

## Event Industry Support Fund 3

### Guidance for applicants

#### Background:

In December 2021 First Minister Nicola Sturgeon announced a package worth £375 million in business support to mitigate the impact of public health measures introduced to limit the rapid spread of the Omicron variant.

VisitScotland is administering payments worth up to £19.8 million to the events industry as part of a multi-million-pound funding package for businesses impacted by the spread of the Omicron variant.

This support is designed to recognise the impact of the Omicron restrictions in place across the events sector from early December and into January 2022, and the subsequent cancellation of events up to the end of March 2022.

Following feedback from the events industry and recognising a funding gap for a small number of events businesses in Scotland which have not previously received event-related Covid-19 business support, this fund has been established to provide funding for them if they meet the eligibility criteria set out in this guidance document.

VisitScotland is working with the Scottish Government, Event Industry Advisory Group (EIAG) and those industry bodies which have been involved in the development of previous and current funding schemes related to the events sector, including Creative Scotland and the economic development agencies sector, in order to coordinate the various funds which businesses might be eligible to apply for.

#### Who is this Fund for?

This Fund is for businesses in the events industry, **which have not previously received event-related Covid-19 business support funding**, which are still trading and operating, and which have suffered a financial loss due to the cancellation or restriction of events in Scotland between **8 December 2021 and 31 March 2022** due to Omicron restrictions (the “Events Disruption Period”).

This Fund is open to the self-employed (through limited company or as a sole trader), partnerships and incorporated businesses. Businesses must have a place of business in Scotland or be physically operating in Scotland in order to deliver or supply to the cancelled or restricted events.

A list of Eligible Events Businesses is set out below in Table 1 and for the purpose of this Fund are those organisations which are (i) directly involved in the staging or delivery of live sporting and cultural events and festivals taking place outdoors or indoors, which are open to the public to attend, participate in or spectate safely; and/or (ii) instrumental in attracting, hosting or supporting discretionary business events, incentives and conferences.

The Fund has been established to support Eligible Events Businesses for which a minimum of 25% of their earnings is derived from either (i) the direct supply to, organisation of, and/or delivery of or to events physically taking place in Scotland; and /or (ii) the exporting of Scottish event expertise.

This Fund is intended for businesses which have not received any previous Covid funding for the events sector, including businesses that were ineligible previously. The reasons for this may be, but are not limited to, one of the following reasons:

- The business was not established or trading until after 2019/2020 (the period of eligibility for all previous Covid funding for the events sector);
- The business was unable to provide the financial evidence required for previous events-related Covid funding, for example due to being a new business and unable to provide published accounts for the required time period;
- The business has had a change in ownership;
- The business did not previously meet the 25% earnings threshold in the period up to 19/20, but it can evidence that it now meets this threshold;
- The business did not meet the £10,000 turnover threshold in the period up to 19/20, but it can evidence that it now meets that threshold.

For businesses that were previously ineligible we will require a clear demonstration and evidence that the business is actively operating in the events sector in Scotland, and we will require detailed and verified/certified financial information in order to assess the scale and turnover/earnings of the business.

If you have previously applied for Covid funding for the events sector (EISF, EISF2 and/or the Pivotal Event Businesses Fund) and been unsuccessful then you will need to demonstrate a material change in your circumstances for an application to EISF3 to be considered.

You will be required to inform of us of ANY previous applications to ANY Covid funds from ANY and ALL public bodies in Scotland which were unsuccessful or rejected, including on appeal, so that we can consider the circumstances of those previous applications. Please inform us of any changes in circumstances since those application(s) were submitted and explain why you are now applying for this fund, including any material changes in your circumstances.

You are still eligible to apply to EISF3 if you have received Omicron business support funding (all financial support announced by the Scottish Government on or since 15 December 2021) from another body, provided that amount is below the maximum available to you from EISF3. However, the amount of funding you receive from other Omicron business support funds will be deducted from the maximum amount available to you from EISF3.

You are not eligible to apply if you:

- Have received Omicron business support from a Scottish Government fund that matches or exceeds the maximum available (as set out in Table 2 below) through this fund; and/or
- Are unable to meet key funding criteria, such as 25% of total annual earnings being derived from eligible event types, and a minimum of £10,000 annual earnings from eligible events.

