

20 October 2025

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your request for information which was received by VisitScotland on 22 September 2025 at 00.30am and 07.03am, relating to Islay and Jura Marketing Board’s Destination and Sector Marketing Fund applications and requesting information regarding the following:-

1. **Eligibility Evidence**
All documentation submitted by IJMG demonstrating incorporation or legal-constitution status for both applications.
2. **Verification Records**
All records showing how VisitScotland confirmed IJMG met the above eligibility requirements (including formal business checks, Companies House searches, or equivalent).
3. **Applications & Awards**
The full text of IJMG’s successful applications (October 2021 and March 2022) and any award letters or grant agreements issued.
4. **Spending Documentation**
All reports, receipts, financial statements, or other documentation submitted by IJMG regarding the spending and allocation of these funds from October 2021 to present.
5. **Progress & Monitoring**
Any progress reports, monitoring forms, evaluations, or updates required or received by VisitScotland concerning IJMG’s use of these funds.
6. **Related Correspondence**
Any internal or external correspondence (emails, meeting notes, memos) discussing IJMG’s eligibility, assessment, or fund management.

VisitScotland’s response

Information relating to your request is listed below using the same numbering as in your request. We have attached two pdf documents to this email. The first contains the documents listed in 1-5 below. The second contains emails relating to point 6 of your request.

Please note that an exemption under Section 38(1)(b) of the Act applies to some of the information requested because it is personal data. Disclosure of this information is not necessary to achieve your legitimate interest. Disclosing this personal data would therefore contravene the data protection principles in Article 5(1) of the UK General Data Protection Regulation and accordingly this information is considered by us to be exempt under Section 38 (1) (b) of the Act. Accordingly, this information has been redacted. This exemption is absolute and is not subject to the public interest test.

1. Eligibility:-
 - A copy of the Islay and Jura Tourism and Marketing Group’s constitution.
2. Verification records:-
 - A copy of a bank statement dated 26 March 2021 confirming a bank account on the Group’s name as part of the verification process.
3. Applications and awards:-

- The application form for the Destination and Sector Marketing Fund dated 23 July 2021.
 - The award letter for the Destination and Sector Marketing Fund dated 4th October 2021.
 - The top-up award letter dated 15th March 2022. Please note that applications for the top-up fund were not required for organisations who had already qualified for the Destination and Sector Marketing Fund.
4. Spending Documentation: - covered at 5 in the progress reports and final campaign evaluation report
5. Progress and Monitoring:-
- Project activity plan
 - Report 1 (December 2021)
 - Report 2 (April 2022)
 - Final campaign evaluation report.
6. Related correspondence:-

There are 10 emails between 13 August 2021 and 31st August 2022 which relate to IJMG's eligibility, assessment, and/or fund management. There are no other forms of correspondence relating to this query.

Your right to request a review

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording) to:

Ms Vicki Miller
Chief Executive
VisitScotland
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG
Telephone: 0131 473 3603
E-mail: vicki.miller@visitscotland.com

The request for a review should be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application. If you are not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner. You can contact the Scottish Information Commissioner at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
Email: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Constitution of Islay and Jura Tourism and Marketing Group

1. NAME: The name of the group shall be The Islay & Jura Tourism & Marketing Group
2. AREA: The area covered by the group will be the Isles of Islay & Jura
3. OBJECTIVES:
 - a. To benefit the members individually and collectively by providing opportunities for co-operative publicity, for collective liaison with other bodies and for the promotion of other joint schemes connected with tourism on the islands
 - b. To benefit Islay & Jura by raising and maintaining the standard of tourism, attractions and facilities and by promoting local employment.
4. MEMBERSHIP:
 - a. Membership is open to accommodation providers and all other tourism-related activities and businesses within Islay & Jura.
 - b. Applications for membership are to be submitted, in writing, to the Secretary.
 - c. The membership year is to run from January to December (invoices normally sent Feb)
 - d. Each member may send as many representatives to a meeting as desired, subject to the discretion of the Chairman, but only one vote may be cast on any resolution.
5. SUBSCRIPTIONS:
 - a. The rate of subscription will be agreed at the AGM for the following year
 - b. Membership may be terminated if the annual subscription is not paid within TWO months of the due date.
 - c. A pro-rata rate will be applied for new members joining part way through the year.
6. COMMITTEE AND OFFICE BEARERS:
 - a. At the AGM a maximum of TWELVE persons will be elected with a minimum of FIVE persons forming a committee
 - b. At the first committee meeting following the AGM the office bearers will be elected, namely, Chairman, Vice Chairman, Treasurer, Secretary and other officers as appropriate.
 - c. Office Bearers will hold office for one year but may offer themselves for re-election at the next Annual General Meeting The committee shall be empowered to co-opt

persons whom they deem to be of benefit to the Group. The number of co-options shall not exceed 25% of the total committee membership. A co-opted person is entitled to vote.

7. FINANCE

- a. A bank account shall be opened in the name of Islay & Jura Tourism & Marketing Group for which the committee shall approve three signatories, one of whom shall be the treasurer. ALL cheques shall require two signatures.
- b. All monies raised by, or on behalf of, the organisation, shall be applied to further the aims of the Group and for no other purpose, provided that nothing herein contained, shall prevent the payment in good faith of reasonable and proper remuneration of any fees to professional and technical advisors or the repayment to members of the committee of reasonable out of pocket expenses.
- c. The Treasurer shall keep accounts of all income and expenditure.
- d. The Treasurer shall make a financial report to each committee meeting
- e. The Accounts shall be independently reviewed by an auditor appointed at the AGM and an audited statement shall be presented to the AGM.

8. MEETINGS

- a. The committee shall meet as often as necessary and not less than four times a year in addition to the AGM. A quorum of the committee shall not be less than three members who are entitled to vote. Decisions shall be reached by a simple majority. The Chairman shall have a casting vote. The Minutes of all meetings will record details of all proceedings, resolutions and decisions taken by the committee.
- b. The committee and Members shall, when deemed necessary undertake decision making electronically by way of email discussion and voting. Decisions shall be reached by a simple majority vote. The Chairman shall have a casting vote. The record of emails, details all proceedings, resolutions and decisions shall be filed.
- c. The Annual General Meeting (AGM) shall be held within five months of the financial year-end, being 31st October each year. A quorum for the AGM shall be one quarter of the membership, or twelve, whichever is the lesser. The purpose of the AGM will be to receive reports for the year's activities, receive the Audited Accounts and appoint an auditor, elect a committee and consider any proposals notified to the members. Twenty-one clear days notice of the AGM must be given to all members, including the Agenda and any proposals and resolutions to be considered at the AGM.
- d. Extra Ordinary General Meetings. On receiving a written request from not less than one third of the membership, the Secretary and Chairman shall have authority to call, at twenty one days notice, and Extra Ordinary General Meeting to consider the motion and purpose of such as request. Any such motion shall require a two-thirds majority of those present and entitled to vote.

9. ALTERATIONS TO THE CONSTITUTION

- a. Any changes to this constitution must be agreed by a majority vote at a General Meeting
- b. Amendments to this constitution or dissolution of the Group must be conveyed to the Secretary formally in writing. The Secretary and other officer bearers shall then decide on the date of a General Meeting to discuss such proposals, giving members at least twenty-one clear days' notice.

10. DISSOLUTION

- a. The Group may be dissolved if deemed necessary by the members in a majority vote at General Meeting. Any assets or remaining funds after debts have been paid shall be returned to their providers or transferred to local charities or similar groups at the discretion of the Committee.

Your account statement

Issue date: 28 April 2021

ISLAY & JURA MARKETING GROUP

ISLE OF ISLAY

TREASURERS ACCOUNT

ISLAY MARKETING GROUP

Account summary

Balance On [REDACTED]
Total Paid In [REDACTED]
Total Paid Out [REDACTED]
Balance On [REDACTED]

Account activity

Date	Payment Type	Details	Paid In (£)	Paid Out (£)	Balance (£)
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

The "Details" column in your statement shows the date that a Debit Card payment went into or came out of your account only if that happened on a weekend or a Bank Holiday.

Payment types:

FPO - Faster Payment

Destination & Sector Marketing Fund: Application Form

Important Information

The person completing the following **Destination & Sector Marketing Fund** application form must be the owner of the organisation or be authorised to complete the form on behalf of the organisation.

We recommend that you have a copy of the **Destination & Sector Marketing Fund Guidelines**, which can be found at: www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund nearby so you can refer to them when completing this form.

In order for us to process your application, you need to **complete ALL sections** of this form. Your application will be considered incomplete and ineligible if you do not provide an answer for each of the questions.

This form is intended to collect information to help us assess your application for support. You will be asked to provide basic company information. You will also be asked to submit financial information.

If you have any issues or require a different format for accessibility reasons, please contact Destination&SectorMarketingFund@visitscotland.com.

Completed forms should be returned via email to Destination&SectorMarketingFund@visitscotland.com by 3pm on the dates stated below. Please note applications can be submitted at any point for any tier during the specified timings:

Funding Tier	Applications Open	Applications Close
Tier 1 – City Region Awards Programme	Midday 1 st June 2021	3pm 29 th June 2021
Tier 2 – Pan-Scotland Sector Groups & Regional Destination Organisations	Midday 1 st June 2021	3pm 13 th July 2021
Tier 3 – Local Destination Organisations, Marketing Groups & non-Pan Scotland Sector Groups	Midday 1 st June 2021	3pm 23 rd July 2021

Organisation Details

Legal Name of Organisation

Islay & Jura Marketing Group

Trading Name (if different)

Explore Islay & Jura

Organisation Website / Web Presence & Consumer/B2B Channels *

www.islayjura.com

facebook @islayandjura

Instagram @exploreislayandjura

Twitter @islayandjura

Please provide one of the following:

Where available, please provide all identifiers which are relevant to your business

Company Registration Number (if applicable)

Charity Registration Number (if applicable)

National VAT Number (if applicable)

Size of Organisation

A micro or small organisation is an undertaking that has less than 50 employees and less than 10 million euros of annual turnover and/or balance sheet.

An SME organisation is an undertaking that has 50 or more employees and 10 million euros or more of annual turnover and/or annual balance sheet.

A large organisation is an undertaking that has 250 or more employees and 50 million euros or more of annual turnover and/or 43 million euro annual balance sheet

Micro/Small	<input checked="" type="checkbox"/>
SME	<input type="checkbox"/>
Large	<input type="checkbox"/>

Sector or Destination Organisation

Please tick to indicate that you are a sector organisation or a destination organisation

Sector	<input type="checkbox"/>
Destination	<input checked="" type="checkbox"/>

Type of Organisation (please tick all that apply)

Incorporated Organisation	<input type="checkbox"/>
Legally Constituted Group	<input checked="" type="checkbox"/>
Local Authority	<input type="checkbox"/>
Tourism Business Improvement District	<input type="checkbox"/>

Regional Spread, do you cover pan-Scotland, multi-regional or a regional group with significant reach of businesses across your area? We are looking to support organisations that have a significant scale and reach within their region or sector. Please complete the section below that applies to your organisation or group.

