are perceptions."

For more fantastic information delving into the world of what a brand truly is, visit:

www.ignytebrands.com/what-is-a-brand

Activity

Think about your role as a Heritage Tour Guide.

- What are you offering from your tours?
- What do you want people to gain from the experience of joining your tours?
- What makes your tours yours? (USP!)

Create a list of buzzwords to describe your brand:

Logo

Once you have your company name and brand, the next step is the visual imagery that makes you stand out – your logo. A logo is an important branding investment for any business, as symbols are succinct and efficient ways of communicating information about who you are and what you do.

A combination of text and imagery works well, with an icon or image that represents your product, and text with your company name or initials. You do not need to be a graphic designer or artist yourself to create a logo – there are lots of online platforms where you can create your own logo, or of course you can invest in a professional designed logo.

It's important that you are happy with your logo, and that you can identify why it is a visual representation of you and your business.

Have a look at the logos below, and make comments on:

- What makes them stand out?
- What makes them effective?
- Do they tell you provide enough information on the product?



Copyright

The Copyright, Designs and Patents Act 1988, is the current UK copyright law. It gives the creators of literary, dramatic, musical and artistic works the right to control the ways in which their material may be used. The rights cover: Broadcast and public performance, copying, adapting, issuing, renting and lending copies to the public. In many cases, the creator will also have the right to be identified as the author and to object to distortions of his work.



Copyright arises when an individual or organisation creates a work, and applies to a work if it is regarded as original, and exhibits a degree of labour, skill or judgement.

Interpretation is related to the independent creation rather than the idea behind the creation. For example, your idea for a book would not itself be protected, but the actual content of a book you write would be. In other words, someone else is still entitled to write their own book around the same idea, provided they do not directly copy or adapt yours to do so.

Names, titles, short phrases and colours are not generally considered unique or substantial enough to be covered, but a creation, such as a logo, that combines these elements may be.

Normally the individual or collective who authored the work will exclusively own the rights. However, if a work is produced as part of employment then normally the work belongs to the person/company who hired the individual. For freelance or commissioned work, rights will usually belong to the author of the work, unless there is an agreement to the contrary, (i.e. in a contract for service).

Only the owner, or his exclusive licensee can bring proceedings in the courts against an infringement.

For more information on Copyright, contact Business Gateway.

Feedback

Feedback is the breakfast of champions! All feedback is positive.

Obtaining feedback is a vital way to continue developing your skills as a tour guide, presenter and performer. It allows you to find out what those who are experiencing what you are offering really think – what they liked, and what could be developed further.

Nobody expects you to be perfect, however putting in the requisite time to prepare will help you deliver your piece better. Try not to take feedback personally – constructive criticism will help you develop! For example, you may not be able to completely shake your nerves, but you can and will learn how to minimize them.

A feedback form serves an easy way to collect opinions from your audience. Development is an on-going process, so it is good to give feedback forms regularly and to gain different perspectives from different audiences.

Feedback forms are considered one of the most efficient and economical methods of understanding customers and measuring customer satisfaction. Ensure what you ask on the forms are **targeted** and **focused** on the tour as a whole customers and measuring customer satisfaction.



Example Questions:

Did you enjoy the tour?

- Why?
- What did you like?
- Were there any things you didn't like?

Did you learn anything new?

Was it easy or hard to understand?

Moving Forward

Sales and promotion through marketing, social media and client contact are essential to moving your new business forward!

Marketing and Social Media



You can create free dedicated social media pages to promote your Tour Guiding, connecting with locals, tourists, visitors, customers and clients.

Facebook – set up a Facebook Page to not only share and promote your venture, as well as your upcoming tours, but also to connect with both clients and audience members who will be able to help with cross-promotion. Facebook is also a great way to link in with local groups and pages to help spread the word and keep connected with other events in the area.

Instagram – this is a very visual platform, which will help you share both images and short videos with your followers. A great way to show off your fantastic character, as well as all the exciting and diverse venues you find yourself on with your guiding.

