NATIONAL EVENTS PROGRAMME 2022
GUIDELINES AND CRITERIA
About VisitScotland and EventScotland

VisitScotland is the national tourism organisation in Scotland with a remit to promote economic growth through tourism. The organisation’s prime focus is marketing, partnerships and events. VisitScotland supports events through various EventScotland funding programmes.

VisitScotland continues to put its efforts into responding to the unprecedented challenges facing our tourism and events industry as a result of coronavirus (COVID-19). The goal is to ensure that tourism and events rebound to become one of the most successful sectors of the Scottish economy once more.

EventScotland is a team within the Events Directorate at VisitScotland. EventScotland was set up in 2003 with the aim of strengthening and promoting Scotland’s events industry. The team at EventScotland led the development of the National Events Strategy, Scotland the Perfect Stage the vision of this being to ensure that ‘Scotland’s reputation as the perfect stage for events is recognised nationally and internationally.’ The mission to deliver this vision is ‘To develop, through a One Scotland approach, a strong and dynamic events industry producing a portfolio of events and festivals that delivers sustainable impact and international profile for Scotland.’
Welcome to the National Events Programme

The National Events Programme is one of the core funds run by the EventScotland team, designed to assist in the delivery of the national events strategy, Scotland the Perfect Stage, and to contribute to the wider recovery of tourism and events in Scotland.

The programme supports the strategic development of events in 2022 and it has been designed specifically to support public facing live sporting and cultural events, which take place outwith the local authority areas of The City of Edinburgh Council and Glasgow City Council and drive domestic tourism within Scotland.

The National Events Programme is designed to support Scotland’s tourism and events industries, contribute to the wider recovery of Scottish tourism and events and showcase Scotland’s assets. It provides assistance to support events in 2022 to develop sustainably.

There is support available for both community focused events and events supporting the wider visitor economy, as outlined below:

- **Community Events.** Awards of between £2,000 - £4,000 are available for eligible event organisers of community focused events within Scotland with overall delivery budgets between £8,000 to £20,000 and attracting a minimum of 500 in-person attendees. Funds can be used to support eligible sustainable development costs as set out below.

- **Events supporting the visitor economy.** Awards of between £5,000 to £25,000 are available to larger scale events which can demonstrate alignment with the key impact areas identified in our national events strategy, Scotland the Perfect Stage. These events will have delivery budgets in excess of £20,000 and attract more than 1,000 in-person attendees. Funds can be used to support eligible sustainable development costs as set out below.

Objectives

The programme objectives are to:

- Generate economic benefits for specific regions of Scotland and Scotland as a whole, contributing to the wider recovery of Scottish tourism
- Attract visitors to specific regions of Scotland from other parts of the country and beyond
- Enhance the profile and appeal of the host region
- Inspire and involve local communities to confidently and responsibly engage with events, allowing people to benefit from community engagement
- Ensure that visitors and locals can enjoy Scotland’s tourism assets in a responsible way, while still protecting them for future generations

The programme is a strategic development programme and does not provide long-term or core funding. It is designed to support project costs including additional elements, innovations or new activity and is aimed specifically at sustainably developing events taking place in 2022.
**Event Eligibility**

- Events must take place in Scotland, outwith Edinburgh and Glasgow local authority areas in 2022
- The programme is open to public facing cultural and sporting events that take place in a live format (entirely virtual events are not eligible for funding through this programme)
- Events must have the capacity to further develop and grow in terms of audience, spectator and participant numbers or media profile
- Applications must be endorsed and/or supported by the relevant local authority/ies
- Applications must be made by legally constituted organisations. Alternatively, eligible community groups will have a management committee, constitution and their own bank account
- Events being supported by EventScotland via any other funding programme for 2022 will not be eligible to apply to this programme
- Events that secure funding through this route are not eligible to apply into any other EventScotland funding programmes
- Previously the National Events Programme operated a limit of three rounds of funding per event. This limit is no longer in place and events previously in receipt of national events programme funding are eligible to apply for events taking place April - December 2022, assuming all other programme criteria are met
- Financial support cannot be retrospective, and the requested activity must not already be in process
- Applicants must provide evidence that the event requires financial support. A balanced and achievable event budget showing other income sources, should be presented
- Event budgets should have financial and/or in-kind support from the appropriate local authority and/or other public agencies, as well as demonstrating commercial income sources in their application
- Funding cannot be offered through the programme to support certain types of events, details of which are included in the appendix at the end of this document
- Applicant organisations should adhere to [Fair Work First](#) principles and guidance where relevant
- Due diligence will be undertaken for all applicants; the financial health of the applicant organisation will be taken into consideration during the assessment process
- Applicants should ideally have an organisation/business bank account, however if this does not exist additional finance checks will be required for verification purposes
- A maximum of **two** individual events will be supported per applicant organisation. If an applicant has multiple companies set up to deliver a range of events which apply to this fund, this will also be considered during the assessment process