City Region – please give details of your City Region	
Regional Destination Organisations – please list the areas you cover	Islay & Jura
Pan Scotland Sector Groups – please explain your reach across Scotland and product sector	
Local Destination Organisations, Marketing Groups - please list the areas you cover	Explore Islay & Jura
Non-Pan Scotland Sector Groups – please list areas you cover and product reach across your sector	

If your organisation is an SME or Large organisation, was your organisation in financial difficulty (as defined in the guidance for applicants) as at 31 December 2019?

Please read the subsidy control section of the Guidance document before answering this question

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

If your organisation is a small or micro organisation, please write n/a in the box below

Yes	
No	x
N/A	

Organisation Address in Scotland

These details relate to your registered business address in Scotland as recorded on Companies House or a business premises in Scotland.

Organisation Address Line 1

Islay & Jura Marketing Group [REDACTED]
 [REDACTED], *Isle of Islay, Argyll* [REDACTED]
 [REDACTED]
Argyll and Bute Council

Organisation Address Line 2

Organisation Address Line 3

City

Postcode

County

Local Authority

Applicant Contact Details

First Name(s)

Last Name

Role within Organisation

Email Address

Mobile Phone Number

Bank Details

Name of Bank

Name on Account

Please provide the name exactly as displayed on your account.

Sort Code

Sort Code should be provided in number-only format.

Please remove any dashes or spacing.

Account Number

Supporting Documentation

Please email your supporting documentation to Destination&SectorMarketingFund@visitscotland.com alongside your application form. Please note that we support file sizes of up to 10MB per file.

- **Copy of a Bank statement** - Applicants will be requested to provide a copy of a redacted bank statement to confirm Account Name, Account Number, Sort-Code and bank address.
- **Audited Accounts for the year 2019/2020.** For organisations unable to provide accounts for the 2019/2020 financial year please submit bank statement dated from 01 April 2021 accompanied by a cashflow document that demonstrates operational viability for the next 12 months. We may request this cashflow to be verified by an accountant or request additional financial information upon receipt of application to allow financial checks to be carried out.
- **Copy of Articles of Association or Group Constitution.**
- Local Authority Applicants please provide contact details for finance team here:
Name:
Email:
Phone Number:
- **Completed Activity Plan (included in application form below)** that demonstrates clearly how awarded funds will be spent. Including detailed budget on how visitor propositions will be promoted through a range of activities, including paid media, PR, optimising and leveraging owned channels and amplifying reach through collaboration. **Generic awareness campaigns will not be considered.** The recovery marketing campaign activity must be delivered in accordance with the relevant Scottish Government guidelines and be flexible and agile enough to respond to any changes in guidelines.

Funding

Which Funding Tier are you are applying to and how much funding are you applying for? * *The amount applied for should match the total budget detailed in your Project Activity plan. Please read the 'Who is this Fund for' section of the guidance document before answering this question*

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

Funding Tiers	Level of Funding Applying for £
Tier 1 City Region Award Programme <i>Awards Between £50,000 - £100,000</i>	
Tier 2 Pan-Scotland Sector Groups & Regional Destination Organisations <i>Awards Between £40,000 - £80,000</i>	
Tier 3 Local Destination Organisations, Marketing Groups & non-Pan Scotland Sector Groups <i>Awards Between £10,000 - £20,000</i>	£20,000

Visitor Proposition

Use this section to provide an overview of your visitor proposition that is specific to your destination or sector. This should include a clear description of what the proposition is, what is unique about it, how it is insight driven and aligns with post-Covid consumer trends and how this proposition will drive bookings and increase visitors. Other details should include your target audiences, where geographically within the UK and Ireland you want to focus your promotional activities, this can also include the local Scottish market. Are you looking at specific timings or seasons e.g. School Holidays, Christmas or New Year breaks, if so, how does your proposition align with these?

Max 500 words. See Guidance notes for more details

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

Use this section to provide an overview of your visitor proposition that is specific to your destination or sector. This should include a clear description of what the proposition is, what is unique about it, how it is insight driven and aligns with post-Covid consumer trends and how this proposition will drive bookings and increase visitors. Other details should include your target audiences, where geographically within the UK and Ireland you want to focus your promotional activities, this can also include the local Scottish market. Are you looking at specific timings or seasons e.g. School Holidays, Christmas or New Year breaks, if so, how does your proposition align with these?

Our visitor proposition, that aligns with post covid-consumer trends, will cover what we have listed below however fundamentally is based on the sharing of this with visitors and potential visitors. This can best be done through the development of a new website that allows connectivity with all digital platforms for all our businesses regardless of size here on Islay and Jura. The project will involve allowing our visitors to easily see what can be offered and allow them to build a full itinerary covering all aspects of their Islay and Jura adventure. While this project is our immediate aim and one that is our main focus with this fund it leads into opportunities for the future that cover digital apps and the visitors whole journey.

Wellness, slow adventuring, Making memories and connecting with nature

We are proposing sharing our islands (Islay and Jura) with a wider and more diverse demographic. Please remember that until covid began 85% of our visitors came to our islands for Whisky as their main focus.

This whole journey gives us all new opportunities to shift the focus and share our unique offering here on Islay and Jura.

This includes our complex biodiversity, ecosystems, geology, history and wildlife not to mention our slow adventuring such as wild swimming, bird watching, walking and organised activities from activity providers. These are year round attractions that offer educational and inspirational experiences for all ages and abilities. In addition we have activities that are more obviously year round such as our food and drink experiences.

Taking a moment to share with you a visitors experience yesterday that on a drive to Ardnahoe for a food and drink pairing saw a merlin gliding over the car, tawny owl preening itself on the road and two sea eagles soaring high above looking for their next meal all within five minutes and left the visitors with a magical memory that they chatted about all evening. These guests in particular have been in a 15th story flat for the last 18 months working from home with no outdoor space.

Here on Islay and Jura our tourism offer is year round We are working with Calmac and Transport Scotland to extend the summer timetable in order to keep up with demand for capacity and to remove any potential barriers for visitors.

As Islay and Jura offers something for all audiences we propose to have a broad approach and utilise our social media channels, our travel writers and influencers who have experienced the magic of the islands and the warm welcome of its people. With the help of this fund we would also be able to share this more widely due to the development of a new website and consolidation of our social media.

We have employed [REDACTED] for the last six months (our communications and membership officer) for two days a week and have the opportunity to expand on this time with the help of this fund. This would enable us to ensure project management and delivery of our activities and plans set out in this application.

Alignment & Collaboration

Use this section to provide a brief overview of how your visitor proposition aligns to the National Scotland Outlook 2030 Strategy and where appropriate please also detail any alignment and collaboration at a regional level. This could also include alignment with the themed year for 2021, the Year of Scotland's Coasts and Waters and with the themed year for 2022, Scotland's Year of Stories.

Max 300 words. See Guidance notes for more details

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

Visitors, when visiting our two islands will experience the passion of our people, the warmth of the welcome and observe our thriving communities. Our island culture is one that embraces, envelopes and shares our way of life with everyone that visits and encourages them to slow down and connect with nature and each other. This can be as simple as our “island wave” and slower pace which we ask all visitors to embrace. Whether you are kayaking through the islets, cycling through the woodlands, strolling across one of our many beautiful unspoiled beaches or being taken on a whisky journey by one of the wonderful distillery experiences and the people that create them you will enjoy the serenity and create a memorable experiences that will last a lifetime.

Explore Islay and Jura promote a collegiate approach across all tourism industries and interests on both Islay and Jura

Responsible Tourism

Use this section to provide a brief overview of how your visitor proposition incorporates the principals of Responsible Tourism and how it will contribute towards a more sustainable recovery.

Max 250 words. See Guidance notes for more details

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

As part of a revisit of the group's Visitor Charter, sustainability messaging including voluntourism will be incorporated. To keep our coasts free of litter, we will be encouraging visitors to litter pick while enjoying our miles of secluded coast lines. bags bins and emptying of said bins is already in early progress with the local council however a new website for Explore Islay and Jura would help share the word.

The website would clearly lay out how to be a responsible visitor to our islands.

To promote sustainable travel, the website will include an electric car charging station map.

We will look to embrace campers and camper vans by signposting local facilities and encouraging #respectprotectenjoy. and a higher spend on local produce by creating local produce boxes with recipe cards. the funding and time is in place for the boxes to be created but with this fund from VS would help create a bookable product online on our website

Links to public transport and highlighting the sustainable methods of transport such as our new pathways across the island that link villages over beautiful and safe coastline

Objectives & Measurement

Use this section to provide a brief overview of your objectives and measurement tools for the overall project, this should focus on SMART objectives for the campaign along with achievable and measurable targets, to properly evaluate success. Please note general awareness KPIs and deliverables will not be considered, ensure objectives are specific to your visitor proposition and proposed marketing activities.

Max 250 words. See Guidance notes for more details

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

Minimum of 6 influencer visits to create content and promote our islands

Aimed at families, individual travellers, foodies as follows:

██████████ – 3 Day Visit: focus on “lingering longer” & “experiences that create memories”

██████████ – 3 Day Visit: focus on “water wellness” & how to do Islay in 3 days

Scotsman Food and Drink / Scran / Scotland on Sunday / Taste Magazine / Laudable podcast – visit exploring food and drink producers and dining experiences

National Geographic – 3 Day Visit: focus on sustainability

██████████ – 4 Day Visit: focus on family experiences and “making memories”

Sunday Post – Self-catered visit & activities

These will be completed in 2021.

Website to be updated by mid 2022 to include access across all devices and platforms, and a function that allows visitors to build a personalised itinerary with links for bookable online products

Become a member of West Coast Waters by 2022 through their pay to play scheme as discussed in length with them through our ██████████ to link back to allow visitors to extend their West Coast visit out to Islay and Jura.

Become visible on the Kintyre 66 route by end of 2021.

Viability

Use this section to provide a brief overview of how the project will be delivered, this should include evidence that there will be sufficient resource to deliver all aspects of the project. Please note no more than 15% of the total budget can be allocated to project management fees.

Max 200 words. See Guidance notes for more details

www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund

These projects will be managed by a voluntary committee supported by an experienced administrator already in position with more time available if funding allows.

The committee consists of 9 experienced professionals within the hospitality and tourism industries across Islay and Jura with backgrounds in project management at local and national level finance, sales and marketing.

Project Activity Plan

Please complete the table for all elements of your project detailing different project activities that will deliver on your objectives, including details of how it will be implemented. This should include all aspects of asset creation as well as promotional plans. Please provide a detailed cost breakdown for each line of activity, whilst these costs may change where possible please provide accurate budgets. When completing for your project please identify partners, channels and target publications by name and clearly outline how each area will be monitored and evaluated. The total budget should align with the overall amount of funding you have applied for. **All Activity outlined in the plan must be completed by 31st March 2022.**

You can find an example of a completed activity plan at www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund.

