

# **Application to Register the Name 'Dundee Cake' as a Protected Geographical Indication (PGI) Under the EU Protected Food Name Scheme**

In 2014 Scotland Welcomes the World



## Food & Drink and Rural Communities Division

T: 0300 244 9572  
E: [dundecakeconsultation@scotland.gsi.gov.uk](mailto:dundecakeconsultation@scotland.gsi.gov.uk)

6 November 2014

Dear consultee,

### APPLICATION TO REGISTER THE NAME “DUNDEE CAKE” AS A PROTECTED GEOGRAPHICAL INDICATION (PGI) UNDER THE EU PROTECTED FOOD NAME (PFN) SCHEME

I am writing to you concerning an application the Scottish Government has received to register “**Dundee Cake**” as a product of **protected geographical indication** under the above scheme. You or your members may have an interest in this application. Details of the scheme and relevant legislation can be found at <http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry/national-strategy/rep/PFNs> on the Scottish Government website.

If the application is successful and the name is protected then only “**Dundee Cake**” conforming to the registered specification would be permitted to use that name. However, before a decision on whether to forward the application to the European Commission for the next stage of the application process can be made and, in compliance with Article 49 (3) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs, we are required to consult interested parties within the UK and provide them with an opportunity to comment or object to the application.

I am therefore attaching the specification for “**Dundee Cake**” which sets out the conditions which would need to be met should the application be approved. If you wish to comment on or oppose the application, you should make your intention to comment/oppose known to [dundecakeconsultation@scotland.gsi.gov.uk](mailto:dundecakeconsultation@scotland.gsi.gov.uk) by **5 December 2014**.

If your comment/opposition is found to be admissible, you will then have until **30 January 2015** to send complete details of your comment/opposition to the same address. For guidance on what constitutes an admissible objection as laid down in Article 10 of the Council Regulations (EU) No 1151/2012 please go to <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:343:0001:0029:en:PDF>.

**If you are aware of other organisations, businesses or individuals who you think should be consulted, please feel free to copy this consultation to them, or inform us of the omission.**

## RESPONSES

**Please send your response with the completed Respondent Information Form (see "Handling your Response" below) to:**

Claudine Duff

Food and Drink Industry Division  
Scottish Government  
B1 Spur  
Saughton House  
Broomhouse Drive  
Edinburgh EH11 3XD

Email: [Dundeeecakeconsultation@scotland.gsi.gov.uk](mailto:Dundeeecakeconsultation@scotland.gsi.gov.uk)  
Tel: 0300 244 9572

### Handling your response

We need to know how you wish your response to be handled and, in particular, whether you are happy for your response to be made public. Please complete and return the **Respondent Information Form** which is attached to this letter as this will ensure that we treat your response appropriately. If you ask for your response not to be published we will regard it as confidential, and we will treat it accordingly.

All respondents should be aware that the Scottish Government are subject to the provisions of the Freedom of Information (Scotland) Act 2002 and would therefore have to consider any request made to it under the Act for information relating to responses made to this consultation exercise.

### Next steps in the process

Where respondents have given permission for their response to be made public and after we have checked that they contain no potentially defamatory material, responses will be made available to the public on the [Scottish Government consultation](#) web pages. Responses can be copied and sent to you, but a charge may be made for this service.

## **Comments and complaints**

If you have any comments about how this consultation exercise has been conducted, please send them to the email or postal address given above.

Please do not hesitate to contact me if you require any further information regarding the consultation process.

Yours sincerely

**Claudine Duff**  
**Policy Officer**  
**The Scottish Government**  
**Food and Drink Industry Division**

## APPENDIX A

### BACKGROUND – THE SCOTTISH GOVERNMENT CONSULTATION PROCESS

Consultation is an essential and important aspect of Scottish Government working methods. Given the wide-ranging areas of work of the Scottish Government, there are many varied types of consultation. However, in general, Scottish Government consultation exercises aim to provide opportunities for all those who wish to express their opinions on a proposed area of work to do so in ways which will inform and enhance that work.