**Eligible Costs**

The programme supports activity designed to strategically and sustainably develop events. The following activity is considered eligible for funding:

- Innovations to develop, enhance or grow the event
- Strategic marketing & PR activity to increase audiences / profile
- Hired equipment to improve the visitor experience
- Hired equipment to increase capacity
- Environmental issues
As part of a wider eligible application, consideration will also be given to the following activity:

- Compliance with Scotland’s Coronavirus (COVID-19) vaccine certification scheme

The following are not eligible:

- Core event costs required to stage the event
- Capital costs, including equipment and infrastructure purchases
- Funding gaps left by other funds being withdrawn
- Hospitality costs

Credit: Iain Fairweather
Assessment Criteria

Events will be assessed on their merits, and the EventScotland team will look at ways the event will create a positive impact for the host region and Scotland as a whole. Events are assessed in terms of their viability and event management experience as well as the five impact areas; Economic – Tourism and Business; Brand, Identity and Reputation; Media and Profile; Social and Cultural and Sustainability. The ability of events to deliver against these event impacts determines the support EventScotland can offer.

Viability

When assessing applications, the Events Team will be looking for evidence of the following:

- That the event organisers have sufficient proven experience in financial administration and event management, demonstrating the required skills to undertake the project
- That the proposed budget, event and communications plans are viable
- That the event has sufficient financial and in-kind support from other sources i.e. the Local Authority, sponsorship and/or investment from private sector organisations, ticket and other earned income.

The team will take into consideration the following when assessing events against the five impacts outlined in Scotland the Perfect Stage, the national event strategy. Read the full strategy online for more information.

Sustainability

Economic - Tourism and Business

- The event’s potential to attract visitors to the region during and after the event
- Expected visitor numbers and economic impact
- Capacity for growth and self-sustainability
- Contribution to economic recovery following the Covid-19 pandemic
- Potential opportunities for local and Scottish businesses, supporting the supply chain and showcasing Scottish talent and produce

Social and Cultural

- Opportunities the event offers around outreach, participation, boosting equality outcomes, volunteering and community engagement
- Outreach opportunities including areas for social/skills development
- The event’s capacity to promote or protect Scotland’s culture and heritage
- The event’s accessibility and inclusion credentials - for guidance on delivering inclusive and accessible events refer to https://www.visitscotland.org/events/advice-materials/sustainability

Environmental

- Safe and responsible delivery of the event while following public health guidance
- Measures in place to minimise negative impact on the environment and community to support sustainable tourism
- Evidence of the promotion of sustainable practices including use of local suppliers

For guidance on creating your own sustainable event plan refer to https://energy.zerowastescotland.org.uk/content/how-plan-and-deliver-environmentally-sustainable-events and consider signing up to the Resource Efficiency Pledge at http://pledge.resourceefficientscotland.com
Further Impact Areas

Brand, Identity and Reputation
- The event’s overall fit with the national event strategy and the current themed year
- The event’s fit with the host region and contribution to local priorities
- The event’s fit with local event and tourism strategies

Media and Profile
- The potential for the event to generate media profile for the host region
- The type of media coverage the event generates, i.e. print; broadcast; digital; social
- Level of media achieved, i.e. local; national; international

Programme Conditions
- Eligible events will take place between April and December 2022
- Community Events: The minimum award is £2,000 and the maximum award is £4,000
- Events supporting the tourism economy: The minimum award is £5,000 and the maximum award is £25,000
- The funding requested must not exceed 25% of the overall event income. This means your event income should be no less than £8,000 for Community Events applications, and £20,000 for Events supporting the tourism economy, if applying for the minimum award value
- If an event has received an EventScotland award in the previous year all documents requested in order to carry out a final evaluation must be submitted and approved before a new application will be accepted

Please note if your application does not meet the conditions stated above it will not be recommended for funding.

Applying For Funding

There are two deadlines for applications to this programme in 2022.

Applications should be submitted by email and in Word format to apply@eventscotland.org by the appropriate deadline:

1. 11 February 2022 for events happening from April-August 2022
2. 6 April 2022 for events happening from September-December 2022

Events must take place in the timeframe relevant to the funding round to which the application is submitted. All applications will be assessed and considered by a funding panel consisting of EventScotland staff and events industry experts.
Notes For Applicants

- There is a limited amount of funding available and there is no guarantee that applications will be successful in securing funding.
- Applicants are recommended not to commit to any activity that is requested for support prior to an application outcome being communicated following the completion of the assessment process, and any decision to commence activity beforehand is at the applicants own risk.
- We recommend all events speak to a member of the EventScotland team in the first instance to discuss your event ideas. Please submit an enquiry via our website and a member of the team will be in touch. Contact apply@eventscotland.org if you have any queries.
- Following the deadline for each round, each applicant will receive an email acknowledging receipt of their application. If you do not receive this acknowledgement and you have submitted an application, please contact the EventScotland team within 7 days of submission.
- EventScotland aims to notify applicants of the outcome of their application within 40 working days of the closing date of each round. If for any reason there is a delay resulting in a longer assessment period, applicants will be notified.
- Applications must be completed in full and on time, including the required supporting documentation, budget, and marketing plan.
- Funding for events through the Programme is provided entirely from public funding and as such events must be able to demonstrate clear and measurable public value to Scotland.
- Supported events will be required to sign a funding agreement and report on outputs and outcomes in alignment with the objectives of this programme.

