

Events Industry Support Fund

Guidance for applicants (24 August 2020)

Background

On 26 July 2020, the Scottish Government announced a package of support to help the Events Sector in Scotland recover from the coronavirus (COVID-19) pandemic. From this, a fund of £6m (the “Fund”) has been allocated to support Scottish businesses in the Events Industry, and particularly those in the supply chain, that are facing hardship, to help keep them in business while restrictions on events are still in place, so that they are able to support the delivery of events in Scotland when restrictions are lifted. .

This Fund is designed to specifically support event industry businesses which have not received **Scottish** Government sponsored COVID related funding from the schemes in the list below, and which meet the eligibility criteria.

The Fund

The Fund is being delivered on behalf of the Scottish Government by VisitScotland, with development input from the Event Industry Advisory Group (EIAG). VisitScotland is the awarding body for this Fund. Applications for this Fund will be accepted from **noon on 31 August 2020 until noon on 14 September 2020**. Any applications received before or after this period will not be accepted.

It is a short-life, one off £6,000,000 fund with a £10,000 grant available to eligible events industry businesses. Due to the fixed amount of funding available, the applications will be **assessed on a first come, first served basis** and awards may be made to successful eligible businesses before the close of the Fund. Only the first 600 eligible and complete applications will be successful and receive a one-off grant of up to £10,000.

This Fund is intended to support suppliers working to organise, stage and deliver in Scotland (i) business / MICE events (Meetings, Incentives, Conferences, Exhibitions); and/or (ii) cultural and sporting events and festivals which are open to the public. Applicants need to be able to demonstrate that events represent their primary source of income and that they have not received funding from any other Scottish Government Scheme following the coronavirus outbreak.

Reference to other Scottish Government Schemes includes, but is not limited to, the following schemes in Table 1:

Table 1 – Scottish Government Funding Schemes
Pivotal Enterprise Resilience Fund
Retail, hospitality and leisure sector grants (property with a rateable value between £18,001 - £51,000)
Creative, Tourism & Hospitality Enterprises Hardship Fund
Tourism Destination and Sector Organisation Support Fund

Small Business Support Grant (£10,000 - £25,000)
Coronavirus Support Scheme for Self-Catering Businesses
Hotel Recovery Programme
Performing Arts Venue Relief Fund
Grassroots Music Venues Fund

Note the UK Job Retention Scheme (furlough) is a UK Government scheme therefore businesses that have been able to access the furlough scheme 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.

Eligible Events Businesses

The Fund is established to support businesses whose primary source of earnings (minimum 40% in 19/20) is derived from the supply to, organisation of, and/or delivery of or to Events in Scotland. For the purposes of this Fund, “Events” have been defined as (i) business / MICE events (Meetings, Incentives, Conferences, Exhibitions); and/or (ii) cultural and sporting events and festivals which are open to the public.

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 and be supplying to Events physically taking place in Scotland. Only one application per business is eligible.

Businesses which earned a minimum of £10,000 from the supply to Events in Scotland in 19/20 will be eligible to apply for a fixed grant of £10,000.

The Fund is not intended to support; year-round operations such as attractions, venues, showgrounds and funfairs; the hospitality industry such as hotels, pubs, bars, cafes, restaurants and nightclubs; private, social or family events such as weddings, dinners, functions or parties; community sports groups, teams or clubs; professional sports teams; artists, performers and athletes.

The following business types are eligible for support:

Table 2 - Eligible Business Types
Events Medical Services
Health & Safety Provision for Events
Audio Visual and Technology
Staging and Temporary Seating
Event Equipment Hire
Temporary Event Utilities
Production Services for events
Marquee Hire
Event and production Crew
Event organiser / producer / promoter
Events Freelancers
Catering
Security
Event Transport
Accreditation Solutions

Event Merchandise
Photography
Ticketing
Marketing and PR
Design and Print
Venue Dressing
Activity Providers
Exhibition Services (including trades people, electricians, joiners)
Florists
PCO - Professional Conference Organisers
DMC - Destination Management Companies
Tour Guide / Operator for event groups
Translation Services for event groups

