1 Introduction

1.1 EventScotland’s Beacon Events Programme complements the existing National and International Programmes. The Programme will support strategic development activity in line with the objectives of the National Events Strategy - Scotland the Perfect Stage.

1.2 The application criteria and process are outlined below.

2 Application Criteria

2.1 The purpose of the Beacon Events Programme is to:

Support uniquely Scottish events, which generate tourism benefits, contribute significantly to the Scotland the Perfect Stage impact areas and act as examples of best practice.

2.2 It is expected that applicants will have previously received support through the National Events Programme. Reflecting our National Programme guidelines applicant events must be held outwith the cities of Edinburgh and Glasgow. Event funding proposals which are eligible for support through either the National or International programmes should continue to apply for support through those routes, as funding will not be awarded in the same year through the Beacon Events programme in addition to an award through the National or International programmes.
2.3 Event organisers wishing to apply for funding through the Beacon Events Programme must be able to demonstrate that the relevant event is:

- A recurring event based in Scotland
- Making a strong fit across all aspects of the National Events Strategy
- Able to deliver significantly against the impact areas in the strategy
- A Major Event for the relevant local authority and has committed support from that local authority
- Willing and able to act as a model of good practice to other events
- Committed to supporting national objectives and themes

2.4 Specifically events which will be eligible for funding must be able to meet at least two of the following criteria

a. Attract 50% of visitors from outwith the local authority area
b. Generate or have potential to generate around £500,000 economic impact to Scotland (as estimated through a robust economic impact assessment)
c. Fill a specific geographic, demographic or sector gap in the Scottish events portfolio
3 Application Process

3.1 Event organisers wishing to apply for funding through the Beacon Events Programme should consider the eligibility of the proposal against the criteria set out above, complete the pre-application template available from www.eventscotland.org and return to the EventScotland team prior to submitting a full application. Templates should be returned ahead of the following dates relevant to the individual event;

- Events taking place between 1 July – 31 December 2020 should submit pre-application templates before 7 February 2020.

3.2 Following submission of the pre-application template, the EventScotland team will contact you directly to discuss your proposals and any next steps in submitting an application.

3.3 A maximum award of £25,000 would be made to a successful applicant. Any award through the programme cannot be the majority of income earned, and in line with the National Programme guidelines, any award received cannot equate to more than 25% of income.

3.4 Applications should be submitted to EventScotland using the Beacon Programme application form and clearly setting out how proposals will:

- Deliver significantly against the impact areas of the National Events Strategy
- Meet the eligible funding criteria, including providing relevant economic impact reports
- Assist the event to develop, grow and become sustainable.

3.5 Funding will not be provided for core or capital purchase costs but may be offered for activities such as:

- Strategic marketing
- Adding a new element to the event
- Enhanced media coverage
- Hired equipment to improve the visitor experience
- Hired equipment to increase capacity
- Strategies to engage and/or develop sponsorship networks and relationships
4 Assessment Criteria & Awards Process

4.1 Industry experts at EventScotland look at the ways in which the event will create a positive impact for a specific region of Scotland and Scotland as a whole. These impact areas are outlined within Scotland the Perfect Stage: Scotland’s Events Strategy 2015-2025.

- Economic – Tourism and Business
- Brand, Identity and Reputation
- Media and Profile
- Social and Cultural
- Sustainability

4.2 In addition, the viability of the event and the management experience of the event owners are also assessed to ensure the growth and development of the event is practical and sustainable. Applicants must submit business plans to demonstrate longer term strategies to sustain the event.

4.3 Under the Equalities Act 2010, EventScotland has an obligation to ensure that all event organisers who are applying for funding are fully informed about what they can do to ensure their events are accessible for all visitors; not just regarding access to facilities and goods but in terms of producing the highest levels of service for all. As well as providing better service for visitors it also brings benefits to the organiser; from improved reputation and perception of quality to a higher return on investment and a reason for visitors to return.

4.4 Applicants must be able to demonstrate their adherence to accessibility regulations and be able to demonstrate what procedures they have or are planning to implement. Accessible tourism is worth £370 million to Scotland each year. For more information about what
organisations can do, to make the best possible efforts to ensure access for all please visit VisitScotland.org.

4.5 Funding decisions are scheduled to be made at least four months in advance to allow EventScotland and organisers to work in partnership and maximise the benefits of the event. Therefore applications should be submitted at least six months in advance of the event being held.

4.6 Should requests exceed funds available for the Beacon Events Programme decisions will be made as to best value for public money based on the criteria. Once the funding within a financial year has been allocated, no further applications will be accepted.

4.7 Funding will be paid in instalments against an agreed payment schedule and the final instalment will be made on receipt of a post event report. All supported events must agree to enter into a funding agreement with EventScotland.

Contact

For further information or to discuss your proposals in more detail, please contact the EventScotland team on 0131 472 2343 or at information@eventscotland.org.

November 2019