Planned Activity & Implementation Plan. Please use a new line for each activity eg. video content creation, podcast development, paid social & influencer visits	Detailed Budget	Timing of Activity <i>All activity must be completed by 31st March 2022</i>	Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.
Affiliation with West Coast Water	£1k	Dec 2021	Monitored through presence and visibility within the program
Website updates	£17k	Completed by March 2022	All our Project leads into the development of a new website that allows visitors to plan ahead and book their meals, accommodation and experiences on our website. Itinerary builder in place Website accessible across all devices Direct booking links
Paid influencer visits	£1k	Sept 2021	Content across digital, printed and audible channels Increase in followers on social media



Voluntourism initiative	£1k	Mar 2022	Digital material and infrastructure to allow visitors to collect beach litter. Ways of measuring volume to be implemented which is already discussed with weighted bins at collection by council. In discussion with [REDACTED] and [REDACTED]
TOTAL BUDGET	£20k		

DATA PROTECTION NOTICE

We will use the personal data provided by you in this form to:

- assess your application for a grant and contact you regarding your application.
- monitor any grant made to your organisation, for grant management purposes and to perform any other requirements set out in the grant agreement between us.
- allow us to share data with industry representatives who will form part of the decision panel or appeals panel.
- allow us to share data with Scottish Government, Scottish Tourism Alliance, COSLA, Creative Scotland, Local Authorities and Enterprise Bodies in Scotland, UK Subsidy Control Body, Scottish Tourism Emergency Response Group (STERG) and VisitScotland’s auditors for verification and reporting purposes.
- if you are successful, to allow us to pay the grant directly into your organisation’s bank account, perform our part of the grant agreement and to allow us to report to Scottish Government and the UK body responsible for subsidy control transparency, where applicable, where applicable.
- contact you about taking part in a survey.

By submitting this form, you acknowledge that VisitScotland will use and share your personal data to administer and assess your application as described above. If you want to find out more about what we do with your data, please see VisitScotland's [Privacy Policy](#). We will retain your personal data after the completion of the grant agreement for a period and thereafter, your data will be deleted.

I confirm that I have read VisitScotland’s Privacy Policy	<input type="checkbox"/>
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Confirmation

Please ensure you tick all below boxes to ensure your application is complete

I can confirm that VisitScotland can publish the name of my organisation and the details of financial support given, including as part of media releases or publications.	<input checked="" type="checkbox"/>
I confirm that, to the best of my knowledge, all the information provided in this form is true and accurate.	<input checked="" type="checkbox"/>
I acknowledge that if my application is successful, I must sign and return the grant award letter and accept the terms and conditions before the funds will be paid into the organisation’s bank account.	<input checked="" type="checkbox"/>
I confirm that I am authorised to apply for funding on behalf of the business	<input checked="" type="checkbox"/>

E-Signature

<input type="text"/>

Please submit this form along with supporting evidence to Destination&SectorMarketingFund@visitscotland.com. You will receive an automatic response email acknowledging your email if your application has been received by VisitScotland. If you do not get an automatic response email, please contact Destination&SectorMarketingFund@visitscotland.com.

	<p>other media that is produced as a result of the Grant Award and/or that is funded in whole or in part by the Grant Award (which shall include, as a minimum, any content that is identified in the activity plan in Appendix 1 to this letter)</p>	
<p>The Recipient will also provide to VisitScotland (as soon as possible after receipt of any request from VisitScotland) copies of any video, imagery and other digital content that is produced as a result of the Grant Award and/or that is funded in whole or in part by the Grant Award that is specifically requested by VisitScotland at any time ("Digital Content").</p> <p>The Recipient must ensure that:</p> <ul style="list-style-type: none"> • all Digital Content is developed in compliance with Web Content Accessibility Guidelines - for more information visit w3.org/TR/WCAG21; and • the Recipient provides and/or obtains (as applicable) all necessary permissions to allow for the sharing of the Digital Content with VisitScotland for use (on a royalty-free basis) by VisitScotland and third parties via VisitScotland's Digital Media Library - for more information please see the information about the Digital Media Library issued by VisitScotland at or around the same time as this letter and visit the VisitScotland Digital Media Library at https://assets.visitscotland.com/login. 		

The Grant Award is subject to the Terms and Conditions set out in the Appendix 2 to this letter.

If the Recipient wishes to accept the offer of the Grant Award on the Terms and Conditions as set out in the Appendix 2 to this letter, an authorised signatory of the Recipient should sign and date the grant acceptance set out at the foot of this letter and scan and return a copy of this letter to Destination&SectorMarketingFund@visitscotland.com.

By signing and returning the grant acceptance to VisitScotland, the Recipient is:

- agreeing to the Terms and Conditions set out in the Appendix 2 to this letter; and
- confirming that the Recipient is eligible to receive the Grant Award in accordance with the eligibility requirements set out in the Fund Guidance as published on VisitScotland's website.

You should be aware that VisitScotland reserves the right not to pay the Grant Award in certain circumstances as set out in the Terms and Conditions, including where any of the confirmation statements above are not accurate in respect of the Recipient, or where the Recipient has made any false or misleading statements in its Application Form.

Please also note that the Grant Award offer made pursuant to this letter will not become effective and that no payment of the Grant Award will be made unless a signed grant acceptance is returned to VisitScotland by the Recipient on or before **Monday 18th October**. The offer of a Grant Award set out in this letter will automatically lapse and will not be capable of being accepted by the Recipient if a signed grant acceptance is not received by VisitScotland from the Recipient on or before this date.

Yours sincerely,

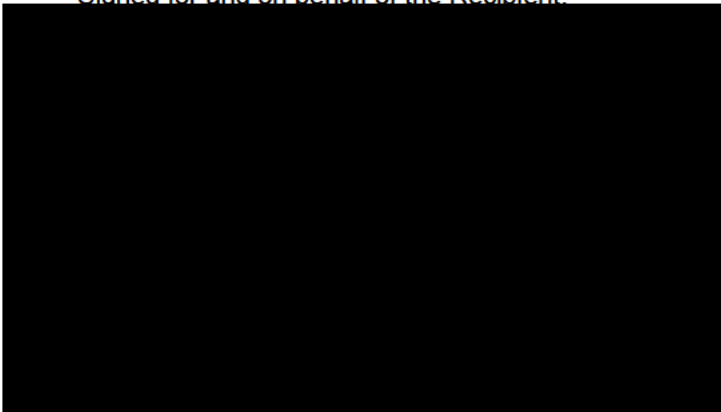


Vicki Miller
Director of Marketing & Digital
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH

Grant Acceptance

On behalf of **Islay & Jura Marketing Group**, I accept the foregoing offer of the Grant Award by VisitScotland dated 4th October 2021 on the terms and conditions as set out in the Appendix 2 to this letter. I confirm that I hold the relevant signing authority.

Signed for and on behalf of the Recipient:



THIS IS THE APPENDIX 1 TO THE GRANT AWARD LETTER IN RESPECT OF THE DESTINATION & SECTOR MARKETING FUND ACTIVITY PLAN

Project Activity Plan

Please complete the table for all elements of your project detailing different project activities that will deliver on your objectives, including details of how it will be implemented. This should include all aspects of asset creation as well as promotional plans. Please provide a detailed cost breakdown for each line of activity, whilst these costs may change where possible please provide accurate budgets. When completing for your project please identify partners, channels and target publications by name and clearly outline how each area will be monitored and evaluated. The total budget should align with the overall amount of funding you have applied for. **All Activity outlined in the plan must be completed by 31st March 2022.**

You can find an example of a completed activity plan at <https://www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund>

Planned Activity & Implementation Plan. Please use a new line for each activity e.g. video content creation, podcast development, paid social & influencer visits	Detailed Budget	Timing of Activity <i>All activity must be completed by 31st March 2022</i>	Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.
<p><i>Photography and videography content creation</i></p> <p>Create videos and photography focusing on whisky wellness have a bank of both videos and photographs with full rights to images for both us at Explore Islay and Jura and Visit Scotland to use and promote and share with other umbrella DMOs and influencers and indeed journalists</p> <p>This could also be utilised on our new website</p>	£6000	October 2021 to March 2022	<p><i>This filming and photography will raise awareness of whisky wellness here on Islay and Jura.</i></p> <p><i>The content will tell a story of the journey of the whisky and the person/people enjoying it</i></p> <p><i>Social media will help us keep track of the performance of this content views, interaction and engagement</i></p> <p><i>Once the content is on our website for explore Islay and Jura we can track the booked services as a result</i></p>

<p><i>Paid Social</i></p> <p><i>Target the market of whisky drinkers through our own paid social</i></p>	<p>Total £4000 £3000 £1000 for ██████████ time our project coordinator</p>	<p>four 8me periods over Oct 2021 to March 2022</p>	<p>all website traffic will be measured</p> <p>All social media hits and interactions easily measured and shared</p> <p>all partners featured to also feedback in order to measure success.</p>
<p><i>influencers identify three influencers who are well known and liked in the whisky world</i></p> <p><i>Speak with ██████████ to find two charismatic whisky influencers who would be engaging with a younger whisky drinking market who are ready to travel to the islands to have a whisky experience and can see how this would fit into their life with family, partners or solo travel</i></p> <p>Speak with whisky writers, distilleries, influencers to identify the experiences with a story, feel good factor and an accessible bookable product (Warehouse demo at Lagavulin) (beach tasting at Kilchoman)</p>	<p>£8000 including all travel expenses, paid social from their accounts</p>	<p>October 2021 to February 2022</p>	<p>Feedback from influencers to be included as part of the ££ on how the media has performed</p> <p>Track the number of bookings the experience has</p> <p>Measure new visitors at the point of the experience through the distilleries engagement</p> <p>Agreement from the distilleries social media teams to promote on their platforms and further editorial from their press teams.</p>
<p>TOTAL BUDGET</p>	<p>£18000</p>		

**THIS IS THE APPENDIX 2 TO THE GRANT AWARD LETTER IN RESPECT OF THE DESTINATION & SECTOR
MARKETING FUND**

TERMS AND CONDITIONS

1. Definitions and Interpretation

1.1 In this Contract, unless the context otherwise requires, the following terms shall have the meanings given to them below:

"Application Form" means the application form (together with any required accompanying documentation) that was submitted by the Recipient for grant funding under the Fund;

"Award Letter" means the letter to which these Terms and Conditions are appended;

"Contract" means the contract between VisitScotland and the Recipient in relation to the Grant Award, comprising of the Award Letter, these Terms and Conditions and any other documents that are referred to in these Terms and Conditions (including the Expression of Interest (if applicable), Application Form and the Fund Guidance);

"Data Protection Legislation" means the General Data Protection Regulation (Regulation (EU) 2016/679) as implemented into UK law, the Data Protection Act 2018 and/or any corresponding or equivalent national laws or regulations and any replacement, amendment, re-enactments or consolidation of the same from time to time;

"Digital Content" means any video, imagery and other digital content that is produced as a result of the Grant Award and/or that is funded in whole or in part by the Grant Award that is specifically requested by VisitScotland at any time;

"Eligible Costs" means the types of costs that are identified as being "Eligible Costs" in the Award Letter;

"Expression of Interest" means the expression of interest form (if any) that was submitted by the Recipient prior to submitting the Application Form;

"Fund" means the fund identified in the Award Letter, as further described in the Fund Guidance; and

"Fund Guidance" means the guidance made available by VisitScotland to potential applicants for the Fund as published on VisitScotland's website;

"Grant Award" means the grant awarded to the Recipient towards meeting the Eligible Costs, as set out in the Award Letter;

"Party" means, as the context requires, VisitScotland and/or the Recipient, and **"Parties"** means both of VisitScotland and the Recipient;

"Recipient" means the party identified as the "Recipient" in the Award Letter;

"Subsidy Control Rules" means the laws, regulations and/or rules that apply to the award of subsidies by public authorities in the UK, including applicable guidance published by governmental and/or regulatory bodies from time to time; and

"Terms and Conditions" means these terms and conditions.