The Scottish Government encourages consultation that is thorough, effective and appropriate to the issue under consideration and the nature of the target audience. Consultation exercises take account of a wide range of factors, and no two exercises are likely to be the same.

Typically Scottish Government consultations involve a written paper inviting answers to specific questions or more general views about the material presented. Written papers are distributed to organisations and individuals with an interest in the issue, and they are also placed on the Scottish Government web site enabling a wider audience to access the paper and submit their responses <sup>1</sup>. Consultation exercises may also involve seeking views in a number of different ways, such as through public meetings, focus groups or questionnaire exercises. Copies of all the written responses received to a consultation exercise (except those where the individual or organisation requested confidentiality) are placed in the Scottish Government library at Victoria Quay, Edinburgh (G-D 42, Victoria Quay, Edinburgh, EH6 6QQ, telephone 0131 244 8455).

All Scottish Government consultation papers and related publications (eg, analysis of response reports) can be accessed at: [Scottish Government consultations](http://www.scotland.gov.uk/consultations) (<http://www.scotland.gov.uk/consultations>)

The views and suggestions detailed in consultation responses are analysed and used as part of the decision making process, along with a range of other available information and evidence. Depending on the nature of the consultation exercise the responses received may:

- indicate the need for policy development or review
- inform the development of a particular policy
- help decisions to be made between alternative policy proposals
- be used to finalise legislation before it is implemented

Final decisions on the issues under consideration will also take account of a range of other factors, including other available information and research evidence.

**While details of particular circumstances described in a response to a consultation exercise may usefully inform the policy process, consultation exercises cannot address individual concerns and comments, which should be directed to the relevant public body.**

1. <http://www.scotland.gov.uk/Publications/2011/03/03173130/4>

## APPENDIX B

### LIST OF CONSULTEES

5 Legal Deposit Libraries  
A Taste of Arran  
Aberdeen City Council  
Achray Farm and Achray Farm Baking  
Age Scotland  
Alan Bruce Cakes  
Aldi  
Alex Dalgetty & Sons  
Alyn Smith MEP  
Angus Council  
APSE Scotland  
Argo's Bakery  
Argyll and Bute Council  
Argyll Bakeries  
ASDA  
Ashers Bakery  
Aulds Delicious Desserts  
Baker Trade Dundee  
Bakery Andante  
BEMIS  
Bibi's Bakery  
British Hospitality Association  
British Library  
British Retail Consortium  
Brodie Melrose Drysdale & Co Ltd\*  
Brownings the Bakers  
Cake Creations by Homewood  
California Cake Co. Ltd  
Campbell Cake Company Ltd  
Campden and Chorleywood Food Research  
Catherine Stihler MEP  
CBI SCOTLAND  
CEMVO  
City of Edinburgh Council  
Clackmannanshire Council  
Comhairle nan Eilean Siar  
Consumer Fosuc Scotland  
Co-operative  
Craft Guild of Chef's  
COSLA  
Clark's Bakery  
Committee Office (Rural Affairs and Environment)  
David Martin MEP  
DEFRA  
Dumfries and Galloway Council  
Dundee City Council  
East Ayrshire Council  
East Dumbartonshire Council  
East Lothian Council

East Renfrewshire Council  
Enterprise Foods Ltd  
Elspeth Attwooll MEP  
Express Bakery  
Equality and Human Rights Commission  
Falkirk Council  
Federation of Chefs  
Federation of Small Businesses  
Fife Council  
Fine Foods of Fife Ltd  
Fisher & Donaldson  
Food & Drink Federation  
Food Standards Agency  
Food Standards Agency – Scotland  
Gardeners of Scotland  
Garvald Bakery  
GH Barnett & Son  
Glasgow City Council  
Goodfellow & Steven  
Harry Gow  
Highland Council  
Highlands & Islands Enterprise  
Ian Hudghton MEP  
Irvings Homestyle Bakery  
Inclusion Scotland  
Institute of Hospitality  
Intellectual Property Centre  
Inspection Body – Dindee  
Inspection Body – Angus  
Inverclyde Council  
JS Ross (Bakers) Ltd  
JM Bakery  
John Purvis CBE MEP  
LACORS  
Lidl  
Lovecrumbs  
Maclean's Highland Bakery Limited  
Maid by Marion  
Malone's Bakeries  
Marks and Spencer  
Mathiesons Foods Ltd  
McGhees Bakery  
McPhies Craft Bakers  
MHOR Bread  
Midlothian Council  
Moray Council  
Mortons Rolls  
Morrisons  
Murray Brothers  
Murdoch Allan & Sons Ltd  
National Association of Master Bakers  
Nevis Bakery Ltd.  
North Ayrshire Council

