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.

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 ‘Scotland’s reputation as the perfect stage for events is recognised national 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 funding programmes run by the EventScotland team, designed to assist in the delivery of the national events strategy, Scotland the Perfect Stage.

This programme supports the strategic development of events and has been designed specifically to support public facing sporting and cultural events which take place out with the cities of Edinburgh and Glasgow and drive domestic tourism within Scotland. Funding through the National Events Programme is available to events across Scotland that meet the objectives and criteria of the programme.

Objectives

The National Events Programme is designed to support Scotland’s events industry and showcase Scotland’s assets. It provides assistance to events to attract increased visitors and generate increased profile.

The Objectives are to:

» Generate economic benefits for specific regions of Scotland and Scotland as a whole
» 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

The National Events Programme is a strategic development programme and does not provide long-term or core funding. It is designed to support additional elements or new activity and is aimed specifically at strategically growing events. A maximum of three awards can be granted to any event.
Event Eligibility

Applications for funding through the National Events Programme need to meet the eligibility criteria set out below:

» The programme is open to public facing cultural and sporting events that take place across Scotland and out with the cities of Glasgow and Edinburgh

» Events must have the capacity to further develop and grow in terms of audience, spectator and participant numbers or media profile

» Applications must be made by legally constituted organisations

» Events supported under the National Events Programme are unlikely to be able to apply for any other funding stream offered by EventScotland

» Events must take place in the timeframe relevant to the funding round to which the application is submitted. Financial support cannot be retrospective

» Events should have financial and/or in-kind support from the appropriate local authority and/or other public agencies

» Funding cannot be offered through the National Events Programme to support exhibitions, trade shows or conventions

Eligible Costs

The programme supports activity designed to strategically grow events. Examples of eligible costs are:

» Strategic marketing to increase audiences

» Adding a new element to grow the event

» Enhanced media coverage

» Hired equipment to improve the visitor experience

» Hired equipment to increase capacity

The following is not eligible

» Core Costs

» Capital Costs

» Funding gaps left by other funds being withdrawn

Assessment Criteria

When assessing events through the National Events Programme, the EventScotland team 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 & Cultural and Sustainability.

The ability of events to deliver against these event impacts determines the support EventScotland can offer.
Viability

When assessing an application the Events Team will be looking for evidence of the following:

» Evidence the event organisers have sufficient proven experience in financial administration and the necessary management skills to undertake the project

» The proposed budget, business and marketing plans are viable

» The event has the sufficient financial and in-kind support from other public sector organisations, i.e. the Local Authority

» The event has sufficient sponsorship and/or investment from private sector organisations
The team will take into consideration the following when assessing events against the five impacts:

**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
- Potential opportunities for local and Scottish businesses and showcasing Scottish talent and produce

**Brand, Identity and Reputation**
- The event’s fit with the national event strategy
- The event’s fit with the host region
- The events 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 coverage, i.e. local; national; international

**Social and Cultural**
- Opportunities the event offers around participation, 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

**Sustainability**
- Measures in place to ensure negative impacts on the environment are minimal
- Evidence of the promotion of sustainable practices including use of local suppliers

*For guidance on creating your own sustainable event plan refer to [www.resourceefficientscotland.com](http://www.resourceefficientscotland.com) and consider signing up to the Resource Efficiency Pledge at [http://pledge.resourceefficientscotland.com](http://pledge.resourceefficientscotland.com)*
Programme Conditions

» The minimum award is £4,000 and the maximum award is £25,000
» The maximum funding requested must not exceed 25% of the overall event income
» An event can receive a maximum of 3 grants in total, these do not need to be awarded in consecutive years
» 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

APPLYING FOR FUNDING

There are three funding deadlines per year for the National Events Programme, applications should be made for the appropriate round:

1. February deadline for events happening from August of the same year
2. June deadline for events happening from January of the following year
3. October deadline for events happening from May of the following year

NOTES FOR APPLICANTS

» We recommend all events speak to a member of the EventScotland team in the first instance to discuss your event ideas on 0131 472 2313 or email information@eventscotland.org
» Application forms are available on request following a positive discussion with a member of the team
» Following the deadline for each round, each applicant will receive an email acknowledging receipt of their application
» 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, business plan and marketing plan
» Funding for events through the National Events Programme is provided entirely from public funding and as such event must be able to demonstrate clear and measurable public value to Scotland