1.2 Any reference in this Contract to a statutory provision includes any amendment, extension, consolidation or replacement of the same from time to time.

1.3 Any phrase introduced by the terms **"including"**, **"include"**, **"in particular"** or any similar expression shall be construed as illustrative and shall not limit the sense of the words preceding those terms.

2. The Grant Award

2.1 Subject to the terms and conditions set out in this Contract, VisitScotland hereby agrees to pay the Grant Award to the Recipient. The Grant Award will be paid by VisitScotland in accordance with the payment arrangements set out in the Award Letter.

2.2 The Recipient shall not in any circumstances be entitled to receive any sums from VisitScotland in excess of the Grant Award.

2.3 It will be the responsibility of the Recipient not only to ensure that its treatment of VAT relative to the Grant Award is correct, but also to establish the VAT commitment in respect of the Grant Award. The Recipient acknowledges and has satisfied itself that the Grant Award is not consideration for any taxable supply for VAT purposes by the Recipient to VisitScotland. Under no circumstances will the Grant Award be increased should any VAT liability arise on the Recipient, who will remain liable for such VAT liability together with any related fine, penalty or interest. For the avoidance of doubt, the Grant Award is inclusive of VAT, if any, payable thereon.

2.4 The Recipient shall promptly repay to VisitScotland any money incorrectly paid to it, whether as a result of an administrative error or otherwise.

3. Purpose of the Grant Award

- 3.1 The Recipient shall only use the Grant Award to meet Eligible Costs that are properly incurred by the Recipient.
- 3.2 Without prejudice to its other obligations under this Contract, the Recipient agrees to comply with all of the obligations and conditions that are set out in the Fund Guidance.

4. Monitoring and Reporting

- 4.1 The Recipient shall provide such information, reports and/or documentation as VisitScotland may request at any time or from time to time in order for it to establish that the Grant Award has been properly claimed and used in accordance with this Contract.
- 4.2 Without prejudice to the generality of clause 4.1, the Recipient shall:
- 4.2.1 provide to VisitScotland the reports, the Digital Content and any other materials that are identified in the Award Letter; and
- 4.2.2 permit any person authorised by VisitScotland such reasonable access to its employees, agents, premises, facilities and records, for the purpose of discussing, monitoring and evaluating the Recipient's use of the Grant Award and/or its compliance with the terms of this Contract.

5. The Recipient's Warranties and Undertakings

- 5.1 The Recipient warrants and undertakes to VisitScotland that:
- 5.1.1 neither its acceptance of the Grant Award nor its performance or observance of any of its obligations contained in this Contract will:
- 5.1.1.1 conflict with or result in any breach of any law, statutory regulation, agreement, obligation or duty by which it is bound; and/or
- 5.1.1.2 cause any limitation on any of its rights or powers to be breached;
- 5.1.2 the information contained in the Expression of Interest (if applicable), Application Form and all other financial and other information which has been disclosed to VisitScotland, is true, complete and accurate;
- 5.1.3 it will provide VisitScotland such further information about its business, operations and/or financial position as VisitScotland may reasonably request;

- 5.1.4 it will keep proper financial and other records to VisitScotland's reasonable satisfaction and make them available for inspection by VisitScotland and/or its agents;
- 5.1.5 it will ensure that any consultant, contractor or supplier involved in the performance of the Recipient's business or operations is paid in a timely manner; and
- 5.1.6 it will comply with all applicable laws in the performance of its business and operations.

5.2 The Recipient shall at all times during the course of this Contract comply with prudent business practice with regard to the insurance of matters related to this Contract.

5.3 In order to demonstrate to the public that the funds which they have ultimately provided are making a contribution to their community and/or nation the Recipient undertakes to provide such recognition and acknowledgement of the Grant Award as may be required by VisitScotland.

6. Liability

- 6.1 Nothing in this Contract shall restrict or limit VisitScotland's liability to the Recipient for death or personal injury arising out of VisitScotland's negligence or for any other liability that cannot be restricted or limited by VisitScotland under applicable law.
- 6.2 Subject to clause 6.1, VisitScotland's liability under this Contract is limited to the payment of the Grant Award.
- 6.3 Without prejudice to clause 6.2, VisitScotland accepts no liability for any consequences, whether direct or indirect, that may come about from the use of the Grant Award or from withdrawal of the Grant Award.
- 6.4 The Recipient shall indemnify and keep indemnified VisitScotland (and its employees, agents, officers or sub-contractors) against all actions, claims, losses, damages and expenses, howsoever arising, that VisitScotland (and/or its employees, agents, officers or sub-contractors) may directly or indirectly sustain or incur as a result of this Contract (except to the extent that the same may arise out of the action, default or negligence of VisitScotland and/or its employees, agents, officers or sub-contractors).
- 6.5 This clause 6 shall survive termination or expiry of this Contract for any reason.

7. Default and Repayment

7.1 The Grant Award shall become immediately repayable by the Recipient to VisitScotland or may be varied or withheld (in whole or in part) at VisitScotland's sole discretion upon the occurrence of an Event of Default.

7.2 For the purposes of this clause 7, an "**Event of Default**" shall occur if:

7.2.1 the Recipient fails to comply with any or all of the terms, conditions, warranties, undertakings and/or obligations set out in this Contract;

7.2.2 the Recipient provides any information that is false or misleading and/or the Recipient acts fraudulently in connection with the Grant Award and/or this Contract;

7.2.3 the Recipient does anything that does or may cause damage to the reputation or goodwill of VisitScotland and/or the Scottish tourism and/or events industry; and/or

7.2.4 the Grant Award is determined to be illegal by any Court or regulatory authority.

7.3 Unless VisitScotland agrees (at its sole discretion) to change the requirements giving rise to an Event of Default or to waive the relevant Event of Default, VisitScotland shall at any time after the occurrence of an Event of Default be entitled to demand by written notice served on the Recipient immediate repayment of all or part of the Grant Award, and on such demand being made the Grant Award (or part demanded) shall be repaid to VisitScotland by the Recipient no later than 30 days after the demand is made by VisitScotland.

7.4 The Recipient will be responsible for paying all costs incurred by VisitScotland in connection with investigation and/or the exercise or enforcement of its rights in connection with an Event of Default, including (but not limited to) all fees of agents, solicitors, surveyors and accountants employed by VisitScotland.

7.5 This clause 7 is without prejudice to VisitScotland's other rights and/or remedies under this Contract. This clause 7 shall survive termination or expiry of this Contract for any reason.

8. Intellectual Property and Data Protection

8.1 VisitScotland and the Recipient agree that all rights, title and interest in or to any information, data, reports, documents, procedures, technology, know-how and any other intellectual property rights whatsoever owned by either VisitScotland or the Recipient (or their licensors)

before the date of this Contract or developed by either Party during the term of this Contract (or after) shall remain the property of that Party.

8.2 The Recipient grants to VisitScotland a non-exclusive, worldwide, perpetual and royalty-free licence to use the intellectual property rights in and to all documents, materials and other items that are submitted to VisitScotland by or on behalf of the Recipient in connection with this Contract (including, but not limited to, the Digital Content).

8.3 Without prejudice to the generality of clause 8.2, the Recipient acknowledges and agrees that the Digital Content will be made available by VisitScotland for use by VisitScotland and third parties (on a royalty-free basis) via VisitScotland's digital media library.

8.4 The Recipient must ensure that the documents, materials and other items produced or submitted by or on behalf of the Recipient in connection with this Contract (and the use of such documents, material and other items by or on behalf of VisitScotland) does not infringe the intellectual property or other rights of any third party.

8.5 Each Party agrees that, in the performance of its respective obligations under this Contract, it shall comply with the provisions of the Data Protection Legislation.

9. Notices

9.1 Any notice or other communication required to be given under this Contract:

9.1.1 to VisitScotland, shall be sent by email to legalnotices@visitscotland.com; or

9.1.2 to the Recipient, shall be sent by email to the Recipient at the email address stated in the Award Letter or to any other contact email address that VisitScotland may hold for the Recipient from time to time.

9.2 Any notice or other communication to be given in terms of this Contract shall be given in accordance with clause 9.1 and shall be deemed to have been received on the next business day after it is sent.

10. Confidentiality and Freedom of Information

10.1 Subject to clauses 10.2, 10.3, 10.4 and 10.5, each Party shall during the term of this Contract and thereafter keep confidential all confidential and/or commercially sensitive information disclosed to it by (or on behalf of) the other Party in connection with this Contract and shall not disclose the same to any person save to the extent necessary to perform its obligations or exercise its rights under this Contract or as may be expressly authorised by the other Party.

- 10.2 The provisions of clause 10.1 shall not apply to any information which:
- 10.2.1 is or later comes into the public domain otherwise than by breach of this Contract or any other agreement between the Parties;
 - 10.2.2 is in the lawful possession of the receiving Party prior to its receipt from the other Party;
 - 10.2.3 is independently received from a third party who is free from any obligations to a third party not to disclose it;
 - 10.2.4 is conceived by the receiving Party independently of the information received or required from the other Party; or
 - 10.2.5 the receiving Party:
 - 10.2.5.1 is bound by applicable laws or regulations, including any requirement for disclosure under Freedom of Information (Scotland) Act 2002;
 - 10.2.5.2 is required by a court, tribunal or supervisory authority or competent jurisdiction to disclose;
 - 10.2.5.3 is required by any other statute to pass information, as required, to Government agencies; or
 - 10.2.5.4 is disclosed by VisitScotland to Scottish Ministers or any other public sector body in connection with the Fund.
- 10.3 The Recipient acknowledges that VisitScotland, as a public sector body in Scotland, is subject to the requirements of certain access to information legislation, including the Freedom of Information (Scotland) Act 2002, the Access to Environmental Information (Scotland) Regulations 2004 and the Public Services Reform (Scotland) Act 2010 (the "**Information Laws**").
- 10.4 The Recipient acknowledges that VisitScotland may be obliged under the Information Laws to disclose information relating to the Recipient. Each Party will take reasonable steps, where appropriate, to give the Recipient advance notice of the proposed disclosure of any of the Recipient's commercially sensitive or confidential information, or failing that, to draw the relevant disclosure to the Recipient's attention as soon as reasonably practicable after any such disclosure.
- 10.5 The Recipient acknowledges that VisitScotland will be responsible for determining in its own absolute discretion whether any information requires to be disclosed in accordance with the provisions of the Information Laws, and that nothing in this Contract shall prevent VisitScotland from disclosing (and VisitScotland shall not have any liability to the Recipient in connection with the disclosure of) any information pursuant to the Information Laws.
11. **Dispute Resolution**
- 11.1 VisitScotland and the Recipient shall use reasonable endeavours to resolve any dispute at an operational level as soon as possible through negotiation.
- 11.2 Subject to clauses 11.3 and 11.5, if the Parties are unable to resolve any dispute through negotiation in accordance with clause 11.1 then clause 15 shall apply.
- 11.3 At any time before court proceedings are commenced, the Parties may (but are not bound to) agree that the dispute should be referred to arbitration in accordance with the provisions of clause 11.4.
- 11.4 If a dispute is not resolved in the first instance, the dispute shall be referred to the arbitration of a person agreed by both the Parties. Failing initial agreement, either Party may give written notice for the other Party to concur to the appointment of the arbiter. If after 14 days of written notice the Parties have not reached agreement, the Scottish Arbitration Centre shall, on the application of either Party appoint an arbiter. The Law of Scotland shall apply to all arbitration under these Conditions, and the award of the Arbiter shall be final and binding on both Parties subject to the Scottish Arbitration Rules 41 and 69, as set out in schedule 1 of the Arbitration (Scotland) Act 2010. The Arbiter shall have power to: (i) direct such measurements and valuations in order to determine the rights of the Parties; (ii) ascertain and amend any sum which ought to have been referred to, or included in, any payment; or review and revise any application for payment, instruction, variation, opinion, decision, requirement or notice; (iii) determine all matters in dispute which are submitted to him in such a manner as if no such application for payment, instruction, variation, opinion, decision, requirements or notice had been given; (iv) award compensation or damages and expenses to, or against, any of the Parties to the arbitration. The Arbiter shall be entitled to remuneration and reimbursement of his outlays. The Arbiter's remuneration and costs shall be met equally by VisitScotland and the Recipient, unless specifically instructed to the contrary by the Arbiter.
- 11.5 Nothing in this clause 11 shall prevent either Party from taking immediate action (including, but not limited to, by raising court proceedings) to protect

or enforce any of its rights and/or remedies at any time.