North Lanarkshire Council  
Orkney Islands Council  
Patisserie Jacob  
Perth and Kinross Council  
Provision Trade Federation  
Ray Allan Baker & Confectioner  
Reid's of Caithness  
Renfrewshire Council  
Sainsbury's  
Saltire Patisserie  
SCDI  
Scottish Bakers  
Scottish Borders Council  
Scottish Disability Equality Forum  
Scotland Food & Drink  
Scottish Enterprise  
Scottish Food and Drink Federation  
Scottish Food Quality Certification  
Scottish Food Guide  
Scottish Grocers Federation  
Scottish Interfaith Council  
Scottish Natural Heritage  
Scottish Retail Consortium  
Scottish Women's Convention  
SG Library  
Shetland Islands Council  
Shortbread House of Edinburgh Ltd\*  
South Ayrshire Council  
South Lanarkshire Council  
SPICE Library  
Stag Bakeries Ltd  
Stephen Pugh  
Stirling Council  
Storm Cakes  
Struan Stevenson MEP  
SRUC  
TESCO  
Thain's Bakery  
The Bakery Dunbar  
The Breadwinner Bakery  
The Crown Estate  
The Guild of Fine Food Retailers  
Thomas Auld & Sons  
The Isle of Skye Baking Company  
The Patent Office  
Top Tier Designer Cakes Ltd  
UK Protected Food Names  
Ullapool Bakery  
VisitScotland  
Walkers Shortbread  
Waitrose  
Welsh Assembly Government  
West Dunbartonshire Council



West Lothian Council  
WM. Stephen (Bakers) Ltd.



# PRODUCT SPECIFICATION

## “Dundee Cake”

EC No:

PDO ( ) PGI ( X )

This document sets out the details of the product specification for information purposes.

### 1 RESPONSIBLE DEPARTMENT IN THE MEMBER STATE

Area 3a

Nobel House

Smith Square

London

SW1P 3JR

United Kingdom

**Tel:** +44207 238 6075

**Fax:** +44207 238 5728

**Email:** [protectedfoodnames@defra.gsi.gov.uk](mailto:protectedfoodnames@defra.gsi.gov.uk)

### 2 GROUP

Name: The Baker Trade Committee

Address: C/O City Development

Dundee City Council

Dundee House

50 North Lindsay Street, DD1 2LS

Tel: +44 (0)1382 434252

Composition: Producers/processors (3) Other ( 1 )

### 3 TYPE OF PRODUCT

- Class 2.4. Bread, pastry, cakes, confectionery, biscuits and other baker's wares

### 4 SPECIFICATION

#### 4.1 Name:

“Dundee Cake”

#### 4.2 Description:

Dundee Cake is the name given to a rich, moist, all-butter “afternoon tea” fruit cake which must be prepared, decorated and baked in the described geographical area.

Dundee cake is studded with juicy sultanas and flavoured with Seville orange, it is a deep cake which is traditionally round in shape but can be made in other shapes to accommodate customer requirements. Regardless of its shape, Dundee Cake is always decorated with blanched whole almonds which give Dundee cake its iconic

appearance. The cake should smell sweet and buttery and have an aroma of bitter orange. It may also contain ground almonds for extra richness and moistness and can be flavoured with sherry. .