If you do not fall within one of the business types listed above, please be aware that the following funds are available to support other business types:

<https://www.visitscotland.org/supporting-your-business/advice/coronavirus/financial-support>

Eligibility Criteria

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

1. Confirm that you have a place of business in Scotland;
2. Confirm that your supply to, organisation of, and/or delivery of or to Events (as defined in paragraph 1 of the “Eligible Events Businesses” section above) **in Scotland** represents a minimum of 40% of your earnings in 19/20; Note: if you are a sole trader, please consider your total earnings for 19/20. If you are company, please refer to the business receipts for the business named on the application form when determining whether your supply to Events in Scotland represents a minimum of 40% of earnings in 19/20.
3. Confirm that the 40% of earnings referred to in criteria 2 is derived from an “Eligible Business Type” listed in Table 2 above and identify the “Eligible Business Type”;
4. Confirm that your earnings derived from the Events in Scotland outlined in criteria numbers 2 and 3 in 19/20 are over £10,000;
5. Confirm that you have not received funding from any other Scottish Government support package (see Table 1 above);
6. Must not have been in financial difficulty before 31 December 2019; and
7. If successful, must sign up to the grant award terms and conditions.

Conditions / Criteria

If you are in receipt of other Scottish Government COVID19 related relief funding, you will not be eligible to apply to this Fund. Please do not submit an application if you are in receipt of other COVID-19 funding as your application will be rejected. If you receive grant funding from this Fund and it is subsequently determined that you have been awarded funding from another Scottish Government scheme, 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 the European Commission Competition database.

How to Access the Scheme

The Fund is being launched on a phased approach, with the criteria available to review from 24 August 2020. **The Fund will open for applications on 31 August at noon**, and applications should be completed on <https://www.visitscotland.org/events/funding/coronavirus-support-fund>. Please note the online application form will not be available on <https://www.visitscotland.org/events/funding/coronavirus-support-fund> until 31 August at noon. Additional supporting evidence will be required to be submitted to complete your application. Once you start the application form, you will not be able to save it and return to it later. Please have all information and supporting documentation ready so you can complete and submit the form in one sitting.

Please note that applications will be assessed on a **first come, first served basis**.

If you require the form to be made available to you in another format for accessibility reasons, please contact eventsindustriesupportfund@visitscotland.com.

To give businesses time to prepare for the Fund opening, a list of the information and supporting documentation you will be required to provide in the application form is set out below:

- Name of business
- Address of place of business in Scotland
- Postcode
- Local authority
- Size of organisation – SME or Large (for a company to be defined as an SME it needs to meet two out of the three criteria listed below:
 - a turnover of less than £25million
 - fewer than 250 employees
 - gross assets of less than £12.5million
- NACE code – you will be asked to input the NACE code which best describes your business. A list of NACE codes is available [here](#). NACE (Nomenclature of Economic Activities) is the European statistical classification of economic activities. NACE groups organisations according to their business activities. This information will be shared with the Scottish Government to publish in the European Commission Competition database.
- The following national identifiers:
 - National VAT Number
 - Company Registration Number
 - Charity Registration Number
 - HMRC Unique Tax Reference Number

We are aware that not all businesses will have one/all of the identifiers listed above. Please provide all national identifiers which are applicable to your business. This information will be shared with the Scottish Government to publish in the European Commission Competition database
- Name of applicant
- Position within organisation

- Email address
- Mobile contact number
- Organisation website/web presence
- Confirmation that you meet the eligibility criteria set out earlier in this guidance document
- Statement which explains the nature of the business and type of supply to the events sector (max 2000 characters)
- Confirmation of total earnings for your business in 19/20
- Details of the percentage of earnings derived from the supply to Events in Scotland in 19/20
- Name of bank
- Name on bank account
- Sort Code
- Account Number

Required Documentation to be provided on application

- a) Summary sales invoice listing for 19/20 (where possible, please identify supply to Events which took place in Scotland);
- b) Copies of three significant sales invoices which you have issued to Events (as defined in the “Eligible Events Businesses” section above) taking place in Scotland in the period 19/20;
- c) Bank statements to evidence payment of invoices provided in (b); and
- d) Evidence of current Public Liability Insurance (this can be for 2019 if not renewed for 2020 as a result of COVID-19)

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

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. Information provided by applicants as part of the application process and/or the supporting documentation will be verified against other information sources held by COSLA and/or relevant local authorities and/or other Scottish public sector bodies and will be shared with relevant local authorities and/or other Scottish public sector bodies for verification purposes and reporting. If you want to find out more about what we do with your data, please see our [Privacy Policy](#).