Twitter – another great platform to connect with clients and customers. Short and immediate, great to share tour dates and venues, and connect with the local area, fellow tour guides, and events by getting comfortable with hashtags. #Moray #Heritage #TourGuide

YouTube – creating short YouTube videos and vlogs is a truly great way to stand out from the crowd, make an impact, and show off what you can do! Giving both clients and potential audience members a ‘taster’ of what you can do and where you can take them is an advantage not worth missing out on! You don’t need to have film experience or fancy equipment – most smart phones will do perfectly well, and there are many free video editing software kits available to download if you wanted to add more to your adverts.



While both Facebook and YouTube do offer you the chance to ‘pay’ for adverts or pro accounts, you can do a lot of promotion for free. Paying for Facebook ads can help widen your audience reach, but not essential to a proactive and useful account.

Other forms of promotion include:

- Writing a press release and sharing it with local newsletters and newspapers.
- Creating posters and asking local shops, groups, venues, and notice-boards to put them in the window. (Some may charge a small fee!). [canva.com](https://www.canva.com) is a great website for creating free posters.
- Local Radio – contact your local radio station and tell them about your venture, and hopefully you will find yourself with a short interview with one of the hosts.

How to contact potential clients

One of the fantastic attributes about the six characters identified by the Discover Moray's Great Places project is that they all have stories and relevance across Moray, and therefore offer a variety of diverse venues for you to perform your tours! You will find a list of prospective venues included in this pack, but remember there will be many more out there!

When contacting a potential venue, we advise:

- Making sure you know your product and what you are offering thoroughly. Think about your USP, and buzzwords to describe your tours.
- An initial phone call to enquire who the best person to talk to about tours and events at that venue is. Be prepared, as you may be speaking to that person, you may be put through, or you may be given their details to contact them separately.
- If you are emailing, make sure your email address is suitable, as this could be the first impression you give to your potential customer. unicornjaffacakes@ilovevampires.com might not give the best impression for a professional Heritage Tour Guide! You can create a new, free email address and keep all your work separately via a number of hosts including Gmail and Yahoo.
- Venues may ask for a site visit, for you to go and meet with them in person and tell them more about what you can offer. Remember, you are offering them your services, so think of this meeting as an informal interview. This is another chance to make your USP shine! Make sure you do some research regarding the venue prior to your visit - find out what events or tours they already host / have hosted in the past, along with any site-specific references between your character and the venue.
- If you are selling your services, don't be afraid to talk about money. Know your costs, and be confident. Too often creative people are offered work 'for free' because 'the exposure will be good for you', or 'it's a natural talent', or 'it would be good promotion for you to say you've performed here' – however, that does not pay the bills! Know your product, know your costs, and be confident in what you can provide.
- - Put yourself in your potential clients shoes and ask yourself: Why would this tour compliment my venue? What would my customers gain from this experience? Would this experience add value to customers visit? Would this offering add monetary value to a visit to my venue?
- Don't be afraid to follow up initial contacts, whether email or phone. Venues, especially large heritage sites open to the public, can be very busy and emails or phone calls can go untouched for a while – it's okay to send a gentle nudge to your contact to remind them of your fantastic tour guiding offer!

Venue List

The Wolf of Badenoch

1. Falconer Museum

Address: Tolbooth St, Forres IV36 1PH

Phone: 01309 673701

Email – museums.forres@moray.gov.uk

Kirsty Conti – Development Project Officer (Heritage & Tourism)

Phone – 01343 563406

Email – kirsty.conti@moray.gov.uk

Friends of the Falconer Museum: to contact the Friends of the Falconer Museum, please email: falconerfriends@gmail.com

2. Kinloss Abbey

Address: Kinloss, Forres IV36 3TL

Email: info@kinlossabeey.org

3. Pluscarden Abbey

Address: Pluscarden, Elgin IV30 8UA

Phone: 01343 890257

4. Elgin Cathedral

Address: King St, Elgin IV30 1HU

Phone: 01343 547171

5. Spynie Palace

Address: Near, Elgin IV30 5QG

Phone: 01343 546358

6. Drumin Castle

Address: Ballindalloch AB37 9AN

Email: info@drumin.com

7. Ruthven Castle

Address: Kingussie PH21 1ES

8. Lochindorb Castle

Address: It sits on a partly man-made island in this remote loch, 6.5 miles northwest of Grantown-on-Spey and is not accessible by public transport. Grantown-on-Spey PH26 3PY.

