

Appendix 2 - Scottish Borders Council Events Operational Plan

The purpose of this operational plan is to provide recommendations for strategic event support, appropriate use of council resources and guidance for the event sector in line with the 'support and roles' section of the Event Strategy Plan for the Scottish Borders 2022 – 2027.

It is recommended this Operations Plan is reviewed annually.

	Achieved/ Ongoing annual activity
	Work in progress
	Limited progress

Strategic Actions

Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
1. Council Services Support and events profile within SBC					
Develop a cross departmental approach within the Council to delivering the strategy which both elected members and Officers support	All SBC departments /elected members	Ongoing	staff	Joined up approach for public	
Make the event strategy accessible throughout the Council, Event Sector and Agencies	SBC/SOSE/VA/SSDA/ Event Sector	Ongoing	staff	Increase knowledge of strategy	

Nominate an elected member to be the SBC 'event's champion'	Elected members	asap	Nil		
Create a strategic events group to oversee event funding awards. This group will determine funding allocations based on assessment recommendations	Officers / Elected members and partner agencies	asap	staff	Consistent approach to funding	
Provide events with advice, in-kind support and clear guidelines on all legislative and health and safety requirements and build into a new toolkit to be available on the SBC website		ongoing	staff	Easy access of information for event organisers	
Promote exactly what the council can offer in terms of support for both large and community driven events along with cost implications. Develop T & C's for events when accessing council services to cover roads & TM/waste collection/licensing etc.	All departments	ongoing	staff	Increased knowledge for event organisers	
Ensure the correct events utilise the SAG process	All departments	ongoing	staff	Safe delivery of events	
Continue to use the SBC internal events calendar and encourage all departments to input	All departments	ongoing	staff	Even spread of events	
Maintain community liaison to mitigate events causing significant negative impact on residents	Emergency Planning/Roads/Ec Dev	ongoing	staff	Improved local communication	
Review road closures requests and develop a set protocol for charging and closing roads for events	Emergency Planning/Roads/ Ec Dev	ongoing	staff	Develop a controlled approach	

Staffing – increase council event resources to support the delivery of the operational plan to achieve the objectives of the Strategic Events Plan and to support added tourism actions.	SBC	3 year funding support	££	Increase and develop strategic events in the region	
Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
2. Marketing and Promotion					
Market the area as a host destination to attract International /National events	SBC & EventScotland	ongoing	staff	Increase number of events in the region	
Link event organisers to tourism opportunities provided by SSDA and VisitScotland	SBC	ongoing	staff	Promotional opportunities	
Use the SSDA and VisitScotland to maximise the profile of the Scottish Borders through marketing campaigns particularly Newcastle /Edinburgh	SSDA / SBC /VS/	ongoing	££	Promotional opportunities	
Identify preferred clash calendar for event organisers to use combining SSDA & VS	SSDA / VS / SBC	ongoing	staff	Industry knowledge	
Continue to use the SBC internal events calendar and encourage all departments to input	SBC – All departments	ongoing	staff	Best practice & sharing information	
Encourage hybrid events and online campaigns as promotional tools for Scottish Borders events and	SBC / VS/ SSDA	ongoing	staff	Strengthen the events/tourism profile for the region	

tourism and assess funding requests based on the level of exposure achieved					
Promote local assets including large estates and houses as event venues	SSDA/SBC/FLS/VS	ongoing	staff	Showcase unique venue	
Encourage collective marketing for events with similar themes	SSDA / SBC / VS	ongoing	staff	Increase collaboration	
If relevant facilitate promotion with adjacent LA's (DGC /NCC/ELC)	SSDA/ VS / SBD / DGC	ongoing	staff	Number of joint events hosted	
Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
3. Funding Programmes					
Review current event funding processes and align to revised strategy, ensure the criteria and desired outcomes of investment meet strategic objectives and that decision making is clear and transparent and funding is accessible	SBC	annually	staff	Specific funding criteria	
Review the current event application form and ensure it is streamlined to capture all the required information	SBC	Bi-annually	staff	Application form will align with industry requirements	
Review the decision making process (a new strategic events group will allocate funding)	SBC /SOSE /VS /	Ongoing	staff	Standardised approach	

Increase budget and allocate on a rolling three year basis, recognise time frames for events to achieve a level of financial sustainability	SBC	Ongoing	staff & ££	Support events to become sustainable and viable financially	
Look at establishing funding specifically centred around pandemic recovery to create a/ Three-year programmes of activity for well established events b/ Specific staff training or retention initiatives c/ New initiatives d/ One off costs such as website development or brand development	SBC	3 year period	staff ££	Support key regional events and assist with development	
Align with sustainability linked to Regional Economic Strategy and reflect this in funding/support decision making	SBC	annually	staff	Consistent funding approach	
Include formal in-kind support requests as and when required as part of the funding programme	SBC	Ongoing	staff	Transparent approach to in kind support	
Work with events to utilise the local supply chain and directory	SBC	Ongoing	staff	Circular economy	
<p>Define commercial and charitable events and look at capping funding depending on local benefits</p> <p>Recommendation:</p> <ul style="list-style-type: none"> - If profit is reinvested in the event then continue to support 	SBC	Ongoing	staff	Best practice and following public £	

