

# EventScotland

*Working to make Scotland a world leading event destination*

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Programme & Funding Manager

[www.eventscotland.org](http://www.eventscotland.org)

EventScotland™



EventScotland works on behalf of the Scottish Government and with a range of Public and Private sector partners to develop and promote a sustainable portfolio of major events that deliver clear and lasting benefits for Scotland



EventScotland plays a lead role at a national level in the development of events strategy and policy, partner agencies provide leadership on a geographic or event sector basis.





Scotland's first Major Events Strategy, launched in November 2002 called for EventScotland to be created to deliver against the identified national agenda for events.

New strategy: '**Scotland – The Perfect Stage**' to be launched on 2<sup>nd</sup> December and provides a strategy for the events industry in Scotland 2009 – 2020.



EventScotland receives an annual core budget of £5 million from the Scottish Government



EventScotland operate as a semi-autonomous division of VisitScotland.



Additional revenue streams to deliver against specific projects:

- Homecoming Scotland
- Ryder Cup



The Scottish Government's economic strategy aims to ***focus government and public services on creating opportunities for Scotland to flourish through increasing sustainable economic growth.***

Tourism is one of the most competitive industries in the world and a key driver for the Scottish economy....



EventScotland contributes to increased economic growth for Scotland through the development and promotion of a sustainable portfolio of major sporting and cultural events throughout the country that:

- Attracts additional visitors to Scotland
- Enhances Scotland's international profile and reputation
- Strengthens our sporting and cultural infrastructure
- Maximises economic, social and cultural benefits



This portfolio is built on our identified key strengths and by leveraging our national assets:

- Our Environment
- Our Facilities
- Our People
- Our Culture
- Our Signature Events





## Key Activity:

- Provide direct funding & support for events
- Devising & implementing strategy
- Developing & sharing methodology
- Gathering & sharing best practice
- Publicising the benefits and outcomes of events
- Building & promoting Scotland's international reputation as an event host
- Co-ordinating Public and Private sector support for events



The portfolio of events directly supported by EventScotland will be those considered of national and international significance.

We work as investors in events but don't wholly fund and typically require additional Private and/or Public sector support.



## Event Funding Programmes

### International Events Programme

- Events of an International significance which bring significant economic and media impact to Scotland.



### Regional Events Programme

- Events which have a significant National level impact and bring people to a certain area of Scotland, including domestic tourism.





## Evaluation

- Each supported event must deliver a demonstrable economic return and is set performance targets as a measure of their success.
- These targets are typically set with a view to increasing visitor numbers and maximising positive media exposure for Scotland in our key tourism markets.
- EventScotland's investment is typically geared towards event capacity building, marketing and promotional activities



## Events – state of play

To date EventScotland has directly supported more than **340 events** in Scotland



This support represents an investment of more than **£16.5million**



These events are estimated to have delivered more than **£200million** of economic benefit for Scotland



## Events – state of play

EventScotland has invested nearly £3 million into events in the Highlands since 2003.



### The future:

On-going development work with ‘home-grown’ events. Currently researching over 100 events that might be hosted by Scotland, e.g. World Orienteering Championships..... **for the Highlands.**



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