Rioter

1. Findhorn Heritage Centre

Address: 1 North Shore, Findhorn, Forres IV36 3YQ

Phone: Tim Negus 01309 691823

Email: findhornicehouse@gmail.com

- 2. Location of Meal Riots**
N/A
- 3. Lossiemouth**
Address: Lossiemouth, IV31 6DJ
- 4. Battle of Kingston Beach**
Kingston, Fochabers IV32 7NT
- 5. Buckie Fishing Heritage Centre**
Address: 10 Cluny Pl, Buckie AB56 1HB
Phone: 01542 834702
- 6. Cullen Riot Location**
N/A

Illicit Stillers

- 1. Dallas Dhu Historic Distillery**
Address: Mannachie Rd, Forres IV36 2RR
Phone: 01309 676548
Email: customer@hes.scot
- 2. Speyside Cooperage**
Address: Dufftown Road, Craigellachie, Banffshire, Aberlour AB38 9RS
Phone: 01340 871108
Email: enquiries@speysidecooperage.co.uk
- 3. Cardhu Distillery**
Address: Knockando, Aberlour AB38 7RY
Phone: 01479 874635
Email: cardhu.distillery@diageo.com
- 4. Macallan Distillery**
Address: Macallan Distillery, Easter Elchies, Aberlour AB38 9RX
Phone: 01340 318000
Email: distillery@themacallan.com
- 5. Dufftown Whisky Museum**
Address: 0 Conval St, Dufftown, Keith AB55 4AE
Phone: 01340 821591
Email: <http://www.dufftown.co.uk/contact.php>
- 6. Cabrach Trust**
Address: Huntly AB54 4EU
Email: hello@cabrachtrust.org
Phone: [01466 702103](tel:01466702103)
- 7. Tomintoul & Glenlivet Discovery Centre**
Address: 43 The Square, Tomintoul, Moray, AB37 9ET

Phone: 01807 350760
Email: Discovery@tgdt.org.uk

Timmer Floater

1. Johnstons of Elgin

Address: Newmill, Scotland, Elgin IV30 4AF
Phone: 01343 554000
Email: milltours@johnstonsofelgin.com

2. Kingston Ship Building Site

N/A

3. Garmouth – Location of Stop

N/A

4. Gordon Castle

Address: Gordon Castle Gordon Castle Estate, Fochabers IV32 7PQ
Phone: 01343 820244
Email: admin@gleco.co.uk

5. Knockando Wool Mill

Address: Knockando Woolmill, Knockando, Aberlour AB38 7RP
Phone: 01340 810345
Email: office@kwc.co.uk

6. Speyside Visitor Centre

Address: Broomfield Square, Aberlour, Banffshire, AB38 9QP
Phone: 01340 881724
Email: enquiries@speysidevisitorcentre.scot

7. Cragganmore Distillery

Address: Cragganmore, Ballindalloch AB37 9AB
Email: Cragganmore.distillery@diageo.com
Phone: 01479874715

8. Ballindalloch Castle

Address: Banffshire, Ballindalloch AB37 9AX
Email: enquiries@ballindallochcastle.co.uk
Phone: +44 (1807) 500205

9. Rothiemurcus – Boring Mill Cottage

Address: Rothiemurchus Centre PH22 1QH
Email: hello@rothie.net
Phone: 01479 812345

10. Tomintoul & Glenlivet Discovery Centre

Address: 43 The Square, Tomintoul, Moray, AB37 9ET
Phone: 01807 350760
Email: Discovery@tgdt.org.uk