12. Subsidy Control Rules

12.1 The Recipient acknowledges that the Grant Award is made subject to the Subsidy Control Rules. VisitScotland and the Scottish Ministers intend that the Fund (and the support it provided to recipients) is consistent with the applicable Subsidy Control Rules. This is because the Fund is intended to provide financial support to eligible economic actors in order to compensate them for the damage caused by the COVID-19 pandemic and/or to provide temporary financial support to respond to the COVID-19 pandemic.

12.2 The Recipient shall provide such assistance, information and/or support as VisitScotland and/or the Scottish Government may reasonably require from time to time in connection with their respective responsibilities under the Subsidy Control Rules.

12.3 The Recipient acknowledges that VisitScotland may vary the terms of the Grant Award and/or this Contract in order to ensure compliance with its and/or the Scottish Ministers' duties under the Subsidy Control Rules at any time on providing written notice to the Recipient.

12.4 Without prejudice to VisitScotland's other rights and remedies under this Contract (including, but not limited to, under clause 7), the Recipient agrees that VisitScotland shall have the right to require the Recipient to repay to VisitScotland (within 30 days of VisitScotland's demand) all or any part of the Grant Award if:

12.4.1 any statement or confirmation given by the Recipient in its Expression of Interest and/or Application Form is determined by VisitScotland or any competent authority to be false or misleading; and/or

12.4.2 if it is otherwise determined by VisitScotland or any competent authority for any reason that the Recipient was not eligible to receive the Grant Award under the conditions of eligibility set out in the Fund Guidance and/or that the Grant Award is incompatible with the Subsidy Control Rules.

12.5 Without prejudice to the generality of clause 10.2.5.1, the Recipient acknowledges that VisitScotland and/or the Scottish Ministers will be entitled (at their sole discretion) to disclose information in relation to the Grant Award and/or this Contract in order to promote and/or facilitate compliance with their respective duties under the Subsidy Control Rules, including, but not limited to, their duties of transparency.

13. Prevention of Corruption

13.1 The Recipient shall comply with, and shall procure that its employees, personnel and contractors shall comply with, the Bribery Act 2010 in connection with the Grant Award and this Contract. In particular, but without limitation, the Recipient shall ensure that adequate controls are in place to prevent bribery.

14. General

14.1 The Recipient may not assign or transfer any of its rights or obligations under this Contract without the prior written consent of VisitScotland. VisitScotland may assign or transfer any of its rights or obligations under this Contract at any time on providing notice to the Recipient.

14.2 This Contract shall not create any partnership or joint venture between VisitScotland and the Recipient, nor any relationship of principal and agent, nor authorise any Party to make or enter into any commitment for or on behalf of the other Party.

14.3 No failure or delay by VisitScotland in exercising any right, power or privilege under this Contract shall impair the same or operate as a waiver of the same, nor shall any single or partial exercise of any right, power or privilege preclude any further exercise of the same or the exercise of any other right, power or privilege.

14.4 The rights and remedies provided in this Contract are cumulative and not exclusive of any rights and remedies provided by law.

14.5 This Contract supersedes any prior agreements and arrangements between VisitScotland and the Recipient in connection with the Grant Award and constitutes the entire agreement between VisitScotland and the Recipient relating to the provision of the Grant Award by VisitScotland.

15. Governing Law and Jurisdiction

This Contract shall be governed by and construed in all respects in accordance with the law of Scotland and, subject to clause 11, any disputes relating to this Contract shall be subject to the non-exclusive jurisdiction of the Scottish Courts.

██████████
Islay & Jura Marketing Group

██████████
██████████
Isle of Islay
Argyll

Sent by email to: ██████████

15/03/2022

Dear ██████████,

Offer of Grant
Destination & Sector Marketing Fund (the "Fund")
2022 Top-Up

We refer to the Grant Award made to you under the above Fund in 2021, which was delivered by VisitScotland on behalf of the Scottish Government. VisitScotland is the awarding body for this Fund.

VisitScotland is pleased to confirm that additional funding has become available under the Fund, and VisitScotland **Islay & Jura Marketing Group**, ██████████ **Isle of Islay, Argyll**, ██████████ (the "**Recipient**") a top-up grant of **£3,600** under the Fund (the "**Top-Up Grant Award**").

The Top-Up Grant Award is subject to the same terms and conditions as the original Grant Award that was made to you under the Fund, which terms and conditions were set out in the Appendix to the original letter issued to you in relation to the Fund dated **04/10/2021** (the "**Terms and Conditions**"), subject to the following amended or additional terms and conditions:

- For the purposes of Top-Up Grant Award:
 - the definition of the "Activity Plan" is the new Activity Plan set out in the Appendix to this letter;
 - the definition of "Eligible Costs" is that the Top-Up Grant Award can only be used towards meeting the Recipient's reasonable costs that are included in the new Activity Plan document set out in the Appendix to this letter; and
 - the payment arrangements that apply to the Top-Up Grant Award are that the Top-Up Grant Award will be paid by way of a one-off payment which will be made by VisitScotland shortly after VisitScotland receives a signed grant acceptance of the Top-Up Grant Award from the Recipient; and
 - the activities to be performed using the Top-Up Grant Award as set out in the new Activity Plan in the Appendix to this letter must be completed in sufficient time for the Recipient to provide its final campaign evaluation report by 31 August 2022 (i.e. meaning that such activities will need to be fully completed by 31 August 2022 at the very latest).
- The table of the specific reports that are to be provided by the Recipient is amended to read as follows:

Required report	Frequency/timescale for provision of the report
Follow up evidence and reporting (in the form required by VisitScotland) to evaluate the progress of the campaign described in the Activity Plan document set out in Appendix 1 to this letter, plus a full evaluation report following the conclusion of activity	<p>Report 1 – Progress update report will be required before the end of 2021 <i>[Note – VisitScotland acknowledges that this report has already been provided by the Recipient]</i></p> <p>Report 2 – Interim report that confirms delivery and spend of all activities associated with the original Grant Award – to be provided by 31 May 2022</p> <p>Report 3 – Final campaign evaluation report which covers activities delivered across both the original Grant Award and the Top-Up Grant Award – to be provided by 31 August 2022</p>
Media plans in relation to the campaign described in the Activity Plan document set out in Appendix 1 to this letter	As soon as possible after receipt of any request from VisitScotland.
A summary of highlights of the images, video footage and any other media that is produced as a result of the Grant Award and/or that is funded in whole or in part by the Grant Award (which shall include, as a minimum, any content that is identified in the activity plan in Appendix 1 to this letter)	As soon as possible after receipt of any request from VisitScotland.

For the avoidance of any doubt, the Terms and Conditions (including the existing Activity Plan) as set out in the original Grant Award letter issued to you continue to apply in respect of the original Grant Award made to the Recipient under this Fund, with the exception of (i) the amended reporting requirements described in the table above and (ii) the previously communicated extension of the deadline by which the activities set out in the existing Activity Plan must be delivered (i.e. which has been extended from 31 March 2022 to 30 April 2022).

In addition, the Top-Up Grant Award is only available if the Recipient meets the conditions and eligibility criteria set out in bold in this letter below.

If the Recipient wishes to accept the offer of the Top-Up Grant Award on the Terms and Conditions and the conditions and eligibility criteria set out in this letter, an authorised signatory of the Recipient should sign and date the grant acceptance set out at the foot of this letter and scan and return a copy of this letter following the instructions provided in the covering email.

If the Recipient's bank details have changed since the original Grant Award was paid under the Fund, this must be confirmed by email to accounts@visitscotland.com. Your signed grant acceptance should also be attached to the email to accounts@visitscotland.com. Otherwise, the Top-Up Grant Award will be paid to the same bank account as the original Grant Award shortly after VisitScotland receives your signed grant acceptance.

Please note, VisitScotland may contact you by telephone to verify your details and/or your eligibility before making any payment to you.

By signing and returning the grant acceptance to VisitScotland, the Recipient is:

- **agreeing that the Terms and Conditions apply to the Top-Up Grant Award;**

- **confirming that the Recipient's business is still active and the Recipient has not permanently ceased trading;**
- **confirming that the Recipient has received less than €2,300,000 (currently c. £1,925,000) of Covid-relief grant funding from all public sources in the past two years;**
- **confirming that the Recipient continues to meet all of the original eligibility criteria for the Fund as set out in the original guidance for the Fund; and**
- **confirming that the Recipient meets any other eligibility criteria set out in this letter.**

You should be aware that VisitScotland reserves the right not to pay the Top-Up Grant Award in certain circumstances as set out in the Terms and Conditions, including where any of the confirmation statements above are not accurate in respect of the Recipient, or where the Recipient has made any false or misleading statements.

Please note that the Top-Up Grant Award offer made pursuant to this letter will not become effective and that no payment of the Top-Up Grant Award will be made unless a signed grant acceptance is returned to VisitScotland by the Recipient on or before **Tuesday 22 March 2022 – 5 working days from date of letter**. The offer of a Top-Up Grant Award set out in this letter will automatically lapse and will not be capable of being accepted by the Recipient if a signed grant acceptance is not received by VisitScotland from the Recipient on or before this date.

Yours sincerely,



Vicki Miller
Director of Marketing & Digital
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH

Grant Acceptance - Destination & Sector Marketing Fund – 2022 Top-Up

On behalf **Islay & Jura Marketing Group**, I accept the foregoing offer of the Top-Up Grant Award by VisitScotland dated **15/03/2022** on the Terms and Conditions and the other conditions and eligibility criteria as referred to in the letter above. I confirm that I hold the relevant signing authority.

By signing and returning the grant acceptance to VisitScotland, I confirm, on behalf of the Recipient, that:

- the Terms and Conditions that apply to the Top-Up Grant Award are agreed;
- the Recipient's business is still active and the Recipient has not permanently ceased trading;
- the Recipient has received less than €2,300,000 (currently c. £1,925,000) of Covid-relief grant funding from all public sources in the past two years;
- the Recipient continues to meet all of the original eligibility criteria for the Fund as set out in the original guidance for the Fund; and
- the Recipient meets any other eligibility criteria set out in this letter.