Accessibility, Terms and Conditions and Freedom of Information

If you require the forms to be made available to you in another format for accessibility reasons, please contact apply@eventscotland.org. If successful, applicants must sign and return the grant award agreement and accept the terms and conditions before the funds will be paid into the organisation’s bank account. Successful applicants will be required to provide updates on progress in alignment with the schedule to be agreed as part of the grant agreement. This will be followed by a full post-event outcome report on completion of the event. 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.

Data Protection

We will use the data provided by you in the application form and supporting documentation to assess your application for grant funding, contact you regarding your application and for grant management purpose (for example, managing the fund beyond the grant award stage).

Information provided by applicants as part of the process and/or the supporting documentation may be shared with the Scottish Government, 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.
Appendix - Eligible and Ineligible Event Types

More detailed guidance which indicates which types of events and activities meet the eligibility criteria for this programme can be found below. This list is not exhaustive but illustrative of the type of events which may be eligible.

<table>
<thead>
<tr>
<th>Eligible</th>
<th>Ineligible</th>
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<tbody>
<tr>
<td>Open to the public cultural and sporting events taking place in outdoor,</td>
<td>Private events not open to the public are ineligible for this fund.</td>
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<tr>
<td>indoor or hybrid settings and environments. These are generally one off</td>
<td>Additionally the following types of events and activities are also</td>
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<tr>
<td>or annual occurrences. This includes but is not limited to;</td>
<td>ineligible. This includes but is not limited to</td>
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<tr>
<td>• Agricultural events and shows</td>
<td>• Civic Events and Ceremonial Functions</td>
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<td>• Arts festivals</td>
<td>• Coffee mornings and jumble sales in community centres, church halls,</td>
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<tr>
<td>• Book, Poetry and Literature festivals</td>
<td>schools etc.</td>
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<tr>
<td>• Comedy festivals</td>
<td>• Conferences, AGMs, incentive programmes, awards dinners or social</td>
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<td>• Dance festivals</td>
<td>corporate parties, away-days, team-building, training, business to</td>
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<tr>
<td>• Design festivals</td>
<td>business trade shows or consumer exhibitions</td>
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<tr>
<td>• Drive in events</td>
<td>• Demonstrations / Marches / Parades of a political nature</td>
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<td>• Events which provide seasonal celebrations for communities</td>
<td>• Group activities, self-guided and guided tours</td>
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<td>• Fashion festivals</td>
<td>• Local markets including car boot sales and regularly scheduled or pop up</td>
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<td>• Film festivals</td>
<td>craft fairs, food and drink/farmers markets</td>
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<td>• Food and Drink events and festivals</td>
<td>• Online classes</td>
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<td>• Highland Games</td>
<td>• Participative events with a principal focus on fundraising, generally</td>
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<td>• History and Heritage festivals</td>
<td>these are run by the charitable organisation</td>
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<td>• Lighting trails and illuminations</td>
<td>• Private, social or family events such as weddings, birthdays, dinners,</td>
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<td>• Local Community gala days and fetes</td>
<td>functions or parties</td>
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<td>• Maritime events</td>
<td>• Regular or recurring programming in year-round venues unless part of a</td>
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<td>• Mass participation sporting events</td>
<td>wider festival. This includes productions in; theatres, cinemas, arts</td>
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<td>• Music festivals, in all genres</td>
<td>centres and galleries; seasonal promotions and activation in shopping</td>
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<tr>
<td>• National and International Sports Championships / Competitions</td>
<td>centres; live music and DJ sets in venues, pubs and clubs; comedy gigs</td>
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<tr>
<td>• Nature and Wildlife festivals</td>
<td>in venues, clubs and pubs</td>
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<td>• Piping events</td>
<td>• Regularly scheduled sports fixtures and club championships e.g. football,</td>
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<td>• Science festivals</td>
<td>hockey, rugby, golf, bowls or tennis club</td>
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<td>• Sports competitions or tournaments that are no part of regular fixtures,</td>
<td>• School, college or university group events</td>
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<tr>
<td>and which attract spectators</td>
<td>including concerts, productions, proms and balls, school sports days</td>
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<td>• Visual arts festivals</td>
<td>and graduation ceremonies</td>
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<tr>
<td>• Wellness festivals</td>
<td>• Series of events – an application should be submitted in relation to</td>
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<td></td>
<td>single events or festivals.</td>
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<td>• Showgrounds and funfairs</td>
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