SCOTLAND’S WINTER FESTIVALS
EVENT FUND 19/20
GUIDANCE & CRITERIA

For events taking place November 2019 - January 2020
Application deadline: 5pm, Wednesday 10 July 2019

Application Information and Guidance:

• It is important to discuss your application with a member of the EventScotland team in advance of submission. If you have been supported in the past then please discuss directly with your allocated Event Manager. If this is a new event enquiry, you will be assigned an Event Manager within the EventScotland team who will be happy to assist.

• Department contact: +44 (0)131 472 2313 or information@eventscotland.org

• Application forms are made available following positive discussions with a member of the team to sense check eligibility.

• A signed electronic copy (email) of your application and all supporting documentation is required. Hard copies are accepted but in the interest of reducing paper, please consider making an electronic submission where possible.

• Please complete the form in full. Failure to provide all the requested information (including the required appendices detailed at the end of the application form) will impact on the success of the application.

• Please note VisitScotland cannot open any files using online file sharing sites or accept external hard drives like USB/CD/DVD. Large files can be shared through the approved VisitScotland File Transfer Portal. Please ask your Event Manager who can provide access.

• The deadline for receipt of applications is 5pm, Wednesday 10th July 2019.

• Following the deadline, each applicant will receive an email acknowledging receipt of their application.

• Applicants will be notified of funding applications outcomes by the end of August 2019.

Do you need any additional support?

EventScotland is committed to offering an accessible funding and application processes. We can offer additional support to applicants who require a tailored approach. For more information, please contact a member of the team on +44 (0)131 472 2313.
BACKGROUND

The Scottish Government delivers a Winter Festivals campaign to celebrate and promote Scotland’s three National Days: St Andrews Day, Hogmanay and Burns Night.

A core component of the campaign is a funded events programme designed to maximise the opportunity presented by the unique combination of these winter celebrations, providing a cluster of activity across the country from late November to late January.

This fund has developed an authentic portfolio of events across the country which is building on traditions to celebrate the National Days in the communities they take place. The event fund is managed by EventScotland, part of VisitScotland’s Events Directorate, on behalf of the Scottish Government.

There is a total fund of £200,000 available in 2019/2020 to support a range of events that demonstrate a wide geographic spread across the country and provide excellent opportunities to publically celebrate Scotland’s three National Days.

KEY OBJECTIVES

• Deliver a programme of supported events across Scotland to celebrate each landmark day

• Provide opportunities for people in Scotland to celebrate St Andrews Day, Hogmanay and Burns Night

• Drive tourism visits from people in Scotland, the rest of the UK and internationally by demonstrating that Scotland is open for business during the winter period

• Promote and showcase Scotland as progressive, inclusive, welcoming and creative nation with a rich heritage and also highlighting our contribution to the world

• Engage, inspire and bring together communities across Scotland in the celebration of St Andrew’s Day, Hogmanay and Burns.

**Additionally:**

• Contribute to the celebration of St Andrew’s Fair Saturday*, where appropriate.

*St Andrew’s Fair Saturday will take place on 30 November 2019. More information provided on p. 5.

ASSESSMENT CRITERIA

Awards will be made on the basis of the event’s ability to deliver the aims and objectives outlined in this document, whilst maintaining a spread of activity across the country. They will be considered on their own merit and within the strategic context of their location.

Taking account of location, high quality events with the ability to generate significant attendance levels will be prioritised for support. City centre events will be expected to drive high levels of footfall.
In respect of the three landmark celebrations the following criteria applies:

- **St Andrew’s Day** – events should link (where possible) with social causes and encourage community engagement. There should be a focus on delivering activity that inspires people in Scotland to spread a little kindness this St Andrew’s Day in celebration of the nation’s shared values and inclusive view of the world.

  *Themes to consider: fair, inclusive, charitable, proud, local heroes, food & drink, welcoming*

- **Hogmanay** – events taking place over Hogmanay should promote Scotland as the official home of Hogmanay, raising Scotland’s international profile as a modern, vibrant and outward looking nation. Opportunities to engage with national and international media should be optimised.

  *Themes to consider: celebration, midnight-moment, family-friendly, show-stopping, innovation*

- **Burns Night** – events and activities should promote Scottish culture and celebrate the traditions and destinations associated with the life and work of Robert Burns.

  *Themes to consider: romance, artistry, music, dance, poetry, storytelling, community, creativity*

**EVENT IMPACTS**

Event viability and management experience is assessed as part of the overall assessment to ensure the event and the proposal is viable, practical and sustainable. Events will also be assessed in regard to their ability to deliver against the impacts in common with all EventScotland assessments:

- **Economic – Tourism & Business**
  Driving visitation to the area that generates economic impact for the region (and for Scotland).

