ABOUT THE FUND

Scotland’s Events Recovery Fund (SERF) has been established in conjunction with Scottish Government to help Scotland’s events sector plan and deliver events through to the end of 2021, and to provide support as the industry responds and adapts to the effects of COVID-19. As part of VisitScotland’s tourism and events recovery plan, this fund aims to help restart the events sector as restrictions are eased, and address additional costs which may be incurred as a result of new hygiene and health and safety requirements, allowing communities and the public to regain confidence in hosting and attending events.

A total of £2.75 million is available for eligible events planned to take place before the end of 2021. This is an open fund without fixed application deadlines. It is anticipated that up to £1.5m in funding may be awarded for applications received up to 31 December 2020, and that the remainder will be retained to support applications received between 1 January and 31 March 2021. The fund is designed to support innovation by organisers in planning events, and applicants are encouraged to seek viable solutions, pilot new ideas and share best practice in their event plans. There are two routes to funding available:

A. Community Events, and Events with existing EventScotland funding offers. Awards of between £1,000 - £5,000 are available for eligible event organisers in Scotland, including smaller scale / community focused events which don’t normally support the visitor economy, as well as for events which have already agreed funding from another EventScotland-managed funding programme. Funds can be used to support the core staging costs and safe delivery of your event, including any additional COVID-19 related hygiene measures. A simple, streamlined application process is in place to support access to funding through this route.

B. Events supporting the visitor economy (e.g. regional and Scottish domestic tourism). Awards of between £5,000 - £35,000 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. Funds can be used to support the core staging costs and safe delivery of your event, including any additional COVID-19 related hygiene measures. More detailed information is requested as part of the application process associated with this route.

Applicants in both routes will be required to demonstrate that their plans will adhere to the latest Scottish Government Events Sector Guidance, and commit to following all relevant guidance as part of any successful funding application. Full eligibility criteria are detailed in the relevant sections below on pages 4–9.

This fund replaces EventScotland’s National and Beacon funding programmes on an interim basis. It has also integrated Scotland’s Winter Festivals and the Scottish Clans and Historical Figures Events Fund. The International Events Programme remains open for applicants who are organising events which promote Scotland on the world-stage and achieve media coverage across the UK and internationally.
This fund is open to applications from event organisers as they respond to the new environment. The key objectives are:

- To support the safe delivery of events in Scotland as we move through COVID-19, in accordance with relevant Scottish Government legislation and guidance;
- To support innovation across Scotland’s events industry to deliver events in new ways that maintain audience engagement;
- To support the wider economic recovery of the tourism and events industries in Scotland;
- To create opportunities for Scotland’s communities and audiences to confidently and responsibly engage with events, allowing people to benefit from community engagement in a COVID-safe environment and recognising the health and wellbeing impacts of events;
- To generate lessons and learnings for future events.
ELIGIBLE EVENTS

Event organisers can apply for support to allow the safe return of events in line with Scottish Government’s Events Sector Guidance.

Event categorisations eligible for support:

- Live, public facing events which welcome audiences in person to participate or spectate safely.
- Hybrid events which present a viable solution to the current situation. For the purpose of this fund, hybrid events are categorised as events that have both an in-person opportunity to attend and offer an online, virtual or digital opportunity to engage with the event.
- Digital/Virtual events will be considered from existing events where there is an intention to return to a live event format to maintain audience engagement, as well as from new digital events which meet the Event Impacts criteria (see below, page 9) and promote Scotland to an online audience.

For the purpose of this fund the definition of digital events is: online content development and distribution (including use of social media) and livestream/broadcasting, where the audience or attendees are connected in a common online or digital environment.

Applications are welcome from all of Scotland’s communities, including events delivered by and attracting diverse, disadvantaged, multi-cultural and island communities and other protected groups.

ELIGIBILITY CRITERIA

Applications for funding should meet the eligibility criteria set out below. Examples of the types of costs that can be met through this fund are provided below for each route.

ALL APPLICANTS

- Eligible events for the purposes of this fund are defined as being planned sporting and cultural events and festivals taking place outdoors, indoors or online and which are open to the public to attend.
- These events are generally one off occurrences or taking place annually.
- New and previously staged event concepts can apply for support.
- Events must take place in Scotland.
- The fund is open for events planned up to the end of 2021.
- Applications must come from the following organisation types: self-employed (through limited company or as a sole trader), partnerships and incorporated businesses, charitable organisations and community groups.
- Only one funding application may be submitted to this fund per event.

