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EVENTS ✓

10 FEB 2005

The Cultural Commission
Broughton High School
Carrington Road
Edinburgh
EH4 1EG

8 February 2005

Dear Sir/Madam

REALISING THE POTENTIAL: FEBRUARY AND MARCH 2005

I understand that the Cultural Commission has now entered into its third phase of consultation before providing practical recommendations on how The Scottish Executive should take forward a framework for supporting Scotland's culture. EventScotland has not previously made a submission to the Commission but in view of the remit, which includes the relationship with events, we thought a submission was appropriate. Events have a significant contribution to make in promoting Scotland to an international audience, celebrating our cultural assets and traditions, attracting visitors, generating economic impact and persuading business to locate here.

General

EventScotland was created as a joint venture between The Scottish Executive and VisitScotland following the publication of the Major Events Strategy in November 2002. The organisation started operating in May 2003 and our remit is to attract, support, create and help grow major events that will attract international spectators, participants and media to Scotland. We have also developed a Regional Events Programme to assist events across Scotland with a focus on domestic rather than international audiences. Our vision is to become one of the world's foremost events destinations by 2015.

International Events Programme

EventScotland's main programme is the International Events Programme. It is designed to attract events that will generate significant economic activity and international media profile for Scotland. The programme has been developed to meet four key objectives:

- To promote Scotland through events.
- To attract, support and create an international portfolio of events which are achievable and sustainable.
- To realise the potential of events in Scotland to benefit the Scottish economy.
- To lead and develop partnerships with key stakeholders.

There are a number of international events that are already successfully staged in Scotland that fit the cultural criteria of EventScotland but may not currently have the capacity to grow due to their current success, for example the Edinburgh Military Tattoo and the Edinburgh Festival. The role of EventScotland in these circumstances is to work with our partners to ensure that such events remain at the forefront of cultural international events. These events are important to the future of a successful Scottish cultural event strategy. **They also contribute greatly to the International Context referred to in the Cultural Commission's Interim Report at section 3.7.**

There are a very limited number of major cultural events that travel and can be attracted to Scotland. We are continually challenged to identify cultural events that meet our objectives and have the potential to attract significant numbers of visitors from the rest of the UK or overseas. Cultural events are not normally 'bid for' as in sport events but tend to evolve in size and scale depending on the cities where they are hosted and the funding available to them.

Despite being a relatively new organisation EventScotland has already supported a number of cultural events through our International Programme. These include:

- MTV Europe Music Awards
- Edinburgh's Hogmanay; Night Afore International
- International Festival of the Sea
- Burns Festival
- European Brass Band Championships
- Triptych Festival
- Piping Hot Festival
- The Royal National MOD
- Glasgow International Festival of Contemporary Visual Art
- Highland 2007

Regional Events Programme

The Regional Events Programme, which supports the International Events Programme, allocates a total of £500,000 a year to events across Scotland that take place outside the key metropolitan areas of Edinburgh and Glasgow. The fund is administered through two competitive rounds and is open to events that can demonstrate how, with our assistance, they can attract greater numbers of domestic audiences and participants. Applicants that meet the criteria can apply for between £2,000 and £25,000 to help their

events develop and grow. Cultural events supported by the Regional Programme include:

- Aberdeen Jazz Festival
- Big in Falkirk
- Burnsong
- WORD – University of Aberdeen Writers Festival
- East Neuk Festival
- Wicker Man Festival

Conclusion

EventScotland is making an increasing contribution to the delivery of cultural events in Scotland whether they are major international events that contribute to the promotion of Scotland, or regional domestic events that help to inspire and involve local communities. We rely heavily on partnership working with organisations such as VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise, **sportscotland**, local authorities and, of course, cultural agencies including the Scottish Arts Council to deliver our objectives. It is important that all of our partners, event providers and other funders, fully appreciate that our role is primarily to provide additionality and not substitute or replacement funding.

The work of the Cultural Commission and its ultimate recommendations to the Scottish Executive should, in our view, highlight the significant contribution events make to the provision of cultural rights and entitlements for the people of Scotland. Cultural events provide opportunities to 'develop the latent creative talent of young people and.....help our artists maximise their creative potential'. Themes emerging from the first phase of the Cultural Commission's consultation.

EventScotland is also willing to enter into discussion with the Cultural Commission about the suggestion in its interim report (section 3.15) that there needs to be greater recognition of businesses that invest, through sponsorship, in the cultural sector.

Yours sincerely



Alan Miller
Corporate Affairs Manager