- **Brand Identity & Reputation**
  Strong fit for the region aligning with local event strategies, national initiatives and Scotland’s Winter Festivals Fund objectives.

- **Media & Profile**
  Generating national and international profile for the area across all forms of media.

- **Social & Cultural**
  Engagement with local communities and accessible opportunities for public participation.

- **Environmental Sustainability**
  The ongoing efforts to reduce impact to the environment.

More information on the impacts is available on the EventScotland website as follows: [eventscotland.org/stps/the-national-events-strategy/](http://eventscotland.org/stps/the-national-events-strategy/)
ELIGIBILITY FOR SUPPORT – CHECK LIST!

- Events must take place in Scotland and be specifically designed to celebrate: 
  St Andrew’s Day (events based around the weekend of the 30 November 2019) 
  Hogmanay (events on 31 December 2019 and 1 January 2020) 
  Burns Night (events based around the weekend of the 25 January 2020)

- Applications must be made by legally constituted organisations. All applicants will be subject to a company check.

- Supported events will either be organised/commissioned by a Local Authority or by an event organiser, with the support of the Local Authority. Cash and in-kind support will be considered and submission of supporting letters is encouraged.

- Applications must demonstrate that the funds applied for will deliver against the fund objectives, specifically that the event will celebrate and provide the opportunity for public participation in one of the three National Days. This can be either in the context of an existing event or a brand new event concept.

- Any level of grant offered must be supported by a clear business case that justifies the request, meets the objectives above and demonstrates the likely outcomes and outputs, both social and economic.

- All grant recipients must agree to implement a robust means for measuring event outcomes, in line with the aims of the Scotland’s Winter Festivals programme, and feed into the Scottish Government’s overarching evaluation programme.

- In general, if funding is secured through Scotland’s Winter Festivals, it is not expected that you will also be supported through any additional EventScotland funding programmes.

- Applications must be submitted with a robust event budget evidencing various sources of income including public sector, private sector and earned income. Funding cannot be used to fill a budget gap created by the withdrawal of another funding source.

- Funded events will be required to work pro-actively to align to the relevant branding and messaging for each National Day, which will be detailed in the communications guidance which will be issued from EventScotland soon after any funding has been agreed. As part of your application, you may also be encouraged to align your event to the relevant Themed Year.
Questions 15 and 16 of the Application Form are connected to wider partnership opportunities that may be relevant to your event but do not form part of the specific assessment criteria.

**SCOTLAND’S THEMED YEARS**

2020 is Scotland’s Year of Coasts and Waters. We are particularly keen to hear about aspects of your 2020 Hogmanay/New Year or Burns Night events that celebrate Scotland’s unrivalled Coasts and Waters, encouraging responsible engagement and participation from the people of Scotland and our visitors.

This may or may not be central to your proposal for funding, but given the theme of the year it is helpful to highlight in order to identify and align opportunities for cross promotion. You will be asked to provide information, if applicable, as part of the application form. More information on the Themed Year can be explored here: [http://www.eventscotland.org/funding/year-of-coasts-and-waters-2020/](http://www.eventscotland.org/funding/year-of-coasts-and-waters-2020/)

**ST ANDREW’S FAIR SATURDAY**

Led by Scottish Government, St Andrew’s Fair Saturday is Scotland’s contribution to the Fair Saturday movement which originated in Bilbao, Spain. Taking place on 30 November 2019, the day aims to positively respond to the commercialism of Black Friday by delivering community led, cultural activities that promote and support local causes.

While alignment with St Andrew’s Fair Saturday is not a criterion for funding, events taking place on St Andrew’s Day are encouraged to indicate how they might contribute to the celebration of the Fair Saturday initiative by demonstrating how their event boosts social inclusion, fairness and sharing inspired by St Andrew the man. You will be asked to provide information, if applicable, as part of the application form.

More information will be available following a formal launch of the Scottish Government campaign. Insights into the 2019 event can be explored here - [https://standrews.fairsaturday.org/fair-saturday-movement/](https://standrews.fairsaturday.org/fair-saturday-movement/)

**CONTACT THE TEAM**

If you have any general enquiries about EventScotland funding or the application process, please don’t hesitate to touch base with a member of the team:

Email: [information@eventscotland.org](mailto:information@eventscotland.org)
Telephone: (+44) 0131 472 2313
(09:00 – 17:00, Monday to Friday)

If you would like us to call back, then feel free to send us your details along with a suitable day/time to get in touch. Go to [www.eventscotland.org](http://www.eventscotland.org) for more information on our funding programmes, news and advice.