**Appendix 1: The Major Events Fund 23/24 Recommendations**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Applicant Organisation** | **Event** | **Total Project Costs £s** | **Grant Requested**  | **Return on Public Sector Investment** | **Sustainable Model for Delivery and Growth?** | **Grant Necessary for Sustainability of Event?** | **Public Goods Event?** | **Recommendation****£s**  |
| **Stranraer Development Trust**  | Stranraer Oyster Festival  | 183,000 | 15,000 | High | Yes | Yes | Yes | **15,000** |
| **Knockengorroch CIC** | Knockengorroch Festival  | 292,000 | 12,000 | High | Yes | No | No, but generates positive outcomes for rural communities  | **6,000** |
| **National Vintage Tractor Run Committee** | UK National Vintage Tractor Run 2023 | 32, 487 | 10,615 | High | Yes | Yes | Yes | **6,000** |
| **RED:ON** | Raiders Gravel Festival  | 114,000 | 15,000 | Moderate  | Yes | Yes | No, but organisers have built in public goods elements  | **5000**  |
| **RED:ON**  | The Gralloch UCI World Series 2023 | 79,375 | 15,000 | Moderate | Yes | Yes | No | **8,000** award with **3000** additional grant if 500 cyclists compete in the event |
| **Stranraer and Rhins Agricultural Society**  | Stranraer Show | 60,060 | 13,860 | Low | Yes | No | Yes | **NIL Award**  |
| **Solway Car Club** | Galloway Hills Rally | 61,500 | 6000 | High | Yes  | Yes | Yes | **5000** |
| **Crawick Multiverse Trust** | Music at the Multiverse | 121,485 | 13,200 | Low | To be determined  | Yes | No | **5000** |
| **The Stove** | The Wild Goose Festival  | 45,973 | 13,750 | Moderate  | Yes | Yes | Yes | **8000** |
| **Traditional Music Trust** | Two Traditional Music Festivals  | 49,500 | 14,560 | Moderate | Yes | Yes | Yes | **5500** |
| **Galloway Motorcycle Club** | Drumlanrig Off-Road Motorsports Festival | 108,500 | 14,500 | High | Yes | Yes | No | **7000** |
| **TOTAL** |  |  |  |  |  |  |  | **73,500** |

Narrative summary of each event

1. **Applicant organisation:** Stranraer Development Trust

**Festival or Event:** Stranraer Oyster Festival

**Application Score: 28**

**Project Description:** Stranraer Oyster Festival successfully launched in 2017 and was successfully re-launched in 2022, and has gone from strength to strength since its inception. It already has a very high profile and is an important project contributing to Stranraer town centre and waterfront regeneration. The Festival has a vibrant seafood themed programme, has very deep rooted community support and is well managed by the Stranraer Development Trust. A formal economic impact study conducted by Mark Kummerer Associates in 2018 and undertaken again in 2022 established the Festival is worth well over £1m to the regional economy.

Stranraer (Loch Ryan) is the location for Scotland's only native oyster fishery, which is over 400 years old.

**Funding Request:** £15,000 for core project costs and marketing.

**Condition of Grant:** To report to the Council on the turnover and profit of the revenue raising measures at the Festival, including the merchandising operations and the bar, which is managed in-house.

1. **Applicant organisation:** Knockengorroch CIC

 **Festival or Event:** The Knockengorroch Festival

 **Application Score: 23**

 **Project Description:** A three festival of world music held in the remote uplands of the Stewartry.

 **Funding Request:** £12,000To contribute to the costs of sustainable transport initiatives to the Festival for spectators and to

 promote the Festival in its 25th anniversary. The CIC has already secured separate public funding to undertake a complete

 rebrand of the Festival, and will allocate its own resources to take forward more detailed PR work in 2023.

 **Condition of Grant:** To share the lessons learned of the sustainable transport initiatives with the Council and Events

 Partnership.

