I am pleased to announce the creation of the new Scottish Clans & Historical Figures Event Fund. This fund builds on the success of the Scottish Clan Event Fund, opening up exciting opportunities for organisations to celebrate key contributors to Scotland’s past, whilst continuing to celebrate our clans.

Since its inception in 2014, the Clan Event Fund has helped 40 different clans, clan societies and other organisations undertake 67 events which have welcomed tens of thousands of visitors to Scotland, supporting tourism and sharing our heritage.

This new fund extends this valuable opportunity to applications from events celebrating great Scots who have helped shape our history, giving valuable platforms to stories well worth telling.
About VisitScotland and EventScotland

VisitScotland is the national tourism organisation in Scotland and has a remit to promote economic growth through tourism. The organisation’s prime focus is marketing, partnerships and events.

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 which sets out the mission, ‘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.’

About the Scottish Clans & Historical Figures Event Fund

Since its inception in 2013, the fund has played a specific role in supporting clans, clan societies and recognised families to deliver public-facing events. In Round 5, the fund expanded to include non-clan organisations to deliver clan related activity. In Round 6 it was opened to joint or multi-clan applicants to allow access to a higher level of award. For Round 7, the fund will further expand to accept applications from events that celebrate both clans and great Scots internationally recognised for their historical significance.

Round 7 application deadline - 5pm, Friday 11 October 2019.
Scotland is world-renowned for its fascinating, rich history which has been shaped by its people over centuries. Scottish clans and families, as well as a plethora of internationally recognised historical figures, have left their mark on Scotland and contributed to the world at large. Every year, visitors travel from near and far to walk in the footsteps of their ancestors and immerse themselves in Scotland's unique cultural experiences.

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. Strong applications will appeal to locals and visitors alike, attract a diverse audience through accessible programming and provide meaningful opportunities to engage with Scottish clans and/or history makers.

**Clan Applicants**

The programme is open for applications from clans, clan societies and recognised families. Organisations may also apply on behalf of clans and clan societies, working with them to bring to life their heritage and history. Joint applications from multiple organisations are welcome and can access a higher threshold of funding.

**Other Applicants**

The programme is also open for applications from non-clan organisations (i.e. community interest groups, youth or other organisations), who are organising events celebrating, highlighting and promoting Scottish historical figures in the context of their impact on modern Scotland.

For the purpose of this fund, historical figures are defined as:

- people born in Scotland, people who have spent the majority of their life in Scotland or people with a significant connection to Scotland’s history;
- internationally renowned people who have had, and continue to have a significant impact on Scotland;
- having appeal to local and overseas audiences alike;
- include royalty or Scottish people who have significantly impacted the course of Scotland’s history (Mary Queen of Scots, Robert the Bruce, William Wallace) or who have triumphed in (but not limited to) science, literature, culture or innovation, e.g. Alexander Graham Bell, Sir Walter Scott, Mary Sommerville, John Muir, Robert Louis Stevenson, ‘The Edinburgh Seven’, Adam Smith, James Watt, Flora MacDonald, Charles Rennie Mackintosh, Elsie Inglis, J.M. Barrie.
Eligible activities must be clearly linked to clans, recognised families or historical figures and may include:

- clan and recognised family gatherings & ceilidhs
- clan games
- battle and historical re-enactments
- cultural and/or music events/festivals
- guided walks and tours, historical/ghost tours
- workshops in Gaelic language
- Public facing activities encouraging young people, local communities and international audiences to engage with Scottish history and heritage linked to clans and/or historical figures

Ineligible activities include:

- Celebrations of living people, fictional characters or people with a controversial background
- Events linked to Robert Burns (Burns events may be able to apply to [Scotland’s Winter Festivals Event Fund](#))
- Events focusing on a non-specific group of people, for example Jacobites or Vikings in general
Objectives

1. The Scottish Clans & Historical Figures Event Fund supports activity which:
   - generates economic benefits for specific regions of Scotland outside of Edinburgh & Glasgow
   - attracts visitors from out with the local authority area and Scotland to events
   - involves local communities by offering opportunities for public engagement and community participation
   - has measurable outcomes which confirm additional net spend in Scotland
   - benefits the clans, clan societies and non-clan organisations with increased visitor numbers, membership and media profile
   - creates meaningful opportunities to deepen public awareness of Scottish clans, ancestry and people of historical importance.

2. The Scottish Clans & Historical Figures Event Fund is a development programme and therefore does not provide long-term or core funding. It is designed to support additional elements or new activity specifically intended to grow related events and extend their appeal with the aim to become self-sustaining.