Only one application per business will be accepted.

The following events businesses are eligible for support from this Fund:

Events Medical Services	Accreditation Solutions
Health & Safety Provision for Events	Event Merchandise
Audio Visual and Technology	Photography
Staging and Temporary Seating	Ticketing
Event Equipment Hire	Marketing and PR
Temporary Event Utilities	Design and Print
Production Services for events	Venue Dressing
Marquee Hire	Activity Providers
Production Crew	Exhibition Services
Event organiser / producer / promoter	Florists
Events Freelancers	PCO - Professional Conference Organisers
Catering	DMC - Destination Management Companies
Security	Tour Guide / Operator for event groups
Event Transport	Translation Services for event groups

The Fund is not intended to support; year-round operations such as Visitor attractions; Venues; Showgrounds and funfairs operators; The hospitality industry such as hotels, restaurants, pubs, bars, cafés, and recruitment and staffing agencies for the hospitality industry; nightclubs and mobile discos; private, social and family events (e.g. weddings, dinners, parties, graduation balls, charity dinners); community sports groups, teams or clubs; professional sports teams; artists, bands, performers and athletes; Local Authorities and/or Leisure Trusts; Theatres; Galleries; Museums; Shopping centres and/or retail outlets; Casinos; Bingo halls; Community groups; BID groups; Governing bodies; Market Operators and Wholesalers. Please note this list is not exhaustive, and we reserve the right to add further ineligible business types during the assessment process for the purposes of clarity.

Appendix A provides more detail on the types of events which have a strong alignment to the purpose of this Fund, as well as those events which have limited alignment. All such events would generally be one-off occurrences or taking place annually in Scotland.

### **How much can applicants expect to receive from this Fund?**

The grant award is calculated based on the annual earnings declared by the applicant, and the date(s) when the cancelled or restricted events were due to take place either in Period 1 (8 Dec 2021 to 31 Jan 2022), or in Period 2 (1 Feb 2022 to 31 March 2022), or in both Periods (which would result in 2 payments). The grant award is subject to satisfaction of the eligibility criteria as set out in this guidance and terms and conditions which will be detailed within a grant award letter sent to successful applicants.

Annual Turnover from Events – (£)	Payment in Period 1 - for event(s) cancelled 8/12/2021 to 31/1/2022	Payment in Period 2 - for event(s) cancelled 1/2/2022 to 31/3/2022
10,000 – 24,999	£2,000	£2,000
25,000 – 49,999	£3,500	£3,500
50,000 – 99,999	£5,000	£5,000
100,000 – 499,999	£10,000	£10,000
500,000 - 999,999	£25,000	£25,000
1,000,000+	£50,000	£50,000

### What is the process and timeline of the Fund?

1. Businesses which meet all the eligibility criteria will be able to submit an application form from midday on Thursday 24th March 2022 to 5pm on Thursday 31st March 2022 via the form available on [www.visitscotland.org/events/funding/coronavirus-support-fund](http://www.visitscotland.org/events/funding/coronavirus-support-fund)  
Any applications received after this period will not be considered.  
Applications will not be assessed on a first come, first served basis.
2. As part of the process, VisitScotland may contact the applicant.
3. If your application is rejected, you can appeal this decision as set out within the rejection email. Any appeals should be submitted in writing to [eventsindustrysupportfund3appeals@visitscotland.com](mailto:eventsindustrysupportfund3appeals@visitscotland.com) together with a justification for the appeal. Appeals will be reviewed by VisitScotland staff not involved in the original assessment and a representative from EIAG.
4. VisitScotland has the discretion to audit any applications within a timescale deemed reasonable.

### Eligibility

Organisations seeking to apply for support must be able to meet and evidence the following eligibility criteria:

- Confirm that you were due to organise and/or supply to an event in Scotland which was cancelled or restricted during the Events Disruption Period.
- Confirm that your business suffered a financial loss as a result of the cancellation or restriction.
- Confirm the date, location, venue and organiser/contractor [contact details required] of the cancelled or restricted event.
- Businesses must still be trading, and to have been open/operating during the Events Disruption Period.
- Confirm that you have not received a grant award from any COVID funds for the events industry between August 2020 and 15 December 2021 (either EISF, EISF2, and/or Pivotal Event Businesses Fund, and their subsequent top-ups). A successful application to this fund does not provide retrospective eligibility to other funds or the associated top-ups.