Signed for and on behalf of the Recipient:

Please sign above

Please print your name above

Please print your job title above

Please print the date of signature above

This is the Appendix to the Top-Up Grant Award letter in respect of the Destination & Sector Marketing Fund

New Activity Plan

Planned Activity & Implementation Plan. Please use a new line for each activity eg. Digital and promotional spend, social media etc	Detailed Budget	Timing of Activity <i>All activity must meet August 31st 2022 reporting deadline.</i>	Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.
------------------------------------------------------------------------------------------------------------------------------------------------	------------------------	------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

<p>We had initially been keen to get █████ but due to omicron █████ was unable to come as planned on the 5th January. We utilised the budget we had for █████ on the other bloggers and expanding their itinerary. With this top up fund if we were successful we would be able to bring █████ the famous whisky writer and social media extraordinaire to Islay and Jura. We want to have a larger focus on Jura as Storm Eunice affected Moas Jura trip and the Jura ferry broke down and affected █████ trip.</p> <p>We would utilise █████ to showcase the both islands in a natural way. As █████ has done a huge amount of work in the past with the whisky and gin makers on Islay and Jura in the past it would be wonderful to showcase the relationships that build up with islanders.</p> <p>█████ is the founder of Our Whisky, The whisky editorial and regularly appears on Alan Tichmarsh Love your Weekend showing off how to enjoy the spirits of the UK. █████ promote mostly over TikTok and Instagram and is easy for everyone to relate to through the Whisky Wellness campaign know as LiR your Spirits.</p>	<p>█████ Flights £400 █████</p> <p>Accommodation and food £200 as will work with members</p> <p>█████ █████ cost £1000 per day for three days</p>	<p>Mid to end June to visit with content out across all platforms by beginning July with a month long posting on stories and blog for the new website</p>	<p>To learn more about the benefit of TikTok and how that transpires into visits to the island. We are hearing from visitors already that TikTok is aiding their decision making and introducing them to things they have not tried before.</p> <p>█████ will post for one month on Insta stories daily</p> <p>We will have one blog post from █████ on the way that being on Islay made █████ feel, the experiences, the welcome, the flavours and what was available for a normal visitor to the island to enjoy. This will be posted to our new website.</p> <p>All feedback will be measured as we will use all possible “in paid partnership with”</p> <p>Engagement of comments and posts will be measured</p> <p>One of the important things to us at Explore Islay and Jura is not only the traffic engagement and visitor numbers it transports to us but what it does for our tourism community. Having bloggers and content creators creates opportunities to network and share moments with each other. It embraces all our members and brings some that never normally engage to the forefront. It also shows the value of online presence to our members.</p> <p>This will be shared on our social media channels, our members where applicable and Wild About Argyll.</p>
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<p>Our new young members of Explore Islay and Jura are started/started a TikTok page. they are creating content and showing off Islay and Jura beautifully. It has also encouraged our four new committee members to work together and give them confidence and pride to make it work. They have been in touch with [REDACTED] to get some tips on how to make it work best and the above content creation if given the opportunity will be fantastic for the LiR Your Spirit Campaign</p>	<p>£0 but the opportunity above will help with this</p>		
<p>TOTAL BUDGET (this should match the level of top up you have been offered)</p>	<p>£3600</p>		

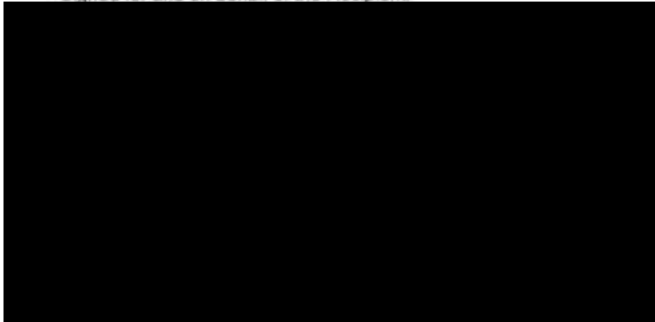
Grant Acceptance - Destination & Sector Marketing Fund – 2022 Top-Up

On behalf Islay & Jura Marketing Group, I accept the foregoing offer of the Top-Up Grant Award by VisitScotland dated 15/03/2022 on the Terms and Conditions and the other conditions and eligibility criteria as referred to in the letter above. I confirm that I hold the relevant signing authority.

By signing and returning the grant acceptance to VisitScotland, I confirm, on behalf of the Recipient, that:

- the Terms and Conditions that apply to the Top-Up Grant Award are agreed;
- the Recipient's business is still active and the Recipient has not permanently ceased trading;
- the Recipient has received less than €2,300,000 (currently c. £1,925,000) of Covid-relief grant funding from all public sources in the past two years;
- the Recipient continues to meet all of the original eligibility criteria for the Fund as set out in the original guidance for the Fund; and
- the Recipient meets any other eligibility criteria set out in this letter.

Signed for and on behalf of the Recipient:



Project Activity Plan

Please complete the table for all elements of your project detailing different project activities that will deliver on your objectives, including details of how it will be implemented. This should include all aspects of asset creation as well as promotional plans. Please provide a detailed cost breakdown for each line of activity, whilst these costs may change where possible please provide accurate budgets. When completing for your project please identify partners, channels and target publications by name and clearly outline how each area will be monitored and evaluated. The total budget should align with the overall amount of funding you have applied for. **All Activity outlined in the plan must be completed by 31st March 2022.**

You can find an example of a completed activity plan at <https://www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund>

Planned Activity & Implementation Plan. Please use a new line for each activity eg. video content creation, podcast development, paid social & influencer visits	Detailed Budget	Timing of Activity <i>All activity must be completed by 31st March 2022</i>	Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.
<p>Photography and videography content creation Create videos and photography focusing on whisky wellness have a bank of both videos and photographs with full rights to images for both us at Explore Islay and Jura and Visit Scotland to use and promote and share with other umbrella DMOs and influencers and indeed journalists</p> <p>This could also be utilised on our new website</p>	<p>£6000</p>	<p>October 2021 to March 2022</p>	<p><i>This filming and photography will raise awareness of whisky wellness here on Islay and Jura.</i></p> <p><i>The content will tell a story of the journey of the whisky and the person/people enjoying it</i></p> <p><i>Social media will help us keep track of the performance of this content views, interaction and engagement</i></p> <p><i>Once the content is on our website for explore Islay and Jura we can track the booked services as a result</i></p>

<p><i>Paid Social</i></p> <p><i>Target the market of whisky drinkers through our own paid social</i></p>	<p>Total £4000 £3000 £1000 for [REDACTED] time our project coordinator</p>	<p>four time periods over Oct 2021 to March 2022</p>	<p>all website traffic will be measured</p> <p>All social media hits and interactions easily measured and shared</p> <p>all partners featured to also feedback in order to measure success.</p>
<p><i>influencers identify three influencers who are well known and liked in the whisky world</i></p> <p><i>Speak with [REDACTED] to find two charismatic whisky influencers who would be engaging with a younger whisky drinking market who are ready to travel to the islands to have a whisky experience and can see how this would fit into their life with family, partners or solo travel</i></p> <p>Speak with whisky writers, distilleries, influencers to identify the experiences with a story, feel good factor and and accessible bookable product (Warehouse demo at Lagavulin) (beach tasting at Kilchoman)</p>	<p>£8000 including all travel expenses, paid social from their accounts</p>	<p>October 2021 to February 2022</p>	<p>Feedback from influencers to be included as part of the ££ on how the media has performed</p> <p>Track the number of bookings the experience has</p> <p>Measure new visitors at the point of the experience through the distilleries engagement</p> <p>Agreement from the distilleries social media teams to promote on their platforms and further editorial from their press teams.</p>
<p>TOTAL BUDGET</p>	<p>£18000</p>		



Destination & Sector Marketing Fund - Report 1 - Dec 2021

Name of Organisation	Explore Islay & Jura
Level of Award	£18,000.00 < Enter your full award total here
Link to relevant campaign landing pages	http://www.islayjura.com/
Content submitted to Digital Media Library (DML)	N

Activity	Budget spent or committed Oct - Dec '21	Budget committed Jan - Mar 22	Total Spend Oct 21 - Mar 22
Asset Creation*	£0.00	£0.00	£0.00
Paid Promo - Digital/Social/Influencers	£0.00	£12,000.00	£12,000.00
Paid Promo - Partnerships eg. Content, OTA or Media	£0.00	£1,000.00	£1,000.00
Paid Promo - PR - including agency costs & media visits	£0.00	£2,000.00	£2,000.00
Paid Promo - Offline	£0.00	£2,000.00	£2,000.00
Website Enhancement	£0.00	£500.00	£500.00
Project Management**	£0.00	£500.00	£500.00
Total	£0.00	£18,000.00	£18,000.00

Outstanding Budget	£0.00	< This cell will automatically populate with your outstanding budget - this should be zero
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* This should include all content assets produced for your campaign eg. video production, photography or itineraries
 ** This should not exceed 15% of your overall award as per fund guidelines

Notes/Comments (please provide any additional updates about your campaign here):
 We have started on a 1.30 video being created with shorted 10-30 second bits of it for stories and reels etc.
 [REDACTED] is out first content creator who will be here in just over ten days, [REDACTED] in just over two weeks and we had to delay [REDACTED] who was due on the 5th January but for fear of lock down we made the difficult decision before Christmas to delay. We are waiting for her next date which should be late Feb.
 We have our new website going live at the end of March and the web designers are also being kept up to date as the landing page will be the video that is being created using this fund. There is also a blog page for the first time so its all coming together beautifully

Destination & Sector Marketing Fund - Report 2 May 2022

Name of Organisation	Explore Islay & Jura
Level of Award	£18,000.00 < Enter your full award total here
Link to relevant campaign landing pages	http://www.islayjura.com/
Content submitted to Digital Medial Library (DML)	N

Activity	Budget spent or committed Oct - Dec '21	Budget committed Jan - Apr 22	Total Spend Oct 21 - Apr 22
Asset Creation*	£5,463.00	£0.00	£0.00
Paid Promo - Digital/Social/Influencers	£7,418.91	£12,000.00	£12,000.00
Paid Promo - Partnerships eg. Content, OTA or Media	£200.00	£1,000.00	£1,000.00
Paid Promo - PR - including agency costs & media visits	£1,000.00	£2,000.00	£2,000.00
Paid Promo - Offline	£0.00	£2,000.00	£2,000.00
Website Enhancement	£500.00	£500.00	£500.00
Project Management**	£2,700.00	£500.00	£500.00
total	£17,281.91	£18,000.00	£35,281.91

Outstanding Budget	-£17,281.91	< This cell will automatically populate with your outstanding budget - this should be zero
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* This should include all content assets produced for your campaign eg. video production, photography or itineraries
 ** This should not exceed 15% of your overall award as per fund guidelines

Destination & Sector Marketing Fund: Final Campaign Evaluation Report

Important Information

This report should provide campaign evaluation updates for all the funds that you have received from the Destination & Sector Marketing fund, including the top up if you accepted this.

The format of this report is to enable VisitScotland to report on the scale and impact of the fund overall so please complete the below as fully as possible, if you have any additional more detailed campaign evaluation reports then please submit along with this document.