Pict

1. Brodie Castle

Address: Brodie, Forres IV36 2TE

Email: information@nts.org.uk

Phone: 01309 641371

2. Culbin Forest Hill 99

Address: Larchwood Cottage, 1 Cloddymoss, Kintessack, Forres IV36 2TG

Phone: 01309 641100

3. Sueno's Stone

Address: Findhorn Rd, Forres IV36 3WX

4. Major Pictish Fort

Address: Pictish Fort, IV30 5TZ

Phone: 01343 835518

5. Sculptors Cave Covesea

N/A

6. Elgin Cathedral

Address: King St, Elgin IV30 1HU

Phone: 01343 547171

7. Elgin Museum

Address: 1 High St, Elgin IV30 1EQ

Phone: 01343 543675

Email: curator@elginmuseum.org.uk

8. Birnie Kirk

Address: Dykeside Cottages, Birnie, Elgin IV30 8SU

9. Scottish Dolphin Centre

Address: Spey Bay, Fochabers IV32 7PJ

Email: dolphincentre@whales.org

Phone: 01343) 820339

10. Knockando Kirk

Address: Knockando, AB38 7RX

Phone: 01340 831497 (Church Office)

Email: info@moraykirk.co.uk

11. Inveravon Church

Address: Ballindalloch AB37 9BA

12. Mortlach Church

Address: Mortlach, Dufftown, Keith AB55 4BR

Macbeth

1. Cowdor Castle

Address: Cawdor Castle Ltd, Nairn, Inverness-shire, IV12 5RD
Email: info@cawdorcastle.com
Phone: 01667 404401

2. Brodie Castle

Address: Brodie, Forres IV36 2TE
Email: information@nts.org.uk
Phone: 01309 641371

3. Culbin Forest Hill 99

Address: Larchwood Cottage, 1 Cloddymoss, Kintessack, Forres IV36 2TG
Phone: 01309 641100

4. Thomson Monument – Old Castle Site

Address: Castle Hill Gardens, High St, Forres

5. Falconer Museum

Address: Tolbooth St, Forres IV36 1PH
Phone: 01309 673701
Email – museums.forres@moray.gov.uk

Kirsty Conti – Development Project Officer (Heritage & Tourism)
Phone – 01343 563406
Email – kirsty.conti@moray.gov.uk

Friends of the Falconer Museum: to contact the Friends of the Falconer Museum,
please email: falconerfriends@gmail.com

6. Sueno's Stone

Address: Findhorn Rd, Forres IV36 3WX

7. Cluny Hill Fort

Address: St Leonards Rd, Forres IV36 2RD
Phone: 01309 672288

8. Laich of Moray

Address: Riach Cottage, Longmorn Cres, Elgin IV30 8RN
Phone: 01343 860274

9. Battle of Pitgaveny & Spynie Palace

Address: Near, Elgin IV30 5QG
Phone: 01343 546358

10. Elgin Castle

Address: Elgin IV30 5RH

11. Birnie Kirk

Address: Dykeside Cottages, Birnie, Elgin IV30 8SU

Useful Contacts

Business Gateway offer fantastic courses and one-to-one support on various aspects of creating and sustaining a business venture. Contact Craig Robertson at the Business Gateway Moray Centre for more info. You can call the office on 01343 509036 or visit the office at 17 High St, Elgin IV30 1EG, or website www.bgateway.com

And don't forget, keep in touch with **The Walking Theatre Company!**

- ★ Sadie Dixon-Spain – Creative Director
sadie@thewalkingtheatrecompany.com
- ★ Colin Little – Associate Director
colin@thewalkingtheatrecompany.com
- ★ Office – 01369 510 898
- ★ Website – www.thewalkingtheatrecompany.com
- ★ Facebook – www.facebook.com/TheWalkingTheatreCompany
- ★ Twitter - @twtc
- ★ Instagram - @thewalkingtheatrecompany