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

Open to the public cultural and sporting events taking place in outdoor, indoor or digital settings and environments. These are generally one off or annual occurrences. This includes but is not limited to;

- Arts festivals
- Film festivals
- Book, Poetry and Literature festivals
- Dance festivals
- Piping events
- Music festivals, in all genres
- Food and Drink events and festivals
- Science festivals
- Comedy festivals
- Visual Arts festivals
- Design festivals
- Lighting trails and illuminations
- Nature and Wildlife festivals
- Fashion festivals
- Wellness festivals
- Agricultural events and shows
- Highland Games
- Drive in events
- Clan Gatherings with open to the public events activity
- History and Heritage festivals
- Maritime events
- Mass participation sporting events
- National and International Sports Championships / Competitions

Digital/Virtual events which can demonstrate their support of Scotland the Perfect Stage strategy and/or which promote Scotland as a future destination of choice

Events that celebrate our National Days: St Andrews Day, Hogmanay and Burns Night

Ineligible – All Applicants

Private events not open to the public are ineligible for this fund.

Additionally the following types of events and activities are also ineligible. This includes but is not limited to;

- Showgrounds and funfairs
- Private, social or family events such as weddings, birthdays, dinners, functions or parties
- Group activities and guided tours
- Company conferences, AGMs, incentive programmes, awards dinners or social corporate parties, away-days, team-building, training, business to business trade shows or exhibitions
- School, college or university group events including concerts, productions, proms and balls, school sports days and graduation ceremonies
- Participative events with a principal focus on fundraising, generally these are run by the charitable organisation

Regular or recurring programming in year-round venues unless part of a wider festival. This includes productions in;

- Theatres, cinemas, arts centres and galleries;
- Seasonal promotions and activation in shopping centres;
- Live music and DJ sets in venues, pubs and clubs;
- Comedy gigs in venues, clubs and pubs

Online classes
<table>
<thead>
<tr>
<th>Eligible – Community Events</th>
<th>Ineligible – Community Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community gala days and fetes</td>
<td>Coffee mornings and jumble sales in community centres, church halls, schools etc.</td>
</tr>
<tr>
<td>Sports competitions or tournaments that are not part of regular fixtures, and which attract spectators</td>
<td>Regularly scheduled sports fixtures and club championships e.g. football, hockey, rugby, golf, bowls or tennis club</td>
</tr>
<tr>
<td>Events which provide seasonal celebrations for communities</td>
<td>Local markets including car boot sales and regularly scheduled or pop up craft fairs, food and drink/farmers markets</td>
</tr>
<tr>
<td></td>
<td>Demonstrations / Marches / Parades of a political nature</td>
</tr>
<tr>
<td></td>
<td>Civic Events and Ceremonial Functions</td>
</tr>
</tbody>
</table>

The following activities are not eligible for support through this fund:

- This fund is not designed to augment previously announced Scottish Government COVID-19 business support schemes and cannot be used to support core business costs or overheads.
- Support of hospitality or capital purchases for equipment and infrastructure cannot be covered.
A. COMMUNITY EVENTS, AND EVENTS WITH EVENTSQUELCOTLAND FUNDING OFFERS

- A minimum award of £1,000 and maximum of £5,000 can be applied for.
- Awards may be offered to events which are developed by a local community or community group to support and attract attendees from the local community, and which create opportunities for Scotland’s communities and audiences to confidently and responsibly engage with events.
- These events will typically attract all of their audiences from within the local area and are normally promoted only within those communities. For guidance, overall budgets for these events would typically be less than £15,000 and with limited marketing spend.
- Eligible event types include community gala days, fetes and seasonal celebrations and as shown above.
- Applications from community groups must be endorsed by either the local community council or local authority.
- Eligible costs include those required to cover any additional COVID-19 related hygiene costs of staging your event (including specialist advice) and costs of promoting your event and advising audiences about the steps taken to deliver a safe event. Applicants will be required to submit relevant quotes from suppliers to support applications.
- Events already receiving funding from an EventScotland-managed funding programme, or who have a funding offer in place for 2020 or 2021 can apply to access additional funds to support COVID-19 adaptions and costs through this route and should discuss this with their Events Manager.
- Organisers of Scottish Clan events which are open to the public are eligible to apply through this route.
- Applicants should ideally have an organisation/business bank account, however if this does not exist additional finance checks will be required for verification purposes.