The following ingredients only may be used in the production of a traditional Dundee cake:

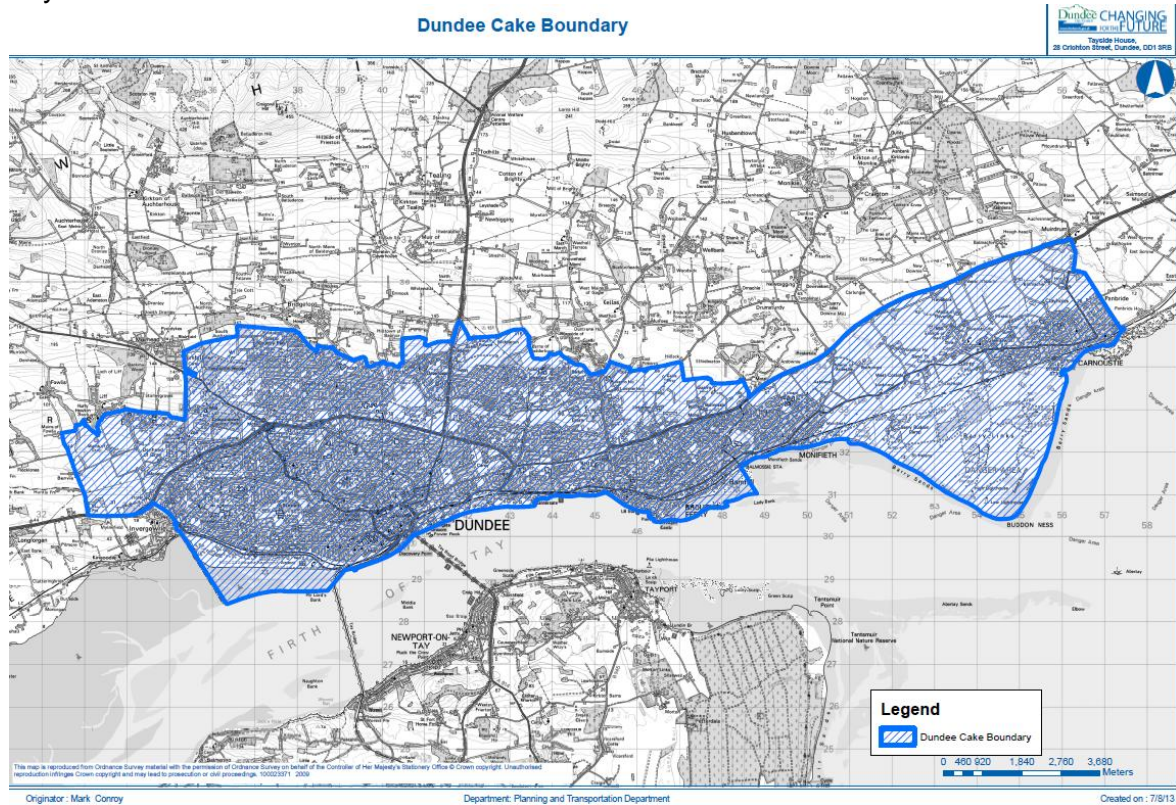
- Salted Butter
- Sugar – caster, granulated, light or dark soft brown
- Free range eggs
- Thick peel Seville oranges (concentrated or other - minimum 5%)
- Finely grated orange zest (minimum 1%)
- Plain cake Flour
- Sultanas (minimum 27%)
- Whole Blanched almonds .(minimum 3%)
- Sherry (optional)
- Ground almonds (optional)
- Split almonds (optional alternative for non-circular cakes)
- Citric Acid (preservative)

#### 4.3 Geographical area:

The area within Dundee with the Postcodes beginning DD1 to DD7;

The Dundee Cake boundary is bounded to the south by the Firth of Tay from a point on Invergowrie Bay to Carnoustie. It is bounded on the western and northern edges by the local authority boundaries of Dundee City, Perth & Kinross and Angus councils to a point west of Ethiebeaton Park at grid reference no 48643327. Its eastern edge is bounded by the a92 to the north and a930 to the east until it meets unnamed road at grid reference no 56263627, then follows unnamed road onto Westhaven road and a straight line to the unnamed road at Carnoustie

bay.