- Confirm that you have a place of business in Scotland or be physically operating in Scotland in order to deliver or supply to the cancelled or restricted events.
- Confirm that your business is an Eligible Events Business as set out in Table 1 above.
- Confirm that either your supply to, organisation of, and/or delivery of or to events (as set out above in the section ‘Who is this Fund for?’) and/or your exporting of Scottish events expertise represents a minimum of 25% of your total annual earnings from all activities (or pro-rata over a 12 month period if your trading history is limited) ;
- If you are unable to provide the financial information required in bullet point above, we will require detailed and verified/certified financial information in order to assess the size/scale and turnover of your business if it is a new business (see Supporting Information below).
- Confirm that the 25% of earnings is derived from an “Eligible Event Type” listed in Appendix A.
- Confirm that your total annual earnings from Eligible Event Types as set out in the corresponding filed accounts or other Supporting Information (e.g. management accounts) is more than £10,000 or pro-rata over a 12 month period if your trading history is limited. If in existence at that time, the business must not have been in financial difficulty as of 30 November 2021 if you are a SME or Large organisation (please see the Subsidy Control section in the Guidance document for more information).

### **What if I or my business has received, or is applying for, other COVID funding schemes?**

- Businesses or individuals who applied for and received funding from any Events Industry support schemes between August 2020 and prior to 15 December 2021 are not eligible to apply to this Fund.
- Businesses or individuals who have applied for and received other funding under the Temporary Framework (see Subsidy Control on p7) prior to December 2020 are not excluded from applying to this fund.
- As set out previously, businesses can apply for this fund if already in receipt of Omicron business support funding from another one of the funds announced by the Scottish Government on or since 15th December 2021, provided the funding received is below the maximum available to your business through this fund as set out in Table 2. The amount of funding you receive from any other Omicron fund will be deducted from the maximum available from EISF3.
- If it is evident that you or your business has received more in cumulative funding support throughout the COVID pandemic from March 2020 to date including all previous funds and currently active applications, than your annual earnings, then we will reduce any award accordingly so that the total funding received does not exceed your annual earnings.
- After 31st March 2022, some applications to this fund may be chosen at random to be audited. Any applicants which are found to have provided incorrect information or received multiple awards will be expected to return their awarded grant.

Note the UK Job Retention Scheme (furlough) is a UK Government scheme therefore businesses that have been able to access the furlough scheme previously are still eligible to apply for this Fund. Individuals who have received support through UK and Scottish Government self-employment support schemes (including SG newly self-employed hardship fund) are also eligible to apply.

## Supporting documentation:

- Bank Statement from no earlier than 8 December 2021 (bank name, sort code and name on account, account number must also be clearly shown on the statement),
- Valid insurance document(s) to cover third party liability and/or employee liability insurance, covering the Events Disruption Period, and
- Published accounts or management accounts, or a letter from an accountant to confirm that the business was open and trading during the Events Disruption Period.
- A detailed Profit and Loss statement if it is not included in the account information provided above
- A completed EISF3 itemised invoice proforma [[www.visitscotland.org/events/funding/coronavirus-support-fund/EISF3-proforma](http://www.visitscotland.org/events/funding/coronavirus-support-fund/EISF3-proforma)] ensuring all fields are fully completed
- If relevant, a completed Omicron Business Fund Support proforma [[www.visitscotland.org/events/funding/coronavirus-support-fund/EISF3-proforma](http://www.visitscotland.org/events/funding/coronavirus-support-fund/EISF3-proforma)] clearly providing the details of each relevant application.
- Names and contacts of two referees who consent to be contacted by VisitScotland in order to verify your eligible business type and supply to the events sector (these contacts could be from suppliers, event organisers, local authorities amongst others); and

## Accessibility, terms and conditions and Freedom of Information

If you are successful, you must sign and return the grant award letter and accept the terms and conditions before the funds will be paid into the organisation's bank account.

Successful applicants may be required to provide a brief report within six months of the grant award being made to assess the value of the grant and the impact of the funding on their organisation. We will contact businesses directly with instructions when and how this information should be provided.