Belladrum Tartan Heart Festival, Invernesshire
Credit VisitScotland / Iona Spence
B. EVENTS SUPPORTING THE VISITOR ECONOMY

• A **minimum award of £5,000 and maximum award £35,000** can be applied for.

• The expectation would be that events are attracting in the region of 500 total attendances in the context of restarting the sector, however this is a guideline figure and consideration will be given to geographic location including events in island and rural locations, digital/virtual events, and any current event restrictions in line with relevant Scottish Government legislation and advice.

• Typically events taking place in 2019 or previous years would have had an overall attendance in excess of 1,000, and attracted visitors from outside the local authority area. Previous attendance levels should be provided with applications where an event has taken place previously.

• **Eligible costs** can include, but are not limited to; production, programming, marketing/PR and operational costs required to allow the safe return of events in line with Scottish Government’s Events Sector Guidance.

• Applicants must provide evidence of the event requiring financial support, and that the proposed budget, event plan and communication plans are viable. A balanced and achievable event budget showing other income sources, including where possible funding contributions from other partners, should be presented.

• Events which have accepted a current funding offer through another EventScotland programme are only eligible to apply for additional support through the Events with EventScotland Funding Offers route (see above A).

• Applications must be endorsed and/or supported by the relevant local authority/ies.

• Events will be required to report on outputs and outcomes in alignment with the objectives of this programme.

• Applicants must have an organisation/business bank account.
In addition, applicants for B: Events supporting the visitor economy will be required to demonstrate alignment with *Scotland, the Perfect Stage* strategy and contribute towards the recovery of Scotland’s tourism and events industries. The EventScotland team will take into consideration the following impact areas when assessing applications, with adjustments that consider the impacts of COVID-19.

**BRAND, IDENTITY & REPUTATION**

- The event’s fit with the National Events Strategy (*Scotland, the Perfect Stage*);
- Ability to positively showcase the unique identity of the host area;
- Contribution to local, regional and national tourism & economic recovery plans;
- Potential to align with wider national event campaigns where appropriate.

**ECONOMY - TOURISM & BUSINESS**

- The event’s potential to attract visitors to the host region in a safe and sustainable manner with sensitivity towards rural and island locations, in line with the Scottish Government’s COVID-19 advice and guidance in place at the time;
- Ability to support the restart of Scotland’s tourism and events industries;
- Capacity to achieve attendance from geographic locations outside of the host region, where reasonable and appropriate in line with COVID-19 restrictions;
- Innovative approaches to event delivery that support recovery of the host area’s economy;
- Opportunities to provide benefits to Scottish businesses and the events supply chain.

**MEDIA & PROFILE**

- The potential for the event to generate positive media within the local community and/or profile for the host region;
- The type of media coverage (broadcast, digital, social, print) and reach the event generates (local, national, international);
- Implementation of clear and responsible messaging to re-assure attendees and inform safe engagement.

**SOCIAL & CULTURAL**

- The event’s capacity to promote and protect Scotland’s unique culture and heritage;
- Ability to responsibly engage with Scotland’s communities and reassure audiences to return to social spaces;
- Wellbeing benefits and/or skills development from attending or participating in the event;
- Opportunities the event offers around outreach, participation, boosting equality outcomes, volunteering and community engagement.

**ENVIRONMENTAL**

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

The following funding programmes have been integrated into this fund. If you would ordinarily apply through these routes or can contribute to the objectives of these funds, you should indicate that alignment in your application to this fund:

- **Scotland’s Winter Festivals Event Fund** supports events that celebrate St Andrew’s Day, Hogmanay and Burns Night.
- **The Scottish Clans & Historical Figures Event Fund** supports the growth of events taking place in Scotland that publicly celebrate clans, recognised families and historical figures using their stories and legacy to bring communities together.

Additionally, events which contribute to wider national campaigns or partner strategies will be considered, for example **Scotland’s Year of Coasts and Waters**, which is set to extend into 2021.

