

# MAJOR FESTIVALS & EVENTS STRATEGY 2018 - 2021

## EXECUTIVE SUMMARY

### Introduction



On behalf of Dumfries and Galloway Council I am pleased to present this Executive Summary of the new regional events strategy, the Major Festivals and Events Strategy 2018 – 2021.

Over the next four years the Council and our partners in this Strategy will be doing our outmost to ensure its full delivery. This will help secure more than £30m of additional expenditure in the regional economy, and really assist the business base of Dumfries and Galloway.

It will also produce very special and, I'm convinced, memorable cultural, sporting and community occasions across the length and breadth of the region.

I hope you have the opportunity to enjoy many of our very special festivals and events.

**Councillor Adam Wilson, Events Champion, Dumfries and Galloway Council**

### Background

This Strategy follows on from the original Major Festivals and Events Strategy, 2014-2018 (MFES), which helped create a distinctive and well performing economic sector in the region – the major events sector.

The integrated Strategy - the Major Festivals and Events Strategy 2018-2021 is aligned with Dumfries and Galloway's Regional Tourism Strategy, EventScotland's Scotland the Perfect Stage Strategy, the Council's Plan 2017 - 2022 and the Regional Economic Strategy. It is a holistic regional Strategy that invites agencies, communities and events organisations to join forces to take forward in partnership great events, and to position Dumfries and Galloway as a leading destination for high quality rural festivals and events.

There is a clear thread of best practice that can be taken from MFES and developed further and implemented in Major Festivals and Events Strategy 2018-2021.

### The Strategy Objectives

The Strategy has two well defined objectives, with related action plans:

- **To deliver the Major Festivals and Events Strategy 2018-2021 Investment Programme – to act as a catalyst for investment across Dumfries and Galloway and;**
- **To promote collaboration, cooperation and shared knowledge in the major events sector**

### Our Aim

**To develop and sustain Dumfries and Galloway as an internationally renowned rural events destination that continuously attracts new visitors to the region.**





## Confirming the Definition of a Major Event within this Strategy

Major Festivals and Events Strategy 2018 - 2021 will continue with the definition of a major event as being:

- An event which attracts 1,000 or more unique visitors
- An event that operates on a net budget that exceeds £30,000
- An event that is marketing to a quantifiable set/target market of out of region visitors
- An event that can demonstrate an excellent return on public sector investment

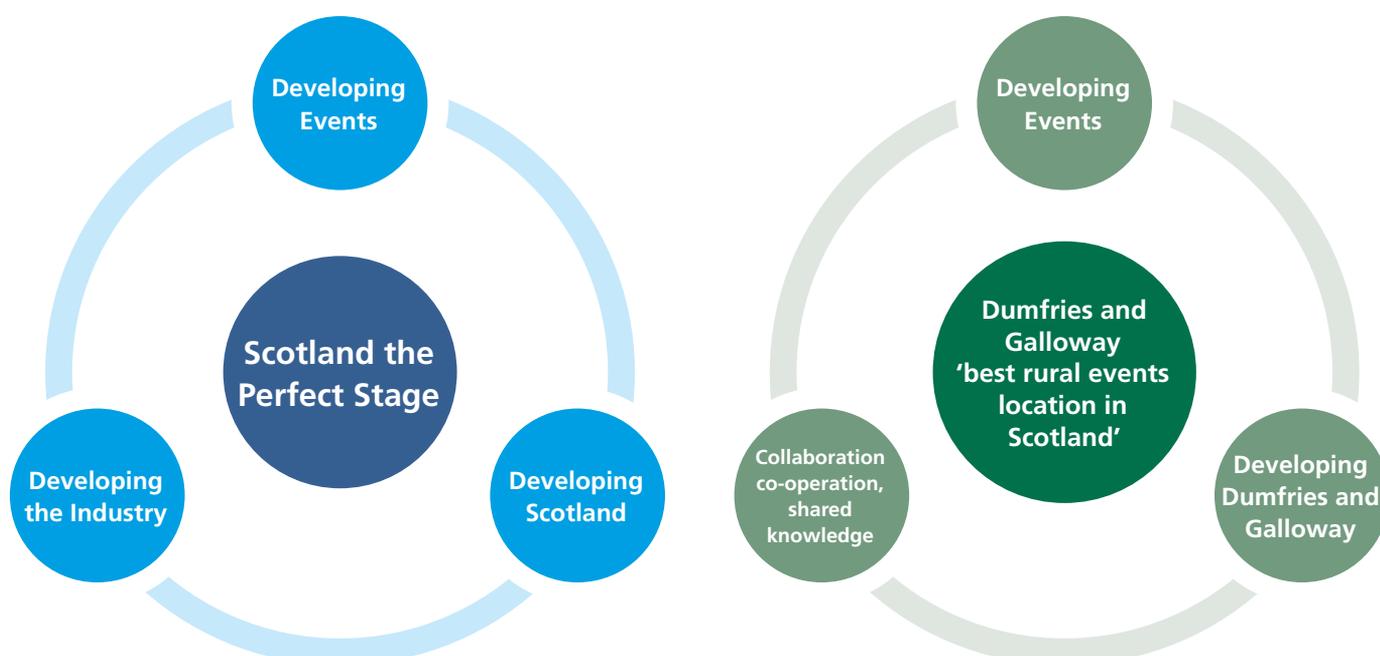
## A Strategy driven by Quality

As well as the qualifying criteria above, to be defined as a major festival or event under the terms of this Strategy, our funded major events require to have one or more of the following quality benchmarks;

