



EventScotland™

# Scottish Clan Event Fund

Information and Application Guidelines

## About VisitScotland and EventScotland

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

EventScotland is a team within the Events Directorate at VisitScotland. EventScotland was set up in 2003 with the aim of strengthening and promoting Scotland's events industry. The team at EventScotland led the development of the National Events Strategy, ***Scotland the Perfect Stage*** which sets out the mission 'To develop, through a **One Scotland** approach, a strong and dynamic events industry producing a portfolio of events and festivals that delivers sustainable impact and international profile for Scotland.'

VisitScotland supports events through its EventScotland funding programmes. Since its inception in 2014, The Scottish Clan Event Fund has played a specific role in helping clans, clan societies and recognised families grow and develop their events activity.



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# Scottish Clan Event Fund

The Scottish Clan Event Fund has been designed to support the growth of clan and clan related events taking place across Scotland. Its main aim is to expand the visitor experience and spread the benefits of events across the country as a whole.

The programme is open for applications from clans, clan societies and recognised families, as well as other organisations (i.e. community interest groups, youth or other organisations), who are organising events which celebrate Scotland's clan histories and take place out with the cities of Edinburgh and Glasgow. Organisations may also apply on behalf of constituted clans and clan societies; such applications must be fully endorsed in writing by an appropriate clan body.

The Scottish Clan Event Fund seeks to support a range of events, some examples of eligible activities include: clan and recognised family gatherings, clan games, battle and historical re-enactments, cultural and/or music events, guided walks and tours, historical/ghost tours, ceilidhs and festivals.

## Objectives

1. The Scottish Clan Event Fund supports activity which:
  - » generates economic benefits for specific regions of Scotland (supported activity must take place outside Edinburgh and Glasgow)
  - » attracts visitors from out with Scotland to clan events
  - » involves local communities by offering opportunities for public engagement and community participation
  - » has measurable outcomes which confirm additional net spend in Scotland
  - » benefits the clans and clan societies with increased visitor numbers and increased membership
2. The Scottish Clan Event Fund is a development programme and therefore does not provide long-term or core funding. It is designed to support additional elements or new activity specifically intended to grow clan and clan related events which take place out with the cities of Edinburgh and Glasgow (events happening out with the local authority boundaries of the cities) and extend their appeal.
3. Support for activities through The Scottish Clan Event Fund is provided entirely from public funds and as such events must be able to demonstrate clear and measurable economic value to specific regions and Scotland. Events must be able to demonstrate opportunities for public engagement and community involvement in order to be eligible for support.



## Funding Eligibility

Applications for funding support through The Scottish Clan Event Fund are required to meet the eligibility criteria as set out below:

- » Applications made by legally constituted clans, clan societies and recognised families must have a written governing document; at least three people of the governing body or management committee who are not directly related; and a bank account in the clan name as shown on the governing document. Clans may only submit or endorse one application per funding round.
- » Applications may also be submitted by other organisations acting on behalf of constituted clans and clan societies or organising events which celebrate Scotland's clan histories; these applications must be fully endorsed by an appropriate clan body.
- » Priority will be given to applications from clans and families who have not previously received funding support through the programme.
- » Events must take place in the timeframe relevant to the funding round to which the application is submitted (please note that financial support cannot be retrospective).
- » The programme supports year-round activity and proposals from events taking place out of the peak summer season for example to celebrate Scotland's winter festivals of St Andrew's Day, Hogmanay or Burns Night are encouraged.
- » It is imperative that any projected figures provided at application stage be an accurate and realistic reflection of anticipated attendance as, should the event be approved for funding, information provided in the application form will be used to create agreed targets and Key Performance Indicators.
- » Funding is not provided for core or capital purchases but may be offered for activities such as
  - Strategic marketing
  - Adding a new element to an existing event
  - Hired equipment to improve the visitor experience or increase event capacity
  - Travel and transport to and from events in rural areas to support community engagement



# Criteria for Support

- » Events applying for **Round 6** of the fund must take place in Scotland between **1st January 2019 - 31st December 2020**
- » The value of grants applied for should be a **minimum of £1,000** and **maximum of £5,000**
- » Applications are open to individual clans and organisations but applications from or endorsed by joint or multiple clans will also be considered. **Clans applying jointly may apply for a maximum of £10,000**
- » The maximum funding requested should not exceed 25% of the overall event income
- » It is not intended that an award from this fund will provide the majority of funding for any programme of activity
- » Applications must demonstrate that the funds applied for will deliver the objectives above, this can be in the context of developing an existing event or a brand new event concept
- » Events must be able to demonstrate clear and measurable economic value to specific regions and Scotland
- » Events must be able to demonstrate local community involvement

All proposals will be assessed against their ability to meet the following impact areas:

- » Economic Impact
- » Strengthening and development of clans, families and clan societies
- » Social, community and cultural benefits
- » Widening and deepening public understanding of clan histories and Scottish ancestry



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# Application Deadline

Applications to **Round 6** of the programme, for events taking place between 1st January 2019 - 31st December 2020, must be submitted by **Friday 28 September 2018**.

# Outcome Of Application

Applicants will be notified of the outcome of their application in November 2018.

## **Please note:**

- » We recommend that applicants read over the aims and objectives, criteria and eligibility before filling in an application form
- » EventScotland staff will be available throughout the application period for advice and guidance. Applicants who discuss their applications well in advance will generally submit more relevant requests that have a greater rate of success
- » Following the deadline for applications to be submitted, each applicant will receive an email acknowledging receipt of their application
- » EventScotland aims to notify applicants of the outcome of their application before the end of November 2018. If for any reason there is a delay resulting in a longer assessment period, applicants will be notified
- » Funding will be paid as per an agreed payment schedule prior to the event taking place

To request an application form and for any enquiries related to The Scottish Clan Event Fund please contact:

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# Testimonials

The clans have reported that The SCEF has made a huge difference to their events and what they can do and have appreciated both the funding and the support from VisitScotland and the Events Directorate.

*"The Gathering was a huge success and without the assistance of the Clan Event fund we would not have been able to give the participants anything like the experience they had...So the recognition by the Minister and the assistance of EventScotland is a huge breakthrough for us all..."*

**(Hector W. Munro of Foulis, Chief of Clan Munro).**

*"Having the funding has enabled us to produce events which we otherwise could not have done. These events have attracted visitors to Scotland, supported local service providers, musicians and manufacturers... It is my firm belief that, in order to attract visitors to Scotland, we must first have something special to offer them. The funding from VisitScotland has enabled us to provide just such attractions and we hope to continue to do so in the future, building on this excellent foundation. Our Clan membership has increased with over 100 new applications in the last 12 months. This is a reflection of the interest which has been created by these events."*

**(Pamela Rotheroe-Hay, Treasurer of Clan Hay Society).**

*"The Clan Grant Society UK were fortunate to secure an award from the Scottish Clan Event Fund. The Clan Event Fund and its helpful and patient staff have helped to focus our minds on the wider picture of visitors to Scotland as a whole and our potential part in encouraging those visitors to come over and love their time here. It has been a very worthwhile experience."*

**(Fiona Grant, Chairman of Clan Grant Society UK).**

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

**(The Earl of Cromartie, Chief of Clan Mackenzie).**

EventScotland™

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