Please also include a maximum of 5 examples of campaign assets eg. Social or digital ads

Completed forms and examples of assets should be returned via email to Destination&SectorMarketingFund@visitscotland.com by 5pm on Wednesday 31st August. Please note reports can be submitted at any point following completion of the campaign.

Campaign Overview & Objectives

Name of Organisation

Explore Islay and Jura (Islay and Jura Marketing Group)

Budget – Please confirm the below information in relation to all the funds you have received, inclusive of top up:

Total Award from Fund	£21500
Total Amount Spent and Committed	£19200
Report Unspent Funds Here	£2300

If you have not spent the full award please provide the reason and date that you envisage completing the spend (this must be before March 31st 2023).

Campaign Overview – Please provide an overview of your proposition and campaign objectives

We utilised Facebook, Instagram, twitter, linkedin and tiktok

We found facebook reached the highest number which did convert to actual bookings from visitors. The total on the Explore Islay and Jura Facebook reach was 80,000 with other channels who also shared reaching huge numbers such as Wild About Argyll, Calmac and other members and individuals who shared the video from the actual content rather than shared from our facebook page. This is purely for the video that was created by locals.

Our content creators all said they loved doing Islay and Jura as to the way they felt while on the island and the memories and content it created.

Instagram was a slightly shorter video upload and reached 20,000 however we do have a smaller following on there.

twitter Much smaller following and still awaiting the “stills” from one creator to do the final upload to VS



Media Overview – Please provide a brief overview of the various channels and audiences for your campaign

<https://islayjura.com>

<https://www.facebook.com/IslayandJura/videos/538874167806751>

Campaign Links – Please Provide links to your campaign landing page (if still available) & any video content

We have not yet however it will be don by then end of next week as we have now allocated our admin to complete this.

Digital Media Library – Please confirm that you have uploaded you content assets to the VisitScotland

Yes	
No	x

Key Activities – Campaign Results

Please identify which media you have used and provide results:

Paid Social

Reach	<i>final estimate is well over one million views as was approaching 900,000 and we were awaiting one content creator to give us their details.</i>
Clicks	<i>paid clicks with £50 spend as this was the first time we have done this People reached 13,528 Link Clicks 414</i>
Video Views	<i>final estimate is well over one million views as was approaching 900,000 and we were awaiting one content creator to give us their details.</i>

Digital Display Advertising

Reach	<i>Overall reach of all Digital Display Advertising</i>
Clicks	<i>Overall clicks generated by Digital Display Advertising</i>
Video Views	<i>Overall number of video views generated by Digital Display Advertising</i>

Influencer Marketing

Number of influencer trips	<i>3 influencer trips with four influencers</i>
Reach	<i>final estimate is well over one million views as was approaching 900,000 and we were awaiting one content creator to give us their details.</i>
Engagement	<i>Overall clicks and views of Influencer content</i>

Broadcast/Radio Advertising

We have been delighted with the growth in bookings as you know to tell what is “normal” is hard at the moment however we have been contacted by several members saying it made a difference

More over it has allowed us to open up to working with other DMO’s and indeed Visit Scotland at a different level to allow us to push more members to work digitally and more online bookable products. We are working with [REDACTED] on this

Responsible Tourism

How has your campaign fulfilled the Responsible Tourism Objectives that you identified in your application, has this shaped your future plans in relation to Responsible Tourism?

Impact of the funding on your organisation

Please provide narrative describing the impact that funding from the Destination & Sector Marketing Fund has had on your organisation and any major learnings you have taken from delivering the campaign.

A lot of the work we did with responsible tourism was made to look very subtle however was carefully thought out between the content creators, videographer and the committee and indeed has reflected how we future our islands

There was no direct call to action from any of the content but many clips and points that we can lead into that in the future.

Confirmation

Please ensure you tick all below boxes to ensure your application is complete

I confirm that, to the best of my knowledge, all the information provided in this form is true and accurate.	<input type="checkbox"/>
--------------------------------------------------------------------------------------------------------------	--------------------------

E-Signature



Please submit this form along with supporting evidence to

Destination&SectorMarketingFund@visitscotland.com. You will receive an automatic response email acknowledging your email if your application has been received by VisitScotland. If you do not get an automatic response email, please contact Destination&SectorMarketingFund@visitscotland.com.

From: [REDACTED]
To: [Destination & Sector Marketing Fund](#)
Subject: Re: Destination & Sector Marketing Fund – Explore Islay & Jura – Application Update
Date: 24 August 2021 12:49:38
Attachments: [REDACTED]
Importance: High

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Good afternoon

Firstly thank you so much for giving us here at Explore Islay and Jura the feedback and chance to resubmit with some changes our application.

I will send the form under separate cover with changes and updates.

Kindest Regards

[REDACTED]

[REDACTED]



Tel: [REDACTED]

Mob: [REDACTED]

[Email:](#) [REDACTED]

[REDACTED]

On 13 Aug 2021, at 15:49, Destination & Sector Marketing Fund
<Destination&SectorMarketingFund@visitscotland.com> wrote:

Dear [REDACTED]

Thank you for your recent application to the Destination & Sector Marketing Fund. Following our assessment and panel process we're writing to inform you that your application has been deferred. This means that we require some additional information and development to be made to your application to progress, you will then be invited to resubmit your application, taking into account the below feedback, where it will be considered again by our panel.

The Destination & Sector Marketing Fund has been oversubscribed, with applications to Tier three (Local Destination Organisations, Marketing Groups & non-Pan Scotland Sector Groups) particularly high. As outlined in the guidelines, the Fund will be unable to support every application.

Upon resubmission, applications that have met the assessment criteria, highlighted in the fund guidelines, will be awarded funding based on the scale of impact the

proposal will have on the tourism sector's recovery from the COVID-19 pandemic. The factors that will be taken into account to inform that decision include:

- The consumer reach of the activity proposed
- The impact potential relative to the available capacity in the sector / region
- The potential number of businesses that will benefit from the activity
- The nature and reach of successful awards made to applicants in Tier one and two from the same region or sector.

Visitor Proposition:

- The panel felt that overall, more focus and detail was needed within the proposition, as it was presented as four separate areas of activity and was unclear how they could work together. Limited insights were given and no information around target audiences was supplied other than a passing mention within the activity plan. Some elements of the activity plan were ineligible, and it was also unclear what the output of the wellness strand would be. Any resubmission would require more information and further examples.

Audiences:

- There was a lack of detail relating to target audiences and no justification was given as to why the three diverse audiences identified were chosen.

Alignment & Collaboration:

- Panel felt the alignment to the National Strategy was vague and more examples were required on nature of collaboration and how the output would help drive conversion.

Measurement & Objectives:

- The objectives presented were not SMART and gave no baseline figures from which to measure success

Viability:

- Panel queried whether delivery was possible without a specific project manager in place.

Activity Plan:

- Panel had some concerns around the budget allocated to some elements of the activity plan. The affiliate fees for West Coast Waters would be ineligible, as would the infrastructure (beach bags, drop off points) elements of the voluntourism strand. More information on the role of the committee in delivering the project is required.

Due to the volume of applications to this Tier of the fund and the number that have been deferred we are unable to provide any further bespoke feedback beyond the above. We are also unable to review revised applications for feedback prior to re-submission to panel.

As your application has been deferred by panel you now have the opportunity to

re-submit your application in light of the above feedback, please return your updated application form no later than **midday on Thursday 26th August. Any re-submissions received after this deadline will not be considered.**

Kind regards,

Destination & Sector Marketing Team

Stay safe, protect others, save lives. For the latest Scottish tourism and events information and advice around Coronavirus (COVID-19), please visit [our advice page](#). You can find information and inspiration for future visits to Scotland on [our consumer website](#)

Before you print think about the ENVIRONMENT

This email and any attachments are private and confidential. If you have received this email in error, please immediately notify the sender and permanently remove the email from your system. If you receive this email in error, you must not use, copy or disclose any of the information contained in this e-mail or any attachments.

Any views or opinions expressed in this email and any attachments are those of the sender and do not necessarily represent the views or opinions of VisitScotland. Please note that VisitScotland's email system (including the content of emails and attachments) is subject to monitoring by us for the purposes of security and training.

Tha am post-d seo (agus faidhle sam bith na chois) dìomhair agus sochairichte. Mas ann le mearachd a tha thu air am post-d fhaighinn, cuir fios gun dàil chun neach a chur thugaibh e agus dubh às an teachdaireachd-sa sa bhàd. Na dèan lethbhreac den fhiosrachadh, na foillsich e ann an dòigh sam bith, na dèan gnìomh ri a linn.

Dh'fhaodadh beachdan pearsanta a bhith gan cur an cèill sam post-d seo nach eil a' riochdachadh beachdan VisitScotland. Tha siostam post-dealain VisitScotland (an teachdaireachd sam post-dealain seo agus ceangalachain sam bith) ga mheasadh agus ga chlàradh gu tuairneamach airson adhbharan tèarainteachd agus trèanadh.

Tha VisitScotland a' comhairleachadh gu bheil sibh a' fosgladh puist-d agus cheangalachain aig ur cunnart fhèin.

From: [Destination & Sector Marketing Fund](#)
To: [REDACTED]
Subject: Destination & Sector Marketing Fund – Explore Islay & Jura– Application Update
Date: 16 September 2021 17:41:00
Importance: High

Dear [REDACTED],

We are writing to advise you of the outcome of your application for support from the Destination & Sector Marketing Fund.

We are delighted to advise you that your application for your organisation has been approved with an award of **£18,000**.

As anticipated, the fund was hugely oversubscribed and, as outlined in the fund guidelines, we have not been able to fully support every application. The highest award amount has been reduced across the three tiers to reflect this.

The panel felt that there was still work required on your proposition and activity plan to provide more focus for the campaign and to ensure that the budget was spent as effectively as possible. In order to do this the fund team will be in touch to set up a call to discuss. Once we have had this call we will be able to progress with your application.

If you have any questions, please email us at Destination&SectorMarketingFund@visitscotland.com

Kind regards,
Destination & Sector Marketing Fund Team

From: [Destination & Sector Marketing Fund](#)
To: [REDACTED]
Subject: Destination & Sector Marketing Fund - Explore Islay & Jura
Date: 27 September 2021 15:20:00
Attachments: [Destination & Sector Marketing Fund - Activity Plan.docx](#)
Importance: High

Hi [REDACTED],

Thank you for your time today.

As discussed on the call, if you could complete the attached Activity Plan in line with the feedback given and return this week, we can progress with sending your Grant Award Contract.

If you could ensure this document is returned as a word.doc and not a PDF as this will allow for easier processing at the Grant Award Contract stage.

I also wanted to share an influencer that has worked with VisitScotland before and recently reached out to a colleague to check in for any possible collaboration opportunities. They are [REDACTED] and you can take a look at their instagram [REDACTED] where you'll find further links to [REDACTED] style of work, in case this is of interest in your campaign activity.

If you have any further questions please do let us know.