1. **Applicant organisation:** The National Vintage Tractor Run Committee

**Festival or Event:** The UK National Vintage Run 2023

 **Application Score: 24**

 **Project Description:** The UK’s National Vintage Tractor Run 2023 is being taken forward by a committed group of primarily

 retired volunteers who have excellent experience in this leisure area. 300 to 400 vintage and classic tractors will descend on

 Stranraer and Kirkcolm at Easter 2023, and a social programme will enable the tractor enthusiasts to get-together and enjoy

 their weekend in the area.

 **Funding Request:** £10,615 to contribute to the core costs of the project.

**Conditions of Grant:** To liaise with VisitScotland and the South of Scotland Destination Alliance to promote the event

1. **Applicant organisation:** The RED:ON group (formerly Golazo UK)

**Festival or Event:** The Raiders Gravel Festival

**Application Score: 24**

**Project Description:** The Raiders Gravel Festival was successfully introduced into the region’s events calendar in 2022 after being postponed from 2020. The Festival has always been seen as exponentially important by South of Scotland policy makers - there is the high possibility that Raiders Gravel, a three days boutique cycling and music festival, will lead to our region hosting a Gravel Cycling World Championship in 2028, and the event organisers (formerly Golazo UK, now the Red On Group) bring international events company expertise and marketing nous.

**Funding Request:** £15,000 for core costs

**Conditions of Grant:** Focus on marketing output and reach to attract many new visitors to Dumfries and Galloway.

1. **Applicant organisation:** The RED:ON group (formerly Golazo UK)

**Festival or Event:** The Gralloch – UCI World Series Round.

**Application Score: 25**

**Project Description:** The Red On Group have secured a UCI licence to hold one of the World Series Gravel Races in 2023 – the Dumfries and Galloway round of the World Series will be a qualifying event for the UCI Gravel World Championships 2023.

This is hugely encouraging and does justify public funding of gravel cycling events in Dumfries and Galloway, and RED:On projections that they would in time secure UCI events for the region. Up to 750 competitors are forecast to compete in the Gralloch race, with a number of support events taking place in Gatehouse of Fleet. This forecast may be on the high side if the current cost of living crisis extends into the summer of 2023.

 **Funding Request:** £15,000 for core costs

**Conditions of Grant:** An £8000 award is recommended with an additional £3000 granted if 500 cyclists participate in the event. The event organisers will also be required to prepare a Traffic Management Plan for the project.

1. **Applicant organisation:** Stranraer and Rhins Agricultural Society

**Festival or Event:** Stranraer Show

**Application Score: 16**

**Project Description:** The funding request is primarily to promote arming as a career for local people within the Stranraer Show 2023 – there is no economic ‘additionality’ and the initiative proposed is best referred to the Council’s Employability and Skills team and the D&G College.

**Funding Request:** £13,860

**Conditions of Grant:** None, a Nil Award is recommended by the Events Partnership

1. **Applicant organisation:** Solway Car Club

**Festival or Event:** Galloway Hills Rally

**Application Score: 22**

**Project Description:** The Galloway Hills Rally 20223 will be a competing Round of the Scottish Rally Championship. The Rally will take place in and around Castle Douglas, Newton Stewart and the Galloway Forest Park.

**Funding Request:**  To improve spectator facilities and contribute to the Rally starting and finishing costs in Castle Douglas

**Condition of Grant:** To award a grant of £5000 to the Rally for core costs and to include it within the review of the Scottish Rally’s Signature Event mid-term review in late 2023 and; future grants will be dependent upon a clear plan for the Rally to reduce its carbon footprint in Dumfries and Galloway

1. **Applicant organisation:** Crawick Multiverse Trust

**Festival or Event:** Music at the Multiverse

**Application Score: 18**

**Project Description:** Music at the Multiverse 2032, will offer 2 days of live music developed around a mainstream line-up across two stages making full use of the Multiverse site.

**Funding Request:** £13,200 **-** To provide financial support for the programming and marketing of the Festival.

**Condition of Grant:** To research marketing and travel promotions with Scotrail, to try and attract more visitors by rail. The Events Partnership are of the view that the development of a nationally significant outdoor music festival at Crawick Multiverse is a long-term undertaking

1. **Applicant organisation:** The Stove Ltd

**Festival or Event:** The Wild Goose Festival

**Application Score: 25**

**Project Description:** The Wild Goose festival takes place every October (across one week in the School October Holidays) and unites art, literature, culture, community, and nature through a programme of family friendly, inclusive and interactive activities and events from storytelling, discussions, installations and nature walks to literary events, public artworks, workshops, and creative events.