#### 4.4 Proof of origin:

In order to create traceability and proof of origin, each production run will be date coded and documentation must be kept for each production run showing:

- the source and type of ingredients
- percentage mix of ingredients in each batch
- Date of production

#### 4.5 Method of production:

The method of production involves the following ingredients:-

Salted butter

Sugar – caster, granulated, light or dark soft brown

Beaten free range eggs

Thick peel Seville oranges (concentrated or other) minimum 5%

Finely grated orange zest minimum 1%

Plain cake flour

Sherry (optional)

Ground almonds (optional)

Sultanas, minimum 27%

Whole blanched almonds minimum 3%

Split almonds (optional decorative alternative for non-circular cakes)

Citric Acid (preservative)

These must then be mixed in the following order:-

The butter and sugar are beaten until a light and creamy texture is achieved.

Then egg is then slowly blended, the Seville orange, peel and sherry (if used) is then mixed through. At this stage the flour is added and beaten. Once the mixture is beaten to a consistency which will support the fruit, the sultanas are added. The skills acquired by the craft baker will enable then to recognise this stage. The sultanas are mixed in order to ensure an even dispersal. The mix is then weighed (depending on size) into the cake tins and almonds uniformly arranged over the surface of the cake mix. When the cake is being prepared in a circular shape, the almonds must be positioned to create the concentric rings which are a key characteristic of this cake, for decoration for a slab cake, almonds should be arranged in neat rows. Baking time is judged by the craft baker and depends on the size of the product, batch and the oven used by each individual baker. The cake is determined as baked by the artisan baker when it is a golden brown colour and firm to touch with lightly browned almonds.

The following steps must take place within the designated geographical area:-

- Preparation of the cake mix
- Mixing the ingredients
- Baking the cake
- Decorating the cake with the whole blanched almonds, when the cake is round it must be decorated on the top, with whole almonds, arranged in a traditional concentric pattern. Dundee Cake prepared in other non-circular shapes (.i.e. a log or rectangular shaped) may be decorated with whole or split almonds ).

#### **4.6 Link:**

This rich, buttery fruit cake with its nutty topping of almonds is a regional food product of the professional cake-bakers of Dundee. The professional cake-bakers of Dundee are members of a wider group of cake-bakers in other Scottish towns whose origins can be traced back to what is known as the Auld Alliance with France which lasted from 1295 to 1560<sup>1</sup>.

Dundee Cake had strong association to the geographical area through the marmalade makers Keillers of Dundee. Keillers used their surplus orange peel from their marmalade production to create the Dundee Cake. The cake was made as a rich buttery sultana cake flavoured with orange peel and almonds. The Keillers original recipe used Seville oranges, Spanish almonds and Spanish sultanas, a tradition which started as more of a convenience as these products were readily available due to trade in Dundee's port at the time, which was a hive of trade activity from other European ports including Spain whose cargo would include almonds and oranges. This sole use of sultanas (and no other fruits) in the traditional recipe for Dundee cake respects this link to history and differentiates it from other fruit cakes. Keillers also started the tradition of using whole almonds to decorate the top of the cake with the specific concentric pattern to give their cakes a distinctively characteristic identity. Any other fruitcake decorated by almonds concentrically on a round cake and neatly on top on a slab cake which does not follow the above recipe, method and process is an imitation and should not be called a Dundee Cake.

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<sup>1</sup> This was a political alliance which involved intermarriage between the royal households as well as interchange between the two nations to the extent that an area of Edinburgh was known as 'Little France'.

Over time adjustments have been made to the Dundee cake recipe by including cherries or other dried fruits in the cake. These do not adhere to the traditional recipe which was made using only sultanas and oranges .

