

How to Apply To Become a Regional Growth Event

1. Introduction

This Guidance provides information to potential applicant organisations on the process and qualifying criteria for Dumfries and Galloway Council's Regional Events Growth Fund.

If your events or community organisation, charity or business wishes to apply to become a Regional Growth Event, please read the information contained within this Guidance Sheet carefully.

2. Background

Dumfries and Galloway Council adopted a new Major Festivals and Events Strategy 2018-2021 (MFES 18-21) in December 2017. This Strategy recognises the importance of major festivals and events to the economic, community, sporting and cultural life of the region. Several partner agencies work closely with the Council to deliver the Strategy, including the regional Chamber of Commerce, VisitScotland, including its events directorate EventScotland, the regional Chamber of the Arts, Third Sector Dumfries and Galloway and the Crichton Institute.

The Strategy has three funding programmes:

The Signature Events Fund

The Major Events Strategic Fund

The Regional Events Growth Fund

The Strategy aims to generate more than 150,000 visitors to Dumfries and Galloway during its lifetime and be responsible for new spending in the regional economy of £30m or more.

3. The Regional Events Growth Fund

The new Regional Events Growth Fund is, as indicated above, one of three funding programmes of the MFES 18-21. During the four-year lifetime of this events strategy, the Fund will only open once, in 2018, to identify and subsequently provide grant funding for the new Regional Growth Events of Dumfries and Galloway.

The purpose of this Fund is to help smaller scale events (smaller in comparison to the region's major festivals and events, which all have budgets of £30,000 a year or more and are required to attract at least a thousand unique visitors) to grow and develop. The Council and partner agencies are open minded as to how many new Regional Growth Events will be identified. The new Regional Growth Events will

receive notification of their recommended funding in January 2019, at which point the funding proposals will go to Councillors for approval.

The aims of the Regional Events Growth Fund are as follows:

- Develop the quality of our festivals and events, to add to the quality of life in Dumfries and Galloway;
- Develop the long term sustainability of festivals and events of regional significance in Dumfries and Galloway;
- Develop the economic impacts delivered by major festivals and events;
- Develop a greater number of festivals and events that comprise the regional major events calendar;
- Promote innovation in the festivals and events sector.

4. The Qualifying Criteria for Your Event

To qualify to apply to become a Regional Growth Event, your event must have:

1. taken place at least twice in the past three years (2015-2017);
2. had a financial budget of £10,000 or more the last time the event took place;
3. attracted a minimum of 300 unique visitors the last time the event took place;
4. clear tourism potential e.g. the ability to attract new visitors to Dumfries and Galloway;

and your organisation must be a fully constituted community organisation, Company Limited by Guarantee, Community Interest Company, Charitable Trust or registered business.

The Regional Events Growth Fund is not intended to replace any source of public funding that applicant organisations have previously secured in the recent past or applied for but not been successful in achieving.

Any organisation that has received funding from or submitted an application to Dumfries and Galloway Major Events Strategic Fund from financial year 2014/2015 onwards is ineligible to apply to Dumfries and Galloway Regional Events Growth Fund.

5. How to Apply

Application forms are available from Dumfries & Galloway Council's website at www.dumgal.gov.uk/article/15762/Support-for-festivals-and-events or by emailing grantapplications@dumgal.gov.uk. You may also phone 01387 273897 to request a form. It would be helpful if you could put in the subject line Request for Regional Growth Events Application Form if you are contacting us by email.

6. Further Information and Guidance

The Council, in partnership with Dumfries and Galloway Arts Festival, will be running a series of workshops across the region in early September 2018, to promote the Regional Growth Events initiative, and to provide guidance to potential applicants to this Fund and also to events organisers considering an application to the Major Events Strategic Fund.

It is highly recommended that representatives of your organisation attend one of these workshops if you are reviewing whether to make an application to become a Regional Growth Event.

The dates and venues of these workshops will be publicised well in advance.

Helpful background reading is the Council's Executive Summary of the Major Festivals and Events Strategy 2018-2021, which will be sent to all organisations that request an application form.

Applications to the Regional Events Growth Fund will be reviewed by the Dumfries and Galloway Events Partnership. The Partnership will score applications based upon:

- the quality of the application and proposals for the future;
- the overall quality of your event;
- the tourism potential of your event;
- the community and sporting/cultural benefits your event creates; and
- the management planning that goes into your event.

7. What Happens After Our Organisation Applies?

After the deadline for applications, the Council and partner agencies will meet to shortlist the candidates for Regional Growth Events. The shortlisted events will be invited to meet with the regional Events Partnership on the week beginning 26 November or 3 December 2018. Information on the format of this meeting will be provided at the time your organisation is notified if it has been shortlisted for Regional Growth Events Funding. It is likely that at the meeting with the Events Partnership shortlisted organisations will be requested to make a short presentation on the recent history of its event, and how they would take forward its development should it be awarded Regional Events Growth Funding.

8. What Funding and Other Support is Available from the Regional Events Growth Fund if our Application is Successful?

The Events Partnership will determine how many events it wishes to recommend to the Council become Regional Growth Events. This means the funding position for each successful applicant event will only become clear at the end of this process.

The Council is determined to support the new Regional Growth Events and will provide two years of grant-funding for these events. This funding will not exceed £4,000 per annum, unless there are exceptional circumstances. The total Fund will not exceed £15,000 per annum in the three financial years 2019/20, 2020/21 and 2021/22.

Please note that applicant organisations should consider applying for Area Committee funding for 2019/20. In the eventuality of a successful application to become a Regional Growth Event, your organisation may be asked to withdraw your Area Committee application.

The Council intends to make provision for peer and mentoring support to the new Regional Growth Events, by linking them with selected 'Signature Events' of Dumfries and Galloway. The participating Signature Events in this initiative are Big Burns Supper, Dumfries and Galloway Arts Festival, Spring Fling, Wigtown Book Festival, the Scottish Rally and World Championship Ice Hockey. In this way we hope to offer support and inspiration to events organisers and provide helpful, close at hand guidance as funded events enact their growth plans.

The successful applicant events will be invited to regular events forums, be eligible for funded training opportunities and have the possibility of study visits to relevant major events.

Ian Barr, DGC Principal Events Officer
ian.barr@dumgal.gov.uk
Landline: 01387 245935
Mobile: 07734073401