If you receive grant funding from this Fund and it is subsequently determined that you have provided false or inaccurate information as part of your application, VisitScotland will seek to recover, with costs, all sums awarded to you from this Fund.

VisitScotland is subject to the Freedom of Information (Scotland) Act 2002 and may be obliged to release information about your application or grant award in response to any requests received. Information on all grant awards will be published on VisitScotland.org and in the UK subsidy control transparency database (as required) and will be made available to other Scottish public sector bodies.

If you require forms to be made available to you in another format for accessibility reasons, please contact us at [eventsindustriysupportfund3@visitscotland.com](mailto:eventsindustriysupportfund3@visitscotland.com).

## Data Protection

We will use the data provided by you in the application form and supporting documentation to assess your application for grant funding and contact you regarding your application. Your data will be shared with the Scottish Government, relevant local authorities and / or other Scottish public sector bodies for verification and reporting purposes, and in case of appeals, with Sail Scotland or Wild Scotland (depending on the strand) who will form part of the appeals panel.

If you want to find out more about what we do with your data, please see our [Privacy Policy](#).

## What information needs to be provided in the full application?

In addition to the eligibility criteria, businesses will be asked to provide the following additional information supporting documentation in their application:

### Additional Information

In addition to the eligibility criteria, businesses will be asked to provide the following additional information and supporting documentation in their application:

- Name of applicant organisation
- Trading name if different
- Address (inc. postcode)
- Local authority
- Each of the following as applicable to your organisation:
  - National VAT Number
  - Company Registration Number
  - Charity Registration Number
  - HMRC Unique Tax Reference Number
- Size of organisation
- NACE Code
- Confirmation of any COVID-19 related aid / support already approved / received / rejected or applications still in progress since March 2020 under the Temporary Framework, including the amount of each
- Confirmation of whether you intend to apply for or have applied for or have received any of the other funding support announced by the Scottish Government since 8 December 2021, and information on the status of that application including any award made or offered
- Name of person completing application form
- Position within organisation
- Email address
- Mobile contact number
- Landline contact number (where applicable)
- Organisation website / web presence (inc social channels).
- Name of bank
- Address of bank
- Name on bank account

- Sort Code
- Account Number
- Membership of relevant sector body, if applicable
- Names and contact details of two referees who consent to be contacted by VisitScotland in order to verify your eligible business type (those contacts could be from suppliers, customers, local authorities amongst others); and
- Confirmation that you meet the eligibility criteria set out earlier in this guidance document and the relevant sector specific criteria

### Completing the digital forms

Please ensure that you have all information and supporting documentation ready so you can complete and submit the relevant form in one sitting as, once you start to complete either form, you will be unable to save it and return to it later.

Supporting documentation must be submitted in pdf, word, excel, png or jpeg formats. The maximum file size for each document is 10MB.

All the mandatory fields within the form must be completed before the form can be submitted. Should you miss any mandatory information or enter any information incorrectly, you will not be able to submit the form. The field(s) requiring attention will be highlighted and you will be required to complete / correct these before you are able to submit. You will also be required to upload your supporting documentation to the form again.

Supported browsers for these forms are up to date versions of Chrome, Firefox, Safari, Edge, and Internet Explorer 11. We cannot guarantee successful operation / submission on older browser versions.

You may also find it easier to complete from a device with a larger screen, such as a desktop computer or laptop, rather than a mobile device. If you still have issues or require a different format for accessibility reasons, please contact us at [eventsindustriysupportfund3@visitscotland.com](mailto:eventsindustriysupportfund3@visitscotland.com)



## Subsidy control

### Confirmation of subsidies received and Undertaking in Difficulty Status

This Fund forms part of the COVID-19 recovery programme announced by the Scottish Government at the end of March 2021 and December 2021. Any grant under this Fund will be made subject to the subsidy control rules.

The subsidy is granted under Title XI, Article 3.2 of the Trade and Cooperation Agreement (TCA), to respond to a national or global economic emergency. The award will be made under similar terms to COVID-19 schemes in operation before the 1 January 2021 and additional information will be provided to successful applicants in the award letter and terms and conditions. You may need to declare any amount received under this Fund to any other aid awarding body who requests information from you on how much aid you have received. You must retain the award letter for four years from the date of the letter and produce it on any request from the UK public authorities or the European Commission.

