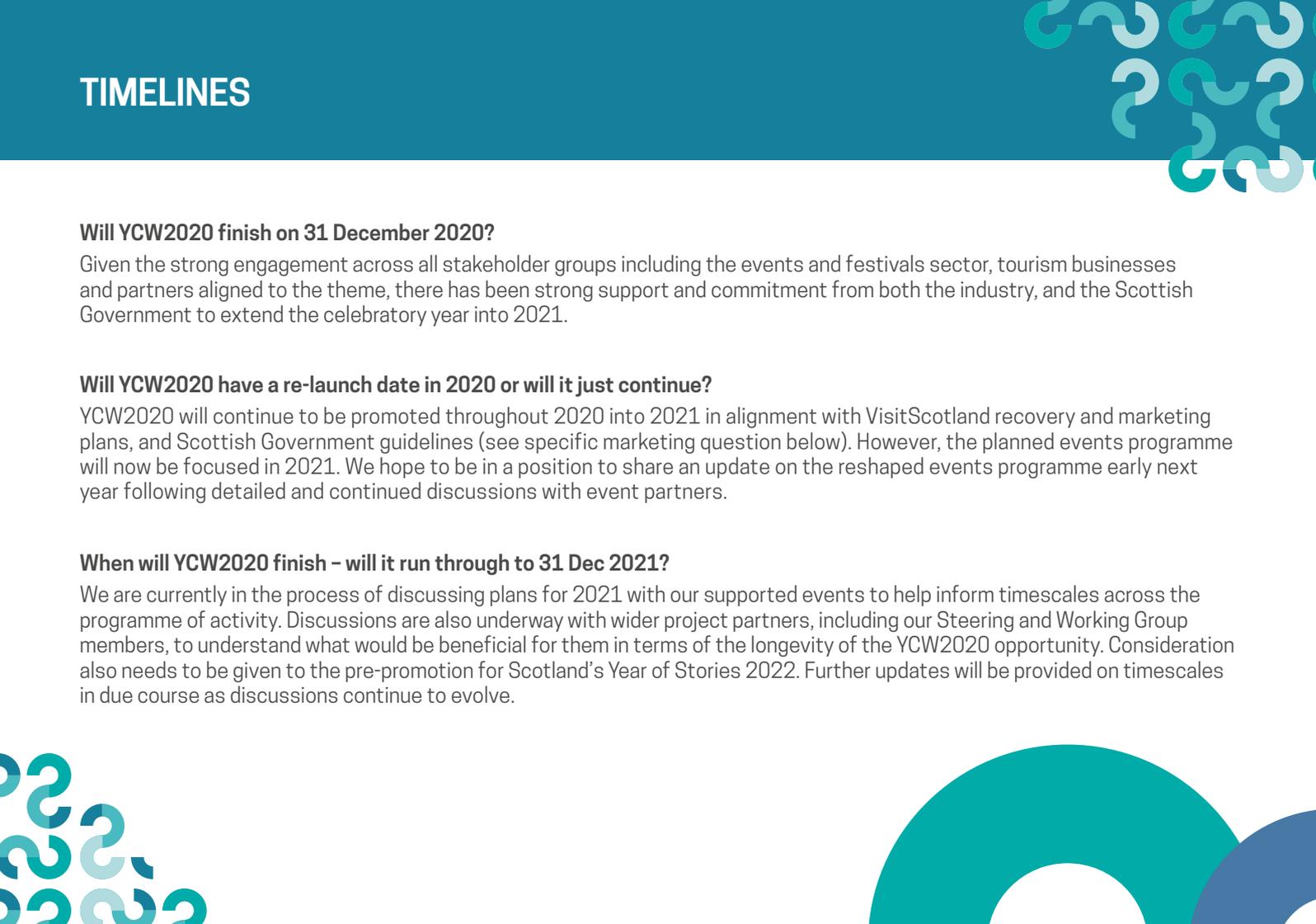




YEAR OF COASTS AND WATERS 20/21 FREQUENTLY ASKED QUESTIONS

#YCW2021

TIMELINES



Will YCW2020 finish on 31 December 2020?

Given the strong engagement across all stakeholder groups including the events and festivals sector, tourism businesses and partners aligned to the theme, there has been strong support and commitment from both the industry, and the Scottish Government to extend the celebratory year into 2021.

Will YCW2020 have a re-launch date in 2020 or will it just continue?

YCW2020 will continue to be promoted throughout 2020 into 2021 in alignment with VisitScotland recovery and marketing plans, and Scottish Government guidelines (see specific marketing question below). However, the planned events programme will now be focused in 2021. We hope to be in a position to share an update on the reshaped events programme early next year following detailed and continued discussions with event partners.

When will YCW2020 finish – will it run through to 31 Dec 2021?

