



# THE ATHELSTANEFORD SALTIRE

NEWSLETTER OF THE SCOTTISH FLAG TRUST

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## ARRIVAL SIGN SUCCESSFULLY INSTALLED



The most recent inspection of the Athelstaneford site by VisitScotland in 2001 resulted in the award of a 4 star Visitor Attraction. However, the VisitScotland report highlighted a number of areas where improvements might be considered, including the need for better arrival signage.

It seems that many visitors have been driving through the village and past the Churchyard without realising that this is the site. Others have stopped to visit the Saltire Memorial, but have been unaware that there is a Heritage Centre to the rear of the Church. A number of comments in the visitors book in the Heritage Centre make the same point.

Accordingly, the Trust appointed MKW Design Partnership to prepare proposals to address the problem. Bill Macpherson of MKW came up with a stylish solution, comprising an attractive

sign located to the west of the Churchyard entrance and immediately behind the existing interpretative panel, and a trail of stone Saltire markers to be inset into the pathways to lead visitors to the Heritage Centre (see photos). The estimated cost was £3,726.



In September 2001, application was made to the Heritage Lottery Fund - Awards for All for assistance, and a planning application was submitted. The St Andrew Society generously agreed to contribute £500. In January 2002, East Lothian Council issued planning consent.

In February, Colin MacLean, Scottish Director of the Heritage Lottery Fund wrote to confirm a grant of £3,226. And in April, the sign and Saltire markers were installed.

We will have to wait to see what impact the arrival sign will have. Early indications are however promising. Charlie Blair reports speaking to a bus tour operator who takes visitors to the Seabird Centre in North Berwick and whose route is through Athelstaneford. He had been unaware of the Flag Heritage Centre, but

having seen the new arrival sign, he immediately stopped with a party of Sri Lankran visitors, and says he intends to stop in future!



# GIFT AID BREAKTHROUGH!

Treasurer, Malcolm Duncan, has been working tirelessly since taking up his post to try to close the Trust's annual funding deficit. Put simply, the operational costs at present exceed the Trust's income by over £1000 each year. Clearly this cannot be sustained indefinitely.

Malcolm has already had some success in negotiating reductions in the Trust's annual insurance costs, and in the maintenance of the audio-visual equipment.

His major success, however, has been with Gift Aid. In essence, if an individual pays tax, he or she can through Gift Aid give a sum of money to charity, and the charity can then reclaim from the Inland Revenue basic rate tax on the gift. Annual membership subscriptions to a charity such as the Flag Trust are eligible as Gift Aid

donations. So if a 'Friend' gives £10 to the Flag Trust in the present year, then that gift is worth £12.82 to the Trust!

To the 80 or so 'Friends' who have completed and returned the Gift Aid Declaration Form, a big thank you. Malcolm Duncan has already been able to reclaim some hundreds of pounds from the Inland Revenue, and this will continue.

If you are a 'Friend' who pays income tax but who has not yet joined the Gift Aid scheme, I would urge you to return a Declaration Form soon!



And if you know anyone who might be interested in becoming a 'Friend', please contact the Trust Chairman or Treasurer and application forms and details can be sent off.

## ABOUT THE TRUST

The Scottish Flag Trust was established in 1984 and is a registered charity (Scottish Charity No: SC002778). The Trust's objectives are:-

- The maintenance and upkeep of the Heritage Centre and the Saltire Memorial with its floodlighting;
- Raising public awareness about the origins of Scotland's national flag and about the historic battle site by Athelstaneford.

The Trustees and office bearers are:-

Krystyna Campbell

Dr Winifred Ewing MSP

James Gilchrist

Dr Farquhar Macintosh

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Rina Moore  
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The Earl of Wemyss and March

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(Centre Custodian)  
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David Brittain  
(Clerk to the Trust)  
Tel: 0131.225.1092

Malcolm Duncan  
(Trust Treasurer)  
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The Trust is keen to promote school visits to Athelstaneford, and is happy to supply schools with information packs at no charge. The pictures show P2/3 children from Law Primary in North Berwick, together with their teacher Ms L.Dalgleish, enjoying a recent visit in early June.



Charlie Blair hard at work - ensuring that the setting of the Heritage Centre is in first class condition for visitors.

## TOURIST SIGNPOSTING

The Trustees are still trying to raise the profile of the Athelstaneford site with the installation of additional brown VisitScotland thistle signs. With regards the A1 Trunk Road, we will have to await the results of a signposting review being carried out in conjunction with the proposed new A1 Expressway from Haddington to Dunbar. With regards the local road network, the Trust is trying to

find £600 to allow 3 new signs to be erected at:-

- T-junction in Athelstaneford Main Street
- Junction on Drem/Haddington B1347
- Junction of A6137/B1343

Unfortunately, a recent application to Viridor for funding for these signs under the landfill tax credit scheme was not successful. The Trust will need to seek other possible sponsors.

**VISIT THE WEBSITE**

Information about Athelstaneford can be found under the St Andrew Society Website at **St.Andrew@scran.ac.uk**