The earliest version of Dundee cake was developed in the late 1700s, under the roof of Janet Keiller whose shop in the fashionable Seagate area of the town, traded in artisan products from confectionery, preserving and cake-baking trades. In the tradition of handing-on family businesses from one generation to the next, the Keillers set a remarkable record<sup>2</sup>. Janet Keiller's invention of a new type of Seville orange marmalade (spreadable, with the peel cut into chips, rather than the previous thick paste which was cut in slices) launched the family into large-scale commercial production. It was a trade which her descendants dominated, almost unchallenged, until the 1870s - all the while continuing to develop a highly varied business in confectionery, preserving and cake-baking<sup>3</sup>.

Janet was followed in the business by her two daughters, Agnes and Janet, and her youngest son James, who was reputedly a skilled sugarman and cake-baker. The business was named James Keiller in 1797. The old Seagate shop which was also the production unit and family living quarters was sold, after James's death in 1839, by his widow Margaret who took over the management of the business when he died. Margaret bought a new shop and set up a separate factory all within walking distance in the centre of the town.

In the yearly cycle of their production schedule, marmalade was made at the beginning of the year after the oranges had been harvested. During the rest of the year the factory was kept busy with other lines, one of which was candied peel, as described by D Bremner:

*"When the marmalade season closes in the end of March, the manufacture of candied peel, now so much used in cakes and puddings, is commenced, and lasts till the jam fruits begin to appear, which usually happens about the beginning of June. The kinds of peel candied are oranges, lemon, and citron (mainly from Sicily)"<sup>4</sup>.*

Sometime, possibly in the mid to late 1800s, the factory began experimenting with the idea of a special Keiller cake as a useful, non-seasonal item in the company's production schedule. The recipe later became established as Keiller's Dundee Cake. One of its key features the hand-made design of whole almonds on top, was an inspired tactic, creating a cake which was at first instantly recognisable while also filling the gap between an everyday fruit cake and a richly spiced festive cake. It is believed that the use of almonds developed from the company's close links with the Spanish tradesmen which visited the Docks in Dundee For several hundred years Dundee was one of the wealthiest Royal burghs in Scotland. This was due to the particular acumen of tis merchants and the fact that Dundee has a wide river with a deep water and a large natural harbour. Merchants were very shrewd in what they traded abroad and the cargoes they brought back from throughout Europe. Dundee was importing Bordeaux wine, sherry, sherry brandy in much greater quantities than Scotland's other major port at Leith

Throughout Keiller's expansion in the second half of the 1800s their reputation was established around the world, by their guarantee of quality. By 1914, though the original Keiller family were no longer managing the business, their name continued to remain a benchmark for quality which was published in the Dundee Courier for *The*

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<sup>2</sup> Mathew, W.M., *Keiller's of Dundee: the rise of the marmalade dynasty 1800-1879*, 1998

<sup>3</sup> Mathew, W. M., *Animus, Absenteeism, and Succession in the Keiller Marmalade Dynasty*, Journal of Scottish Historical Studies 28.1, 2008, 44

<sup>4</sup> Bremner, D., *The Industries of Scotland*, 1869, 469

*House of Keiller, claiming the “absolute purity of the constituents [of their products] and the perfected processes of production”.*

Documentary evidence; substantiated by anecdotal information from Dundee bakers, that they invented the Dundee cake is confirmed with their advert in 1929.

***“The Ideal Gift for your friend is A Dundee Cake  
(The Original and World Famous) in a handsome airtight tin 2/6.***

***The cake weighs approximately 1½ lbs.***

***Suitable for sending Abroad”<sup>5</sup>.***

Keiller’s continued to maintain its premier position as far as Dundee cakes were concerned. In the years 1931/1932 their ‘Gold Medal’ Dundee Cake won four top awards in bakery exhibitions and in their advert announcing this success they claim;

***“The reason is - Quality- Quality-Quality”<sup>6</sup>.***

While Keiller’s were the creative innovators of the cake, as they were of marmalade, they were not it seems, hostile to imitators. Marmalade imitators largely abided by the Keiller prototype, even deciding to jar it in exactly the same style of white earthenware pot which Keillers had been using since their early years<sup>7</sup>.