APPLICATION PROCESS

Applications will be considered on their own merit and awards will be based on the event’s ability to deliver against the aims and objectives outlined in this document. All applications will be assessed by the EventScotland team, and there is no guarantee that every application submitted will be successful in securing funding. As much as possible, consideration will be given to ensuring a geographic spread of activity across Scotland. Due to the open nature of the fund applications will be considered as and when they are received and prioritised when necessary in order of event date. There is a fixed amount of £2.75m funding available. It is anticipated that up to £1.5m in funding may be awarded for applications received up to 31 December 2020, and that the remainder will be retained to support applications received up to 31 March 2021.

EventScotland will continually monitor and review demand and endeavour to provide a funding decision within 20 working days of the application submission date. At times of high demand, we may have to pause applications to allow time to respond, however any delays will be clearly communicated to applicants.

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 grants awards will be published on the European Commission Competition database.

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 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](#).
HOW TO APPLY

1. **Submit an online enquiry** through the EventScotland website.

2. After a short eligibility check, an Events Manager will be in touch to discuss your application and, where appropriate, issue the relevant Application Form for route A or route B.

3. Complete the relevant Application Form. Include any relevant supplementary documents as required along with your application. Refer to the Application Form Checklist at the end of the form to be sure you have included all essential documents.

4. Submit your application form in Word format to apply@eventscotland.org

5. Once submitted, you will receive an email acknowledging receipt of your application.

6. Funding decisions are anticipated to be communicated to applicants within 20 working days of submission.

7. Successful funding applications will have to agree to the terms of their funding agreement with EventScotland including payment conditions and key performance indicators.

CONTACT & ADDITIONAL SUPPORT

In the first instance please complete the [online enquiry form](#) and a member of the team will be in touch as soon as possible.

If you are unable to complete an online enquiry, or require additional support for accessibility reasons, you can also contact us by emailing apply@eventscotland.org. Please remember to include your contact details and some basic event information and a member of the team will call you back.
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>My event has already benefited from three years of funding via EventScotland’s National Events Programme. Am I eligible to apply for funding from this programme towards the same event?</td>
<td>Yes, this is a new fund designed in response to the current situation.</td>
</tr>
<tr>
<td>I have an existing offer of EventScotland funding for my upcoming event. Am I eligible to apply for additional funding towards the same event through this Recovery Fund?</td>
<td>Yes, in this case applicants may also apply for funding up to £5,000 as set out in the advice for applicants.</td>
</tr>
<tr>
<td>As an organisation, am I able to apply for funding towards more than one event?</td>
<td>Yes, you may apply for funding towards different and distinct event products. A full application should be completed per event which will be considered on its individual merits against the programme criteria.</td>
</tr>
<tr>
<td>I am planning an event to celebrate St Andrew’s Day, can I apply to this fund?</td>
<td>Yes, applications from events celebrating Scotland’s Winter Festivals are welcome. There is likely to be separate funding announced in 2021 for events as part of Scotland’s Winter Festivals 2021/22.</td>
</tr>
<tr>
<td>I am running a series of events across multiple Local Authority areas for different dates, do I need to make multiple applications?</td>
<td>Please flag this scenario at the point of enquiry where the context will be considered and advice offered.</td>
</tr>
<tr>
<td>I think my event may be eligible for EventScotland’s International Events Programme. Who should I contact?</td>
<td>Please flag this scenario at the point of enquiry where the context will be considered and advice offered.</td>
</tr>
<tr>
<td>If my application is unsuccessful what can I do?</td>
<td>If your application is not successful you can request feedback on the reasons for this decision and then resubmit if appropriate.</td>
</tr>
<tr>
<td>If I have to cancel or postpone my event due to a spike in COVID-19 cases, what would happen to any funding support offered?</td>
<td>Organisers should at all times follow Scottish Government advice relating to the staging of events when planning their event. Should your event not be able to take place due to COVID-19 restrictions, or any other reason, you should contact the EventScotland team who will discuss the specific circumstances and financial implications with you.</td>
</tr>
</tbody>
</table>
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. This fund is being delivered under the terms of the Temporary Framework, more detailed guidance for applicants on compliance with this Framework will be issued as part of the application process.

Undertakings in Difficulty Assessment

Depending on the size of your organisation, in your application you may be asked to declare that on 31 December 2019, you did not meet any of the criteria to be considered an undertaking in difficulty. Further guidance for applicants will be issued as part of the application process.