

Appendix 1

SCOTTISH BORDERS COUNCIL

EVENTS PLAN 2014 - 2020

2018 Update

2018 Update: December 2018
Economic Development, Scottish Borders Council

1. Introduction

Events are recognised as an important part of the social and economic life of communities. They have the potential to enrich lives, attract visitors, and add significantly to the economic vitality of an area. Events help us celebrate our cultural identity and heritage, and are increasingly based on our rich natural heritage.

The Scottish Borders Council Events Plan reinforces a strategic approach to events across the Scottish Borders.

In 2015, EventScotland published its updated 'Scotland The Perfect Stage', the national event strategy. 'Scotland The Perfect Stage' comprises the Events and Festivals aspect of 'Tourism Scotland 2020', a strategy for the tourism industry established by the Scottish Tourism Alliance.

The revised 'Scotland The Perfect Stage' strategy focuses on:

- Promoting the importance to successful events of communities and partnerships between the public, private and third sectors.
- Sustaining support for investment for events from private, public and third sectors.
- Working together to tackle inequality.
- Better consideration of transport links, technology and accommodation within long term event planning.
- Using events to promote Scotland to the wider world.
- Continuing to develop existing Scottish events, as well as securing one-off events.
- Recognising events as a driver of Scotland's visitor economy.
- Developing the industry through further higher, post-graduate and CPD courses, as well as the exchange of best practice.
- Improving how the economic, social, environmental and promotional value of events is evaluated.

The national strategy for delivering the vision and fulfilling the mission has two components,

- I. To utilise and develop the assets that Scotland has which make it 'The Perfect Stage' for events:-
 - Our people
 - Our cultural identity and heritage
 - Our natural environment
 - Our built facilities
 - Our signature events
- II. To deliver a portfolio of events which provide world leading authentic experiences for residents and visitors:-
 - Authentic experiences
 - Events
 - Residents and visitors

In 2017 the 'Mega Event Policy Framework' was developed to ensure the world's biggest events continue to be regularly hosted in the UK, the Scottish Borders has already benefited from inclusion in Commonwealth and Olympic Games activities.

The Scottish Borders Council Events Plan links directly to the national Events Strategy, and to regional economic, tourism and sports strategies, and the Single Outcome Agreement to sustain and grow economic activity in key sectors of the Scottish Borders economy.

The Tourism Strategy and Action Plan for the Scottish Borders include Events as a key driver for attracting visitors to the area and crucially to encourage people to return to the Scottish Borders.

The Cycling Strategy and Action plan developed in 2016 reviewed activity to date whilst looking at the bigger opportunity developing an Action Plan using cycle tourism and events as a means to increase economic benefit to the Scottish Borders.

These strategic documents recognise that the 'events product' has a fundamental part to play in developing and growing the tourism sector. In this sense, the objectives of any event are two-fold:

- To deliver the specific objectives of the event itself – and these can range from cultural and sporting objectives, to tourism and community development objectives; and, crucially;
- To maximise the economic development impacts from the event.

2. Scottish Borders Council Events Plan

2.1 Our Vision

Through discussions with the Council's Event Coordination Group, the following vision has been developed:

By 2020 the Scottish Borders is seen as 'a stage' for significant events that raise the profile of the area and create sustainable economic benefits.

2.2 Strategic Aim

Scottish Borders Council will seek to deliver this vision by developing national and international events in partnership with EventScotland and working across the public, private and voluntary sectors. The aim is:

To work together to develop existing events and create new, exciting events, endorsing the Scottish Borders unique selling points, targeting events with a significant economic impact as well as promoting stronger communities and embracing 'Ambitious for the Borders' priorities.

2.3 Objectives

The overall aim is to work together to develop the reputation of the Scottish Borders as an excellent host for a wide variety of events. In order to achieve this and maximise the wider tourism and economic benefits, a number of key objectives emerge:

- A. To support the development of events**
- B. To encourage effective event promotion and marketing**
- C. To ensure events are evaluated so we understand their economic impact**

The Council in previous years moved away from being directly involved in the delivery of events so wider 'legacy' impacts could be successfully exploited and harnessed. In order to link events activity closer to tourism and economic development, developing events with an economic development focus.

Fundamentally we want to bring new, exciting events to the area, and help them to grow and become sustainable. The Council's focus will be on enabling new events to develop and grow, so that over time its resources will continually shift from existing events towards new events.