3. Support for activities through The Scottish Clans & Historical Figures Event Fund is provided entirely from public funds and as such events must be able to demonstrate clear and measurable economic value to specific regions and Scotland. Events must be able to demonstrate opportunities for public engagement and community involvement in order to be eligible for support.
Assessment Criteria

Awards will be made based on the event’s ability to deliver the objectives outlined in this document, whilst maintaining a spread of activity across the country. This can be either in the context of an existing event or a brand-new event concept. Events will be assessed on their own merit and within the strategic context of their location. High quality events will demonstrate potential to grow audiences, attract out of Scotland attendance and secure media coverage.

Events are assessed in terms of their viability and event management experience of the organiser as well as the five impact areas; Economic – Tourism and Business; Brand, Identity and Reputation; Media and Profile; and Social & Cultural. The ability of events to deliver against these event impacts determines the support EventScotland can offer. Events that take place in off-peak tourist seasons (shoulder periods) will be of particular interest. Applications demonstrating innovative, creative, imaginative and ambitious concepts to present clans and historical figures in a contemporary light will form strong propositions for the panel to consider.

Funding Eligibility - Checklist

<table>
<thead>
<tr>
<th>Clan Applicants</th>
<th>Other Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Applications made by clans, clan societies and recognised families should have: a written governing document, at least three people of the governing body or management committee who are not directly related and a bank account in the clan name. Applicants may only submit or endorse one application per funding round.</td>
<td>☐ Applications from non-clan organisations are welcome. They must be legally constituted organisations and have a bank account in the organisation’s name.</td>
</tr>
<tr>
<td>☐ Applications may also be submitted by other organisations acting on behalf of clans and clan societies or organising events which celebrate Scotland’s clan histories.</td>
<td></td>
</tr>
</tbody>
</table>

☐ Events applying for **Round 7** of the fund must take place in Scotland between **1st January 2020 - 31st December 2021**. Deadline for applications is **5pm on Friday 11 October 2019**.

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

☐ Events must take place outside of **Edinburgh and Glasgow** local authority areas.

☐ The value of grants applied for should be a **minimum of £1,000** and **maximum of £5,000**.
Applications are open to individual clans and non-clan organisations. Joint applications from multiple clans/organisations are welcome and may come forward for a maximum of £10,000.

The maximum funding requested should not exceed 25% of the overall event cash income.

An event can receive a maximum of 3 grants in total, these do not need to be awarded in consecutive years. This three-year cap will not be in effect for Round 7 but will apply from Round 8 onwards. This serves as notice for all relevant events.

It is not intended that an award from this fund will provide the majority of funding for any programme of activity (i.e. no more than 50% of the marketing, event production or programming budget etc.) and it should not fill a gap left by other funds being withdrawn.

All projections provided in the application must be an accurate reflection of anticipated attendance. A strong application will follow an evidence-based approach and include a robust budget.

All grant recipients must agree to implement robust means for measuring event outcomes, and feed into the Scottish Government’s overarching evaluation programme.

If funding is secured through this fund, you will not be able to receive support through any other EventScotland funding programmes.

Funding cannot be offered to support exhibitions, hospitality, trade shows or conventions.

Funding is not provided for core or capital purchases but may be offered for activities such as:
- Strategic marketing to increase attendance
- Adding a new element to an existing event
- Hired equipment to improve the visitor experience or increase event capacity
- Travel and transport to increase community involvement or to facilitate access to rural/remote areas
The Scottish Clans & Historical Figures Event Fund accepts applications for additional elements or new activity with the aim to grow events celebrating Scottish clans and historical figures. Below you may find some thoughts to inspire you when thinking about a proposal for your application.

- Do you have an idea for creative, new activities which might attract more visitors to your event? Think about how you could bring your clan’s or a historical figures’ history/story to life through engaging, entertaining, hands-on activity. Take inspiration from everyday life, or TV shows such as *Horrible Histories* as shown on the BBC.

- Could you introduce innovative tools or strategies to market your event to new audiences, for example through social media or online content? Content created for/during your event could be used on your website or Facebook page to engage future audiences. Maybe students from a local school or college would like to support your marketing plans?

- How could you engage young people and local communities on a long-term basis with your clan through an event or project? Are there specific programming elements you could create aimed at overseas clan members with families?

- Is there a way to present the story of a well-known historical figure or clan ancestor in a new, unusual and interesting light to your audiences?

- Could you work together with other clans, families, non-clan organisations, community groups or local businesses to amplify the impact of your event? Maybe a re-enactment of a historic battle between clans could be staged or local suppliers and businesses could support you in creating an immersive banquet like Mary Queen of Scots would have enjoyed?

- Are there uniquely Scottish activities or traditions your overseas visitors might enjoy which you haven’t offered before?