If a mandatory field within the form has not been completed, you will not be able to submit the form. The field requiring attention will be highlighted to you if this is the case.

Once you have successfully submitted your application, a success message will be displayed on your computer screen and a confirmation email will be sent to the email address you included in the form. If the submission of your form is not successful, please click ‘back’ and review all of the information contained in the form to check it has been entered correctly before trying again (please note the information you inputted into the form may be wiped when you click ‘back’, this will depend on your browser settings). Supported browsers for the form are up to date versions of Chrome, Firefox, Safari, Edge, and IE11. We cannot guarantee that the form will work in older browser versions. If you still have issues, please contact eventsindustriesupportfund@visitscotland.com.

Applicants are advised to complete the online application form from a desktop computer if you experience any issues on a mobile device.

Applications will be assessed by VisitScotland.

The Fund will close for applications at **noon on 14 September 2020**.

If your application is rejected because you accidentally answered a question incorrectly or uploaded the wrong supporting evidence, if the Fund is still open, you can repeat the application process. Remember that only the first 600 eligible and complete applications will be successful. Your resubmitted application will be time/date stamped on the date it is resubmitted and not on the date of the original submission.

If your application is rejected, you can appeal this decision. Any appeals should be submitted in writing to eisfundappeals@visitscotland.com together with a justification for the appeal.

State Aid

Confirmation of State aid received under the COVID-19 Temporary Framework for UK Authorities measure and Undertaking in Difficulty Status

Following the outbreak of the Coronavirus, the European Commission has approved schemes to aid businesses affected by the Coronavirus outbreak on the basis of their Temporary Framework, including the COVID-19 Temporary Framework measure for the UK. The maximum level of aid that a company may receive is €800 000 (€120,000 per undertaking active in the fishery and aquaculture sector or €100,000 per undertaking active in the primary production of agricultural products). This is across all UK measures under the terms of the European Commission's Temporary Framework.

Provide details of any other funding your business has received

In your application you are required to declare any aid already approved under the Temporary Framework.

Any aid provided under this measure will be relevant if you wish to apply, or have applied, for any other aid based on the European Commission's Temporary Framework. You will need to declare this amount 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 after the conclusion of the UK's transition from the EU and produce it on any request from the UK public authorities or the European Commission.

Aid may be granted to undertakings that were not in difficulty (within the meaning of Article 2(18) of the General Block Exemption Regulation on 31 December 2019, but that faced difficulties or entered in difficulty thereafter as a result of the COVID-19 outbreak. This aid is in addition to any aid that you may have received under the De Minimis regulation allowing aid of up to €200,000 (€30,000 per undertaking active in the fishery and aquaculture sector or €20,000 per undertaking active in the primary production of agricultural products) to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years), and any other approved aid you have received under other State aid rules, such as aid granted under the General Block Exemption Regulation.

Undertakings in Difficulty Assessment

In your application you will be asked to declare that on 31 December 2019, you did not meet any of the criteria to be considered an undertaking in difficulty.

'undertaking in difficulty' is defined in [article 2\(18\) of the General Block Exemption Regulations](#) 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. For the purposes of this provision, 'limited liability company' refers in particular to the types of company mentioned in Annex I of Directive 2013/34/EU (1) and 'share capital' includes, where relevant, any share premium.

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. For the purposes of this provision, 'a company where at least some members have unlimited liability for the debt of the company' refers in particular to the types of company mentioned in Annex II of Directive 2013/34/EU.

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.