A subsidy may be granted to undertakings (SME / Large undertakings) that were not in difficulty, but that faced difficulties or entered in difficulty thereafter as a result of the COVID-19 outbreak. The subsidy is in addition to any aid that you may have received under the De Minimis regulation allowing aid of up to €200,000 to any one organisation over a three fiscal year period (i.e., your current fiscal year and previous two fiscal years).

If you are a micro or small undertaking you may be granted aid even if you would fall under the category of undertaking in financial difficulty on 30 November 2021, provided that you are not subject to collective insolvency procedure under national law and that you have not received rescue aid (which has not been repaid) or restructuring aid (and are still subject to a restricting plan).

- A micro or small organisation is an undertaking that has less than 50 employees and less than 10 million euros of annual turnover and / or balance sheet.
- A SME organisation is an undertaking that has 50 or more employees and 10 million euros or more of annual turnover and / or annual balance sheet.
- A large organisation is an undertaking that has 250 or more employees and 50 million euros or more of annual turnover and / or 43 million euro annual balance sheet.

### Undertakings in difficulty assessment

In your application you will be asked to declare that on 30 November 2021, you did not meet any of the criteria to be considered an undertaking in difficulty.

'Undertaking in difficulty' is defined for the purposes of this scheme as an undertaking in respect of which at least one of the following circumstances occurs:

- a). In the case of a limited liability company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within 7 years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its subscribed share capital has disappeared as a result of accumulated losses. This is the case when deduction of accumulated losses from reserves (and all other elements generally considered as part of the own funds of the company) leads to a negative cumulative amount that exceeds half of the subscribed share capital.

**Or**

- b). In the case of a company where at least some members have unlimited liability for the debt of the company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within 7 years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its capital as shown in the company accounts has disappeared as a result of accumulated losses.

**and**

- c). Where the undertaking is subject to collective insolvency proceedings or fulfils the criteria under its domestic law for being placed in collective insolvency proceedings at the request of its creditors.

**and**

- d). Where the undertaking has received rescue aid and has not yet reimbursed the loan or terminated the guarantee or has received restructuring aid and is still subject to a restructuring plan.

## Appendix A – Event Types

This table lists various types of events and aims to indicate to applicants which events align with the objectives of this Fund. Please note that businesses which do not predominantly deliver and supply directly to events which are strongly aligned to the purpose of this fund, will be unlikely to be successful in their application to the Events Industry Support Fund 3.

Strong Alignment to Events Industry Support Fund 3	Limited Alignment to Events Industry Support Fund 3
Festivals across a range of genres (film, book, poetry, literature, dance, food & drink, comedy, science, visual arts, design, nature & wildlife, fashion, wellness, maritime)	Private, social or family events such as birthdays, weddings, dinners, functions or parties
Theatre productions and Comedy gigs in event venues which are not considered recurring or regular programming	Regular or recurring programming in year-round venues including theatres, cinemas, arts centres and galleries
Music festivals, one off gigs in large event venues, one off gigs in outdoor spaces with temporary build structures	School, college or university group events including concerts, productions, proms and balls, school sports days and graduation ceremonies
Business Events - typically discretionary and peripatetic to include company and association conferences and conventions, incentive trips and programmes, product launches and seminars	Non-discretionary business meetings; individual business travellers; business networking groups
Lighting trails and illuminations	Showgrounds and funfairs
Agricultural events and shows	Participative events with a principal focus on fundraising, generally these are run by the charitable organisations
Highland Games and Piping events	Local community gala days and fetes, coffee mornings, and jumble sales in community centres
Mass participation sporting events	Regularly scheduled sports fixtures and club championships e.g., football, hockey, rugby, golf, bowls or tennis club
National and International Sports Championships / Competitions	Live music, DJ sets and comedy gigs in clubs, pubs and smaller venues
Events that celebrate Scotland's National Days: St Andrews Day, Hogmanay and Burns Night	Local markets including car boot sales and regularly scheduled or pop-up craft fairs, food and drink/farmers markets
Group activities and guided tours	Demonstrations / Marches / Parades of a political nature. Civic Events and Ceremonial Functions
	Events which provide seasonal celebrations for communities, and seasonal promotions and activation in shopping centres