We are currently in the process of discussing plans for 2021 with our supported events to help inform timescales across the programme of activity. Discussions are also underway with wider project partners, including our Steering and Working Group members, to understand what would be beneficial for them in terms of the longevity of the YCW2020 opportunity. Consideration also needs to be given to the pre-promotion for Scotland's Year of Stories 2022. Further updates will be provided on timescales in due course as discussions continue to evolve.

MARKETING & PROMOTION



How will VisitScotland be attracting visitors to come and experience Scotland's coasts and waters product and experiences?

On 15 July, VisitScotland launched a £3 million marketing campaign with an emotive film welcoming back Scottish tourism and celebrating the beautiful country we have right on our doorstep. It encouraged Scots to travel close to home in a responsible way and appreciate what's on offer in their own country, featuring locations from across Scotland as well as representatives from Scotland's tourism industry. It also featured a range of footage showcasing Scotland's coasts and waters.

The marketing strategy, which was announced by VisitScotland on 25 June, included up to 10 weeks of advertising across STV, Channel 4, ITV and Sky, a 6-week campaign on Bauer radio stations across the country as well as digital channels such as digital audio, Spotify and Facebook advertising. The marketing activity took a phased approach to ensure that tourism businesses were able to open with the support of local communities and had the safety of staff and visitors at the heart of the campaign.

Further activity in the rest of the UK was rolled out during August and September (as restrictions allowed) through digital advertising, on Expedia and Trip Advisor. Expedia included specific Coasts and Waters creative, whilst the Trip Advisor activity pointed people towards custom curated trips featuring Coasts and Waters attractions. Plans are now underway for further promotion from January onwards to encourage Winter, Spring and early Summer trips, as restrictions allow.

The Year of Coasts and Waters thematic lends itself well to an 'emotional connection' appeal where visitors can once again enjoy outdoor landscapes and coastal backdrops in line with Government advice. As with all Themed Year activity, we will look to maximise the interest in a wide range of YCW20/21 themed products and experiences across VisitScotland core channels including our e-communications, marketing campaigns, our website, and our social channels. VisitScotland will also continue its YCW20/21 focused content partnership with National Geographic which celebrates our vibrant YCW20/21 themed natural and cultural heritage, reaching audiences across the UK & Europe.

MARKETING & PROMOTION



I'm keen to use the Themed Years platform to help with my business recovery plans – how can I get involved?

Recovery will require a national collaborative effort and Themed Years can provide a platform to help promote your business, product and experiences.

We'd be delighted for any business, organisation or individual to use the YCW20/21 platform to promote their own services and products. There's a range of ways to get involved including practical tips and assets on our YCW20/21 business engagement toolkit at www.visitscotland.org/ycw2021. We have also developed a range of case studies from businesses who have already used the Themed Years opportunity to showcase their business. You can read the case studies on the toolkit.

Coastal and blue space environments have been shown to improve our health and wellbeing – think about how you can use the YCW20/21 platform to attract visitors to your business and area.

Consider how you can appeal to audiences through emotional appeal via your own social channels using the dedicated Themed Year hashtag (#YCW2021).

Join the conversation and see how other businesses and organisations are using the platform to generate dialogue, interest and appeal.

MARKETING & PROMOTION



I have a logo which celebrates YCW2020 – will this be updated, and will I need to change the promotional assets I've already created?

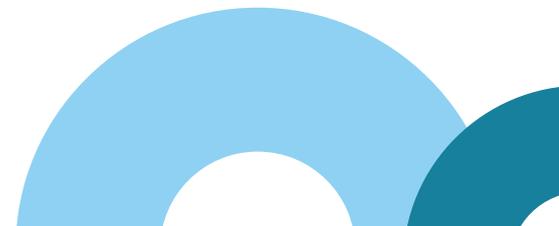
Branding that is already in circulation using the YCW2020 logo will not need to be re-created unless you wish to produce new assets in line with your own marketing and promotion plans.

Where new branding is being produced from concept stage and the activity is due to take place in 2021, we would suggest you use the adapted 'Supporting 20/21' logo which is now free to download from the Themed Years toolkit at www.visitscotland.org/YCW2021.

The 'Supporting YCW20/21' logo is available for any organisation wishing to align with and show their support for the year.

The 'Supported by' logo is for organisations delivering events and festivals funded directly by the Year of Coasts and Waters 20/21.

Translated versions of the logo are also available from the Themed Years team on request.



MARKETING & PROMOTION



Will there be a new hashtag for #YCW2020 as we move into 2021?

Given the strong engagement with #YCW2020 which has generated thousands of uses across thousands of unique accounts, it will be important to build on that engagement and not confuse end users looking to join the conversation online. Please continue to use **#YCW2020** until the end of December, then we encourage everyone to start using **#YCW2021** for activity and events once we get into 2021. We will also continue to monitor and share (where relevant) posts using one and/or both hashtags.