- They should be recognised as being within the **top 3 to 5 events of their kind**, in their theme or subject matter, within Scotland
- They may have a special, protected status within a sporting calendar e.g. **Scottish, European or World Championships**, and draw competitors from across Scotland, the UK and further afield
- They should have **excellent management**, capable of responding to all of the challenges that face nationally significant festivals and events, with effective leadership and a strong sense of purpose

Over £23 safeguarded or generated for the regional economy for every £1 spent over the lifetime of the previous Strategy

## The Virtuous Circles of the National Events Strategy and the MFES 2018 - 2021



The above graphic has been designed from Scotland The Perfect Stage, The National Events Strategy, which is delivered by EventScotland, a Directorate of VisitScotland

## Introducing the Signature Events of Dumfries and Galloway

The experience of delivering MFES 2014 - 2018 clearly demonstrated that it is the major events of the region that deliver the greatest economic impacts. This Strategy therefore introduces the seven signature events of Dumfries and Galloway.

It is the empirical finding that the seven Signature Events listed below create the greatest profile, cultural and sporting experiences for the resident population of Dumfries and Galloway and our visitors. The profile these seven Signature Events create for Dumfries and Galloway is part of the lifeblood of the region, and the cultural and sporting impacts they deliver, in the full drama of the events unfolding, play a huge part in the quality of life in living here.



### The 7 Signature Events of the Strategy

- Big Burns Supper
- Dumfries and Galloway Arts Festival
- Spring Fling
- The Scottish Rally
- The Tour of Britain
- Wigtown Book Festival
- World Championship Ice Hockey

### Proud to Safeguard the Public Goods Events of Dumfries and Galloway

The seven signature events are all 'Public Goods Events' – they are held and celebrated for the enjoyment they bring to the regional population, and are open and accessible to all. Six out of seven of the Signature Events are delivered by not for profit organisations\* which have important public outreach programmes, and in some instances are free to view.

They require an element of public subsidy on the basis that they promote - where the free market cannot, public access to sports and culture of real significance. They are also Public Goods Events in that they provide a compelling reason to visit Dumfries and Galloway, and public funding is required for this economic programme (individual businesses in the region would not be capable of providing the funding for our Signature Events).

\*The Tour of Britain is the exception, but meets all of the other key criteria of being a Public Goods Event

The key benefits that the Signature Events create for Dumfries and Galloway are:

- **Economic benefits, now in excess of £250,000 plus per event**
- **Cultural benefits, in excess of normal programmes of activity that take place in the region**
- **Sporting benefits, that otherwise would not be experienced in the region**
- **Media benefits, that profile Dumfries and Galloway across print, broadcast and social media well above the norm**
- **Community benefits, in terms of bring communities together**
- **Skills development, of professional staff, young people, volunteers and the newly retired**
- **They are either indigenous to the region, or closely associated with Dumfries and Galloway, and as a result contribute to our identity and profile**

## **The Major Events Investment Programme: To create a £30m+ stimulus for Dumfries and Galloway**

### **Creating Economic Value from Major Events**

The hypothesis of the original MFES – that it is principally the major events of the region that create the greatest economic impacts, has been fully born out.

Accordingly, retaining the definition of a major event employing the criteria as stated above provides the economic rationale to take forward Major Festivals and Events Strategy 2018-2021 with confidence.

A review of the previous Major Festivals and Events Strategy, 2014 - 2018 established that the Strategy safeguarded or generated £23 for the regional economy for every £1 spent. The Council has the skills and acumen to develop best practice in the grants programmes that will underpin Major Festivals and Events Strategy 2018-2021.

This Strategy's investment programme will be based on three separate and transparent funding streams, two of which will recommend and distribute funding on a competitive basis. The three funding programmes are:

- **The Signature Events Fund**
- **The Major Events Strategic Fund**
- **The Regional Events Growth Fund**

The full delivery of the investment programme is forecast to secure a financial stimulus of more than £30 million to the regional economy over the period 2018 - 2021.

## **MFES Budget 2018 - 2021**

### **Regional Events Growth Fund**

**Up to 10% of total  
budget**

### **Major Events Strategic Fund**

**Up to 20% of total  
budget**

**A competitive  
funding process**

### **Signature Events Fund**

**65% of total budget**

**Negotiated funding  
with the 7 signature  
events**

Dumfries and Galloway Council is pleased to acknowledge the partner agencies of the Major Festivals and Events Strategy 2018 – 2021 and the contribution they make to the Strategy's delivery – VisitScotland, the Chamber of Commerce, the Chamber of the Arts, Third Sector Dumfries and Galloway and the Crichton Institute