Kind regards,

[REDACTED]

The Destination & Sector Marketing Fund Team
For more information on this fund, please visit [Tourism Destination & Sector Marketing Fund | VisitScotland.org](#)

From: [Destination & Sector Marketing Fund](#)
To: [REDACTED]
Subject: Destination and Sector Marketing Fund- Islay & Jura Marketing Group - Grant Award Contract
Date: 04 October 2021 17:39:00
Attachments: [Digital Media Content Creation Guidelines.pdf](#)
[Destination & Sector Marketing Fund - Explore Islay & Jura.pdf](#)
Importance: High

Dear [REDACTED],

Thank you for returning your updated activity plan. You will find your grant award contract containing details of the level of award, together with the associated terms and conditions of offer attached to this email. Also attached are the Digital Media Content Creation Guidelines as referred to in Grant Award Contract.

To accept the offer can I ask that you sign and date the grant acceptance set out in the letter and scan and return a copy of the letter to Destination&SectorMarketingFund@visitscotland.com .

Please ensure that you read the details of the grant letter fully. Note that Appendix 1 contains your agreed activity plan for the campaign.

We will accept an electronic signature if the signed acceptance of the grant offer is returned from the email address of the authorised signatory/recipient and accompanied by the following wording –

Please find attached a copy of the letter from VisitScotland to Islay & Jura Marketing Group relating to Destination & Sector Marketing Fund Award which I have signed. I confirm that I am authorised to sign the grant acceptance on behalf of the recipient. Given the current circumstances, I have signed by way of electronic signature.

Please ensure you send back the full document not just the signed page.

If you have any questions or issues downloading the letter, please email us at Destination&SectorMarketingFund@visitscotland.com.

Kind regards

Vicki Miller
Director of Marketing

From: [Destination & Sector Marketing Fund](#)
To: [REDACTED]
Subject: Destination & Sector Marketing Fund Update - Islay & Jura Marketing Group
Date: 20 October 2021 15:35:06
Attachments: [Digital Media Content Creation Guidelines.pdf](#)

Dear [REDACTED]

We hope that plans are progressing well with your Destination & Sector Marketing Fund Campaign. We are reaching out to check in with you on your delivery and also to give you some updates on how we will be working with you going forward.

We have also re-attached the document sent out with your contract relating to our Digital Media Library and image permissions, please ensure that you share your content with us to allow us to amplify and distribute internally. Also, to flag that there is no requirement for copyright free content be produced by any influencers you are using, this requirement is only relating to content that you commission such as video and photography.

Campaign Delivery & Timings

This is a gentle reminder on the required timing of your campaigns, all budget must be spent before 31st March 2022, as you are all aware the fund has been developed specifically to drive visitors from October 2021 till March 2022, extending the season. Please also ensure that the activities that you are delivering are in line with what has been submitted as part of your final activity plan. There is absolutely flexibility in your activity plans should you wish to re-distribute budget across existing activities, we would ask that if are looking to re-allocate £5,000 or over or deliver a new additional activity that is not included in your activity plan you contact us at the fund mailbox to confirm. Please do not increase your project management fee above the allowed 15% of the full award.

Influencer Activity

A large number of groups have identified working with influencers as part of their campaigns, once you have contracts in place with your influencers we would ask that you let us know the names of the influencers and the planned timings for their activities. This will allow us to develop a calendar of all influencer activities for the fund which will help us to facilitate amplification. We will send a separate note out soon with some advice on how to work with influencers that may be useful for those groups that have not worked with them before as well as what hashtags to include in posts so they can be identified by VisitScotland's Social Team.

Partnership Activity

For any groups that are working with partners as part of the campaign e.g. media, transport, content or OTAs, once you have these activities confirmed could you please let us know the details and the timings so we are able to let our Partnerships Team know to help us avoid any duplication.

Reporting

We will be sending you more information in the next few weeks to give you a clearer idea of the requirements for reporting for the fund, as you will have noted in your contract we have identified 2 reporting requirements. The first one of these will be before the end of the year and will be very top level to understand where you are in terms of level of budget spent and activities

delivered. This will be followed up post March 2022 with a full campaign evaluation report. Please note we will not be asking you to supply invoices or any other proof of expenditure as part of either of these reports but we would request that you keep these records in case we require them for audit purposes.

If you have any queries on any of the above or anything else related to your campaign, then please drop us an email at the Fund Mailbox and we will get back to you as soon as we can.

Kind regards



The Destination & Sector Marketing Fund Team

For more information on this fund, please visit [Tourism Destination & Sector Marketing Fund | VisitScotland.org](#)

From: [REDACTED]
To: [Destination & Sector Marketing Fund](#)
Cc: [Hello at Islay Jura](#)
Subject: Explore Islay and Jura
Date: 08 December 2021 12:36:34
Attachments: [Destination & Sector Marketing Fund - Phase 1 Reporting Template.numbers](#)
[REDACTED]

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Good afternoon folks

I cannot get the final box to populate more than about 100 characters for some reason so I will explain below where we are at but the financial side of this are in the template

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The itineraries will be finished mid January and all the distilleries will be involved as well as our members.

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and [REDACTED] and has an amazing eye for details and capturing the moment perfectly.

I am sure there will be more than this that we have already done however this is just a little taste of what stage we are at.

I have copied in the wonderful [REDACTED] to this email who works with us at Explore Islay and Jura. [REDACTED] is also doing a vast amount of the admin for this campaign. Separate to this as a DMO we are mid new web design and logo design and [REDACTED] is project managing that also. It is an exciting time for us all with 2022/23 looking to be utterly brilliant.

Kindest Regards

[REDACTED]

[REDACTED]



Tel: [REDACTED]
Mob: [REDACTED]
[Email:](#) [REDACTED]

[REDACTED]

From: [Destination & Sector Marketing Fund](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Explore Islay and Jura
Date: 10 January 2022 13:47:00
Attachments: [Destination & Sector Marketing Fund - Phase 1 Reporting Template.numbers](#)
[image001.png](#)
[Intro to Influencer Marketing.pdf](#)
[Destination & Sector Marketing Fund - Phase 1 Reporting Template.xlsx](#)
Importance: High

Good morning [REDACTED]

We hope you and the team are well and managed to relax over the festive break. I wanted to check in as we are looking to wrap up all the preliminary reports for this stage of the fund and as mentioned below, we are unable to open the attached spreadsheet you had returned.

I have reattached the reporting template, and we'd be grateful if you could complete and return as soon as possible.

Kind regards,

[REDACTED]

The Destination & Sector Marketing Fund Team
For more information on this fund, please visit [Tourism Destination & Sector Marketing Fund | VisitScotland.org](#)

From: Destination & Sector Marketing Fund
Sent: 10 December 2021 15:23
To: [REDACTED]
Cc: Hello at Islay Jura <hello@islayjura.com>
Subject: RE: Explore Islay and Jura

Hi [REDACTED]

For some reason we are unable to open your returned reporting spreadsheet. It's giving us a "corrupt error" message, so if you are able to save and try re-sending we'll see if we can open it on our side.

Thank you for providing the update below with lots of detail. It would be really useful if you could provide any dates you have confirmed and any handles for the influencers. As we are working with over 70 groups on this fund, it can take a lot of time finding different posts/blogs etc from all the different influencers.

With reference to the separate email sent on influencers, if you could let us know some more detail on the contract and amount of content proposed, we can liaise with our social team to help advise on general expectations. I've attached the Intro to Influencer Marketing slides that were sent out last month in case these are of use for your discussions.

Lastly, as you have mentioned [REDACTED] is working with you on campaign elements could you and [REDACTED] confirm if we should add [REDACTED] as a contact for fund requests and updates going forward? If so we will add hello@islayjura.com to our comms send list.

Kind regards,

[REDACTED]

The Destination & Sector Marketing Fund Team
For more information on this fund, please visit [Tourism Destination & Sector Marketing Fund | VisitScotland.org](https://www.visitScotland.org)

From: [REDACTED]
Sent: 08 December 2021 12:36
To: Destination & Sector Marketing Fund
<Destination&SectorMarketingFund@visitscotland.com>
Cc: Hello at Islay Jura <hello@islayjura.com>
Subject: Explore Islay and Jura

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Good afternoon folks

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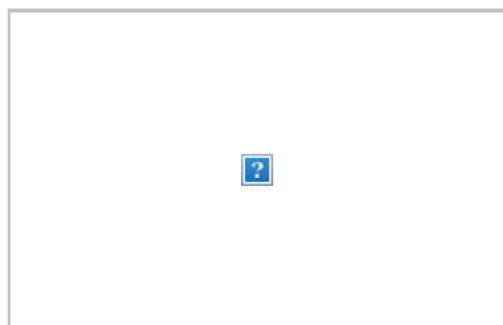
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Kindest Regards

[REDACTED]

[REDACTED]



Tel: [REDACTED]
Mob: [REDACTED]
[Email](#): [REDACTED]

[REDACTED]

From: [REDACTED]
To: [Destination & Sector Marketing Fund](#); [REDACTED]
Subject: Fwd: Lift Your spirits campaign - bloggers visits -grab a brew (or a dram) and enjoy a Sunday read
Date: 13 February 2022 13:08:20
Attachments: [REDACTED]

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Hi folks

Just a little update that went out to our members on the bloggers visits so far.

Speak soon

[REDACTED]

[REDACTED]



Tel: [REDACTED]
Mob: [REDACTED]
Email: [REDACTED]

[REDACTED]

Begin forwarded message:

From: Hello at Islay Jura <hello@islayjura.com>
Subject: Lift Your spirits campaign - bloggers visits -grab a brew (or a dram) and enjoy a Sunday read
Date: 13 February 2022 at 12:43:02 GMT
To: Membership <Membership1@islayjura.com>

Dear members

We recently arranged for a couple of bloggers to visit Islay and Jura (quite a challenge in January with some interesting weather situations!) as part of our Lift Your Spirits campaign to promote Islay and Jura.

Thank you to all those members who helped us make them such a success.

We hope you have been able to follow and share some of the posts by [REDACTED] [REDACTED] and [REDACTED] during their visits and afterwards (if not it's well worth having a look and sharing what they have written).

[REDACTED] is continuing to post for up to a month after [REDACTED] visit. [REDACTED] posts have been doing really well in helping spread the word and reach a wide audience.

For instance, [the Kilchoman bottle shot with the wind blowing the whisky](#) nearly 20,000 people alone. It's all part of Explore Islay and Jura's work, on your behalf, as a destination management organisation to promote the islands for responsible tourism.

We thought you'd want to see Here's the link to the [REDACTED] blog as well, and hope you can share it as widely as possible, so please find a link below:

[REDACTED]

Best wishes

[REDACTED]

[REDACTED]

Communications and Membership
Islay and Jura Marketing Group
[Explore Islay & Jura](#)

You're receiving this message because you're a member of the IJMG group from Islay Jura. To take part in this conversation, reply all to this message.

[View group files](#) | [Leave group](#) | [Learn more about Microsoft 365 Groups](#)

From: [REDACTED]
To: [Destination & Sector Marketing Fund](#)
Date: 31 May 2022 16:11:25
Attachments: [Destination Sector Marketing Fund - Report 2 - Islay and Jura.pdf](#)

This email originated from outside of VisitScotland. Please do not click links or open attachments unless you recognise the source of this email and know the content is safe.

Good afternoon folks

Attached is report two with as usual from us islanders 50 minutes to spare...

Thank you so much for all you have helped us achieve

As you can see we are slightly underspent mainly due to some of the folks that should have charged us not doing as they loved it so much

We are happy to spend this asap

Thank you again

[REDACTED]

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