- Could you incorporate Gaelic into your event in an accessible, engaging way?

- Have past visitors or participants provided feedback on how their experience could be improved? For example, a speed-networking evening could help establish and strengthen ties between clan members from different countries.

- Find inspiration online - read about some famous Scots on the [VisitScotland website here](http://visitscotland.com).
Scotland’s Themed Years

The Scottish Clans & Historical Figures Event Fund takes into consideration organisers’ efforts and plans to engage with the Scottish Government’s Themed Years programme.

2020 has been designated Scotland’s Year of Coasts and Waters, a year that will spotlight, celebrate and promote opportunities to experience and enjoy Scotland’s unrivalled Coasts and Waters, encouraging responsible engagement and participation from the people of Scotland and our visitors. Applications for events taking place in 2020 are invited to demonstrate how the event intends to engage with the Themed Year and its four programme strands:

- Our Natural Environment and Wildlife
- Our Historic Environment and Cultural Heritage
- Activities and Adventure
- Food and Drink

Further information on Themed Years and the Year of Coasts and Waters can be found on the EventScotland website at www.eventscotland.org/funding/year-of-coasts-and-waters-2020/. Join the conversations by using #YCW2020 on social media.

Please note that Themed Years are taking place bi-annually, meaning there will be no Themed Year in 2021. The Year of Scotland’s Stories will be celebrated in 2022.
Final notes for Applicants

Applications to **Round 7** of the programme, for events taking place between **1st January 2020 - 31st December 2021**, must be submitted by **Friday 11 October 2019 at 5pm**.

**Step 1**: Read over the aims and objectives, criteria and funding eligibility carefully.

**Step 2**: It is important to discuss your application with a member of the EventScotland team in advance of submission. EventScotland staff will be available throughout the application period for advice and guidance. Applicants who discuss their applications well in advance will generally submit more relevant requests.

**Step 3**: Application forms are made available following positive discussions with a member of the team to sense check eligibility.

Following the deadline for applications to be submitted, each applicant will receive an email acknowledging receipt of their application. EventScotland aims to notify applicants of the outcome of their application before the end of December 2019. If for any reason there is a delay resulting in a longer assessment period, applicants will be notified.

Successful applicants will be required to sign a formal funding agreement outlining relevant key performance indicators and agree to submit a post-event report to measure outcomes. Funding will be paid as per an agreed payment schedule.

**CONTACT US**

**Name**: Annika Wolf, Events Executive  
**Email**: Annika.Wolf@visitscotland.com  
**Telephone**: +44 (0)131 472 2412  
(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.

**Do you need any additional support?**

EventScotland is committed to offering an accessible funding and application process. 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.
Facts and Testimonials

Clans and non-clan organisations who successfully applied have reported that The Scottish Clans & Historical Figures Event Fund has made a huge difference to their events and have appreciated both the funding as well as the support from VisitScotland and the Events Directorate.

“Having the funding has enabled us to produce events which we otherwise could not have done. These events have attracted visitors to Scotland, supported local service providers, musicians and manufacturers... Our Clan membership has increased with over 100 new applications, this is a reflection of the interest which has been created by these events.”

Pamela Rotheroe-Hay, Treasurer of Clan Hay Society

Hawick Reivers Festival 2019

A community-led festival for all ages, Hawick Reivers Festival explores the rich heritage of the Borderland Reiver families, encouraging local people and visitors alike to engage with their history and experience what life was like in that difficult time. The Scottish Clans & Historical Figures Event Fund supported the development of the clan village to include talks, presentations and market stalls. In 2019, organisers strategically worked to engage visitors outside the local authority.

“The Clan Event Fund and its helpful and patient staff have helped to focus our minds on the wider picture of visitors to Scotland as a whole and our potential part in encouraging those visitors to come over and love their time here. It has been a very worthwhile experience.“

Fiona Grant, Chairman of Clan Grant Society UK

Clan Gunn 2018

Clan Gunn aimed to promote engagement with young people in Scotland’s Year of Young People 2018 through a school competition to create a permanent display showcasing clan heritage at the Clan Gunn Heritage Centre.

“The Scottish Clan Event Fund was vital to the success of the International Clan Mackenzie Gathering. It made our programme wider and enabled us to incorporate community involvement in a hugely fun way. I believe it is a vital component for any future success of clan gatherings especially in areas that rely on tourism.”

The Earl of Cromartie, Chief of Clan Mackenzie

Fund Overview 2014-2018

67 events supported
46,408 total attendances
50% international visitors

Audiences increased from 2,000 in 2018 to 3,500 in 2019 with 40% coming from outside the local authority area.