The tourism growth opportunity is driven by unique and authentic experiences that visitors can seek out in our area. Therefore, we must build on the rich heritage of events that we currently have in the Borders, but we must also encourage new and different events that can offer that fresh, unique experience to tourists

3. Opportunities for Strategic Events

3.1 Key Event Opportunities

From the review of previous event activity, discussions with EventScotland and discussions with local event organisers, the following Event Opportunities have been identified:

	Event Opportunity 2014-2017	Event Opportunity 2018-2020
Event opportunities	<ul style="list-style-type: none"> • Homecoming - 2014 • Commonwealth Games 2014 • Cycling – Tour of Britain/ Tour de France (Yorkshire) Cycling Strategy • TweedValley DMBinS Development • New Year and winter months • Others including sport, heritage, arts and culture • Focus Years 	<ul style="list-style-type: none"> • Ongoing Scottish Government Focus Years: Scotland’s Coasts and Waters in 2020 • Borders Railway event specific opportunities, eg Steam Trains • Cycling – Tour of Britain • Others including sport, heritage, arts and culture and specifically any opportunities through the Clan Fund • Town Centre events to increase footfall/ spend
Infrastructure development opportunities	<ul style="list-style-type: none"> • Abbotsford House • Borders Railway • Border Union Agricultural Society Showground • Tweed Valley/ Glentress • New visitor accommodation opportunities 	<ul style="list-style-type: none"> • Great Tapestry of Scotland • Border Union Agricultural Society Showground • Tweed Valley MTB Action Plan/ Glentress master plan • New visitor attraction opportunities • New visitor accommodation opportunities
Links with local/national partners:	<ul style="list-style-type: none"> • Local event organisers (private and voluntary sector) • Local clubs and associations • National partners, including EventScotland, VisitScotland 	<ul style="list-style-type: none"> • Local event organisers (private and voluntary sector) • Cross Border links through SOSEP and Borderlands initiatives • National partners, including EventScotland, VisitScotland, SportScotland • Railway Blueprint partners including Scottish Government, ScotRail, Edinburgh & Midlothian Councils, Network Rail • Live Borders and local Trusts • Local clubs and associations

3.2 Key Activity Areas

From the review of previous event activity, discussions with EventScotland and with local event organisers, the following 'activity areas' have been identified as having the most potential:

i) Events promoting Scottish Borders as a host destination -

The Scottish Borders should continue to seek a high profile as an events destination. This will involve attracting events which have a high economic direct spend or a high economic impact via Comms/PR and social media coverage. For example, the Tour of Britain stages in the Scottish Borders are broadcast nationally as part of the 7-day long event via broadcaster, ITV4/Eurosport. The Melrose 7s tournament is broadcast by BBC Scotland, the Borders Book Festival is promoted widely in the media including in the Times Newspaper, BBC and the Scotsman. All have a positive web presence and use social media to highlight and promote their event.

ii) Events with the potential to develop into major National/International events -

To further develop and grow the potential of existing events within the Scottish Borders to attract new audiences, specifically around:

- Cycling
- Rugby
- Outdoor/ Adventure Sports
- Equestrian events
- Motor sport and specialist vehicle events
- Heritage, Culture & Visual Arts

iii) Events offering varying degrees of potential for development -

To develop areas of regional activity that offer the potential for event development, including collective marketing and profile raising opportunities specifically:

- Traditional Music
- Outdoors and Access
- Literature

4. Scottish Borders' Events Characteristics

Festivals and events in the Scottish Borders fall into four categories as detailed below. Different festivals and events exist and operate for varying reasons, ranging from tradition, income generation, community cohesion, and visitor and audience development.

Category	Definition
1. Major Festivals and Events 'Hallmark'	<p>HIGH VALUE TOURIST DEMAND</p> <ul style="list-style-type: none"> - International, National or Regional Events - High Profile - Fit with Borders Unique Selling Points - Require some SBC support - Generated both in and outwith the region <p>They will attract the most publicity and be of most benefit to the area. They will include some of the area's major tourist attractions and local landmarks/landscapes.</p>
<p><i>Some events may fit between these two categories – more specifically parts of the programming may sit between these two areas within one event</i></p>	
2. Mid-sized events Ticketed/Spectator One off events/ peripatetic	<p>MEDIUM SIZED EVENTS</p> <ul style="list-style-type: none"> - Generate regular audiences - Specific motive to attend - Domestic tourists, wider marketing and appeal <p>These events are programmed for a specific purpose and audience. Marketing will expand beyond the local community and will have specialist press interest.</p>
3. Community & Local Events	<p>LOW DEMAND/LOW VALUE</p> <ul style="list-style-type: none"> - Regular events - Potential to grow into Medium sized events <p>These events link culture and community and reflect the Scottish Borders. Their primary audience is the local community. They will attract some passing trade from visitors. Examples include local fairs/fetes and rural agricultural shows and local sports events.</p>
4. Local weekly and monthly events	<p>They provide 'added value' to the day-to-day experiences for local people and visitors. These are likely to be determined as 'activities' rather than stand-alone events or regular programming of spaces, such as farmers markets, venues and or visitor attraction programmes.</p>

5. Priorities for Investment – Our Principles and Criteria

5.1 Support Criteria

Scottish Borders Council will invest budget and support to events using the following Event Development criteria:

- **Fit with Strategy:** does the event play to our strengths as an area; celebrate our unique cultural heritage and landscape or develop our reputation as an excellent event host to increase opportunities for higher profile events?
- **Attracting Visitors:** does the event have the potential to attract visitors from outside the area and is there opportunity to promote overnight stays and return visits?
- **Economic Impact:** does the event create a substantial economic impact for businesses in the local towns and surrounding area?
- **Place Shaping:** does the event encourage, support and facilitate events that celebrate the Scottish Borders' distinctiveness utilising the landscape and backdrop which does not allow these events to be held anywhere else?
- **People – Stronger communities, health, care & wellbeing:** does the event support event organisers who use events to develop a strong sustainable community, providing opportunities for:
 - Volunteering
 - Skills and training
 - Pathways to employment
 - Health and wellbeing
- **Media Profile:** does the event have the ability to attract media attention furthering the Scottish Borders reputation throughout Scotland, UK and Internationally?
- **Funding gaps and potential to attract external funding:** what added value would Scottish Borders Council funding provide? Would Scottish Borders Council funding enable more external funding to be drawn into the area, for example from EventScotland/Creative Scotland/governing sports bodies .

Careful consideration will also be given to minimising potential negative impacts, including:

- **Potential for disruption to normal life of residents, businesses and other tourism/ event providers**

6. Key Event Support

6.1 Resources

Scottish Borders Council will continue to offer support to deliver events which fit the priorities of the Scottish Borders Council Events Plan. Support will be targeted towards events which have the potential to deliver the most significant economic impact (primarily Major Festivals and Events and Mid Sized Events).

The Economic Development Service plays a specific role in supporting local organisers to develop themed events. Working with event organisers and national partners such as EventScotland, the aim is to develop, attract and sustain key events across 'national' and 'regional' categories, to promote the area, and measure and promote the impact of these events. Furthermore the Council will support EventScotland and event organisers on relevant Borders-based event bids where event criteria are met.

Events that are developed further to enhance economic impact and which meet event criteria will also be supported, for example, recent events such as the Tour of Britain which returned for the fourth year in 2017 and existing successful events such as the Borders Book Festival, TweedLove and Melrose 7s. The partnership approach includes working with national agencies EventScotland and VisitScotland as well as local businesses and communities to maximise local economic impact.

The Economic Development service supports the development and coordination of events in conjunction with other key support services within the Council including the Safety Advisory team, the Roads Engineers/Safety team, Licencing, Environmental Health, Wellbeing & Safety and Communications.

This coordination role ensures that economic links are made between the events and local business development opportunities. Tourism and events are sectors of the Scottish Borders economy and the Council's priority is to sustain and grow business activity in these sectors.

6.2 The Approach

How it Works: the Economic Development Service works closely with event organisers and other Council services across four key stages to maximise economic impact.

1. Event Attraction: activity includes marketing the area to event organisers; a series of business development/sales pitches to organisers and initial negotiations; development of a bid to the organiser; securing financial support.

2. Pre Event: once the Event has been confirmed, activity includes working with organisers on logistical/ technical support, promotion/marketing and developing local business opportunities around an event.

3. During Event: activity involves ensuring the safe and effective delivery of the event in conjunction with event organisers, sponsors, participants and attendees; and liaising with other relevant Council services via the Events Coordination team.

External: working with Agencies such as VisitScotland, EventScotland, Live Borders, private sector, Town Centre Groups, Events Organisers/funders and emergency services.

Internal: Within the Council, activity is coordinated via the Events Strategy Coordination Group, comprising representation from Safety Advisory, Licencing, Legal, Wellbeing & Safety, Built & Natural Heritage, Building Standards, Community Funding, Roads/ Traffic, Communications, Environmental Health.

Events often require cross-departmental project teams, therefore the coordination role is critical. The event-specific project teams also ensure that the non-economic objectives of an Event are realised with local event organisations receiving support from other services in SBC where relevant.

4. Post Event: activity includes completing appropriate monitoring and evaluation to ensure the additional economic impact of the event is fully captured and understood.

6.4 Responsibilities

The coordination and management of the Events Plan is led by Scottish Borders Council. However, successful event delivery requires a partnership approach with ambitious event organisers and national agencies, as well as local businesses and communities.

Major events will require co-ordination support from Scottish Borders Council services to ensure traffic control measures, cleansing etc are in place, keeping disruption to local life to a minimum. The Council coordinates Local Organising Committees (LOC's) where necessary as part of the Safety Advisory Group process. Many events have received this LOC approach for support including Borders Book Festival, Tour of Britain, Tour o' the Borders, Tweedlove, Melrose Sevens and the Club Lotus Jim Clark weekend.

Civic events, which fall under the auspices of the Council, also require the appropriate strategic overview and planning.

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