Pink-footed geese at Loch Leven



The Glenfinnan Monument, Loch Shiel



Kayaking, Glencoe



Kirkwall Hotel, Kirkwall Harbour

THEMED YEAR EVENTS

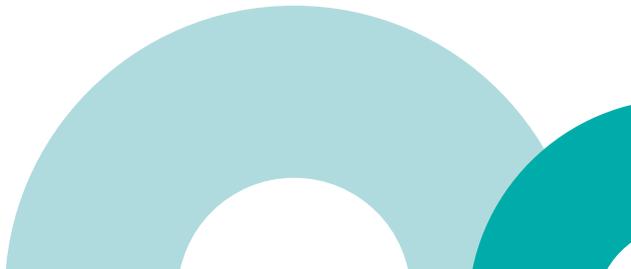


Will the supported events due to take place in 2020, now take place in 2021?

The overall YCW2020 funded events programme originally consisted of 40 celebratory events which were due to take place throughout 2020. The Coronavirus outbreak had an immediate and significant impact across the 2020 funded events programme. With the majority of programming planned from April and across Summer 2020, unfortunately only two funded events were ultimately able to deliver all of their planned activity in 2020 (Coastal Connections in Jan 2020 at Celtic Connections and StAnza in March 2020) leaving the remainder of programme suspended.

Discussions are currently underway with all supported YCW2020 events partners to build a picture of what the event programme will look like moving into 2021 now that we have commitment to extend from Scottish Government. There is strong enthusiasm from all event partners for activity to take place in 2021. The updated funded event programme, including dates and locations will be announced next year.

The Themed Years team will also be looking to help promote Partner Events when it is safe to do so, in line with government guidelines. (Note: Partner Events are events that are not directly funded by YCW20/21 events programme but that align well with the themes for YCW20/21). Sign your partner programme event up [here](#).



EVENTS



My event which has had to be postponed until 2021 had registered for the YCW2020 partner programme, will I have to re-register?

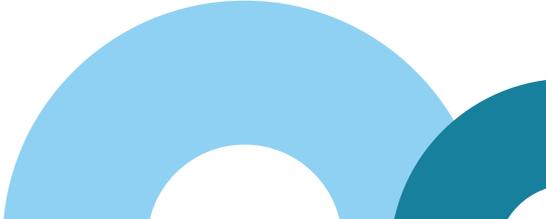
Please email full details of any changes to louisa.finch@visitscotland.com and we will make sure your listing is updated accordingly.

I had planned to run a YCW2020 event/activity but I'm no longer sure if/what is safe to deliver under the current circumstances. Where can I find further advice on delivering safe events?

EventScotland publishes a range of useful advice and information for the events sector on its website. You can find this [here](#). Please also sign up for the EventScotland e-newsletter [here](#) in order to receive updates and information direct to your inbox.

I'm keen to explore how elements of my event could move towards a digital focus – is there any advice you can provide?

Many events have cancelled or postponed their in-person events due to the impacts of COVID-19. To bridge this gap, some have turned their hand to delivering virtual events to keep their audiences engaged and their brand in the public eye. EventScotland has created a range of information and advice that you may find useful when considering a move towards delivering an [event online](#).



FUNDING



Will there be extra YCW2020 funding available?

The total YCW2020 project budget has been protected and rolled over into 2021. There are currently no additional resources to open a new YCW2020 events funding opportunity. EventScotland's focus will be to work closely with our contracted YCW2020 events to assess what can be delivered within the resources available. Contracted YCW2020 events can apply to **Scotland's Events Recovery Fund** through Route A, where you can apply for between £1K-£5K to support your COVID-19 response and adaption costs around the event. For new events that align well with the YCW20/21 theme there is an opportunity to apply for funding through **Scotland's Events Recovery Fund**, using Route A or B.

I have an event that I'm looking to run in 2021, can I apply for funding?

Developing a strong events programme is a key part of delivering a successful Themed Year and each one is supported through a bespoke open funding programme. Two rounds of YCW2020 event funding were made available both in 2018 and 2019 and both rounds were fully subscribed supporting a range of YCW2020 themed events.

I have YCW2020/EventScotland funding in place for my event, will I be able to access additional funding?

Contracted YCW2020 events can apply to **Scotland's Events Recovery Fund** through Route A, where you can apply for between £1K-£5K to support your COVID-19 response and adaption costs around the event.

FUTURE THEMED YEARS



Will Scotland's Year of Stories still take place in 2022?

Themed Years now take place every second year with the planning, promotion and delivery taking place over a three year period. The extension into 2021 for YCW2020 has been agreed due to the impact Covid-19 has had on the programme.

The Year of Scotland's Stories will take place in 2022 as originally planned. Plans will gain momentum at the beginning of next year. More information on how you can maximise the potential of our 2022 themed year will follow in Spring/Summer 2021.



FOR FURTHER INFORMATION PLEASE CONTACT THE THEMED YEARS TEAM

susan.robertson@visitscotland.com

louisa.finch@visitscotland.com