Early cake imitators also appear, on the whole, to have stayed fairly close to the Keiller prototype. Free from artificial colours, flavours or preservatives, imitators retained its rich ‘special’ fruit cake tag. Shaped in a round cake tin, in a variety of sizes, it was made with a high butter and egg content, and with refined white flour and sugar, sometimes using ground almonds with dried fruit and candied peel for character and flavour. A hand-made design of whole blanched almonds covered the top surface.

Besides making its name as an ideal gift for a friend at any time of the year, the timing of its rise in popularity in the late 1800s / early 1900s coincided with the invention of the tearoom in Scotland, firstly in Glasgow. It was designed by Charles Rennie Mackintosh and run by Miss Kate Cranston and later adopted in all other Scottish cities. The tearoom ritual, whether for high tea as a meal or afternoon tea only, included a three-tiered cake stand displaying all the glories of the Scottish artisan baker’s craft - including Dundee Cake.

In 1929 as further proof of its links to the city. the then Prime Minister, Stanley Baldwin, referred to the now legendary Dundee Cake in a pre election speech in the city. By this time the cake had become a renowned artisanal product, in the Keillr-quality mould, which can be traced back to Scotland’s earliest skilled baker the “caik baxteris”

The recipe for Traditional Dundee cake was passed down from a master baker who worked for Keillers and wrote down the recipe before going off to fight in the first World War.

Dundee Cake is inextricably linked to the city of Dundee and its history and heritage. The City’s bakers today have come together to ensure that the original quality and ingredients for Dundee cake are maintained safeguarding our heritage and its link to the city protected. The Dundee award winning producers have managed to maintain the Dundee cake as a quality product. by remaining true to its original recipe and production methods. Dundee cake is going through a renaissance at a local level with chefs and restaurateurs now creating contemporary new dishes using it as a key

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<sup>5</sup> The Evening Telegraph (Dundee) April, 1929 see Attached 2

<sup>6</sup> The Dundee Courier, September, 1932

<sup>7</sup> Mathew, W. M., 2008, 48

ingredient on menus across the region. For example , Dundee College catering students have recently developed a Dundee Cake icecream dessert which will be shared at an event locally with the restaurant sector . The Dundee City Tourism Partnership is working with the food sector locally to increase the use of Dundee Cake in menus across the city as part of its food and beverage strategy. .



((Support from Paul Hollywood, Celebrity Baker)

Inspection body:

Name: DUNDEE POSTCODE AREAS

Environmental Protection, Environment Dept

ress:1 Highland Chief Way, Claverhouse Industrial Park, Dundee, DD4 9UA

Tel ; 01382 43000

ANGUS POSTCODE areas

Environmental and Consumer Protection Offices

The Mart, 13 Market Street, Forfar, DD8 3WJ

Tel.: 01307 473913

Fax:

E-mail:

**The inspection body conforms to the principles of EN 45011 standard.**

#### **4.7 Labelling:**

Not Applicable



# Dundee Cake PGI Application

## RESPONDENT INFORMATION FORM

**Please Note** this form **must** be returned with your response to ensure that we handle your response appropriately



### 1. Name/Organisation

Organisation Name

Title Mr  Ms  Mrs  Miss  Dr  Please tick as appropriate

Surname

Forename

### 2. Postal Address

Postcode

Phone

Email

### 3. Permissions - I am responding as...

Individual / Group/Organisation

Please tick as appropriate

(a) Do you agree to your response being made available to the public (in Scottish Government library and/or on the Scottish Government web site)?

Please tick as appropriate

Yes  No

(b) Where confidentiality is not requested, we will make your responses available to the public on the following basis

Please tick **ONE** of the following boxes

(c) The name and address of your organisation **will be** made available to the public (in the Scottish Government library and/or on the Scottish Government web site).

Are you content for your **response** to be made available?

Please tick as appropriate

Yes  No

Yes, make my response,  
name and address all  
available

**or**

Yes, make my response  
available, but not my  
name and address

**or**

Yes, make my response  
and name available, but  
not my address

**(d)** We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?

**Please tick as appropriate**

**Yes**

**No**



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