<ul style="list-style-type: none"> - If profit has wider community/social benefits for the Scottish Borders then include this in the event assessment process - If profit is allocated to a private individual or company that doesn't directly result wider community/social benefits for the Scottish Borders then consider capping funding support 					
<p>Allocate funding via specific funding programmes</p> <ul style="list-style-type: none"> ▪ Signature Events Fund (home grown and external /bid for events (to include in-kind SBC support as agreed) ▪ International Events ▪ National Events ▪ Regional Events ▪ Community Events (focusing on community wellbeing rather than economic impact) ▪ Local festivals grant scheme (ring fenced for local festivals and common ridings) ▪ Develop a cultural incubator to increase the number of cultural events aligned to the RES 	SBC	Ongoing (twice yearly)	Staff ££	Increased EI for the area	

<ul style="list-style-type: none"> ▪ Programmed events (raise awareness via local communities) ▪ Support 'start up' local events which have the potential to develop into regional events ▪ Publish information relating to funding awards and outcomes generated – i.e. EI figures ▪ Create factsheet for unsuccessful applicants identifying other funding sources 					
Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
4. Industry Communication and Development					
Develop a toolkit of advice, support, information sharing, measuring and workshops (first workshop will take place in October to launch the Strategic Events Plan)	SBC / VS/ES / SOSE /SSDA	4 months	Staff ££	Sharing information	
Promote ALL council and other funding opportunities whilst making council funding information and criteria more accessible to include EventScotland, Creative Scotland and SOSE	EventScotland/Creative Scotland Communities and Partnerships/ SOSE/Creative Scotland etc.	Ongoing	Staff ££	Accessible and transparent funding support	
Provide clear guidelines to event organisers on all legislative and health and safety requirements	SBC/ emergency services	Ongoing	staff	Safer events	

Work with events to ensure a more even geographical and calendar spread (particularly cycling events)				Event collaboration	
Aim to develop the Cultural Sector and create an action plan for cultural events aligned to the outcomes of the Regional Economic Strategy	SBC / LiveBorders	Ongoing	staff	Wider and more divers events sector	
Create 4 workshops per year including one SoS to educate and inform the events industry on themes / trends etc. Utilise the EventScotland events industry format with speakers from the industry, event organisers and current industry themes/trends, including a Q&A forum	SBC	ongoing	staff	Information sharing and increased knowledge for the sector. Best practice and skill set improvement	
Develop a regular bulletin, including industry updates, funding deadlines/decisions, events calendar and collaborative opportunities	SBC	Ongoing	staff	Collaboration	
Create a 'contact guide' to include SBC/ SOSE and SSDA /ES/VS etc. and how each organisation can support events either strategically or operational	SBC	Ongoing	staff	Increased awareness of strategic assistance	
Ensure knowledge sharing and act as a single point of contact	SBC	Ongoing	staff	Improved and higher quality events	
Improve communication and engagement between event organisers and local communities via the LOC (local organising committee group)	SBC	Ongoing	staff	Encouraging communities to support the events sector	

Support event organisers in the use of EventIMPACTS methodology to collect EI statistics	SBC /event organisers	Ongoing	staff	Visitor spend growth in GVA	
Support the events industry with challenges in reduced numbers of volunteers and make links with the Volunteer Centre Borders	SBC /VCB	Ongoing	staff	Reduce events costs and create event champions	
Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
5. Sustainability and Climate					
Promote sustainability and the Green Agenda to protect the natural environment	SBC	Ongoing	staff	Net zero events	
Appreciation of Place	SBC	Ongoing	staff	Quality experiences	
Supporting Communities	SBC	Ongoing	Staff £	Collaboration for communities	
Advice relating to sustainability for events linked to National level advice	SBC / VS / ES	ongoing	staff	Net zero events	
Support events to measure their carbon footprint Net Zero Carbon Events Initiatives - support events to reduce their carbon foot print working towards achieving Net Zero impact as well as support in measuring environmental impacts	SBC /ES	Ongoing	Staff ££	Reduce environmental impact	

<p>Encourage, identify and support both home grown and bid-for events which will bring economic benefits as well as community and wellbeing</p> <p>Become a sustainable and thriving event destination and host region working towards zero carbon;</p> <p>Increase visitor numbers through a thriving and diversified events portfolio which showcases the Scottish Borders</p> <p>Develop a co-ordinated strategic approach to infrastructure improvements, destination management, health and wellbeing and marketing and promotion</p> <p>Align with the Regional Economic Strategy and Borderlands Inclusive Growth Deal sustainable tourism at events</p>	SBC	Ongoing	Staff ££	Increase in number of quality sustainable events	
Activity	Stakeholder/service input required	Timescale	Cost ££/resource	Outcome	Progress Update (6monthly)
6. South of Scotland Opportunities					
Identify event industry investment from SOSE/ EventScotland	SBC /SOSE / ES	ongoing	staff	Further investment	
Determine SOSE's approach to events and where they fit within their strategy	SBC / SOSE	6 months	staff	Collaborative approach	
New Economic Opportunities	SBC / SOSE	ongoing	staff	Increase in event	

				attendances and visitor spend	
Host destination of choice	SBC /SOSE	ongoing	staff	Additional and diverse events calendar	
Increase range and diversity of events across the SoS	SBC/ SSDA/ VS /SOSE / DGC /		staff	Increase in EI outturn figure for the SoS	
Attract International / National Events with combined bids from DGC and SBC	SBC / VS and national bodies	Ongoing	staff	Increase number of events in the region	
Develop infrastructure and identify priority requirements for SoS to create event venues	SBC / SOSE / DGC	Ongoing	Staff ££	Improved and higher quality facilities	
Explore transport infrastructure opportunities to benefit events and provide sustainability across SoS	SBC/ SOSE /DGC	Ongoing	Staff ££	Improved links/ net zero	