**Funding Request:** £13,750 sought forCore costs, festival production and performers costs

**Condition of Grant:** For the festival organisers to plan for 10% of their 2024 festival budget to be comprised of ticket sales income

1. **Applicant organisation:** Traditional Music Trust

**Festival or Event:** Trad Music Festivals July and October

**Application Score: 22**

**Project Description:** Two traditional music and dance festivals in Newton Stewart and Minnigaff in July and October 2023. Costs are sought to commission new staff.

**Funding Request:** £14,560 forcore costs, to employ new staff, performers costs and marketing

**Condition of Grant:** There are no conditions of grant for 2023/24, and the Trust is asked to apply for each of the two Festivals separately in 2024/25, to either the Community Events Fund or Major Events Fund.

1. **Applicant organisation:** The Galloway Motorcycle Club

**Festival or Event:** The Galloway Off Road Motorsports Festival

**Application Score: 23**

**Project Description:** A family friendly motorsports festival that will take place at Drumlanrig Castle. The event will include the Grand National Scramble with top international scramble motorcyclists and a host of entertainment and motorsports themed activities.

**Funding Request:** £14,500 to bring on site the infrastructure to host the Festival and family friendly entertainment

**Condition of Grant:** Funding will be released once confirmation of a lease agreement with Drumlanrig Castle is confirmed. The Council will request that a full postcode analysis of all day and overnight visitors is compiled and added to the final report.

**Explanation of scoring criteria 2023/24 Major Events Fund;**

|  |  |
| --- | --- |
| **CRITERIA** | **MAXIMUM POSSIBLE SCORE** |
| 1. Quality of Sustainable Model promoted by the event
 | 3 |
| 1. Evidence of Community support for project
 | 3 |
| 1. Evidence of the Event being a Public Good Event?
 | 1 |
| 1. Quality of partnerships (with the business

community, national governing bodies, etc.) | 1 |
| 1. Management capacity and expertise
 | 1 |
| 1. A balanced and appropriate budget
 | 1 |
| 1. Links / partnerships with other events projects
 | 1 |
| 1. Overall economic impact the event/project creates
 | 2 |
| 1. Demonstration of competitive advantages the event/project creates
 | 2 |
| 1. Fit with tourism marketing operations of VS and DDG
 | 2 |
| 1. Depth of planning to assist people to attend the festival whatever their economic circumstances i.e. parts of the festival are accessible to all
 | 2 |
| 1. The event is at the start up or early growth stage and public sector investment will both safeguard and support exponentially its growth
 | 2 |
| 1. The event is going through a step change in its activities and has provided a strong rationale for support and future sustainability
 | 2 |
| 1. The event promotes an important regional asset or makes best use of regional skills or resources
 | 2 |
| 1. Quality of sporting occasion or experience
 | 5 |

**Evaluation/Score of Return on Investment (ROI)**

The Council and the Events Partnership have scrutinised applications to determine what the forecast return on investment is from the recommended projects for support.

Economic impact studies where available, other data and past reports have been employed to determine the potential Return on Investment from projects.

Projects have been scored High if they have a forecast Return on Investment of £8 or more for every £1 of public sector investment.

Projects have been scored Moderate if they have a forecast Return in Investment of £3 to £7 for every £1 of public sector investment.

Projects have been scored Low if they have a forecast Return in Investment of £0 to £2 for every £1 of public sector investment.

It needs to be noted that where events and festivals are in their project lifecycle determines their potential ROI – start up festivals and events will not provide the same ROI as festivals and events in the mature phase of their development – therefore grant support should recognise the potential of new events, to consider their potential impacts after two to three years of operations.

**Public Goods Events**

The Events Strategy identifies that Dumfries and Galloway has major events which can be identified as Public Goods – and that the presence of these events within our region is cause for particular celebration and support.

The primary definitions and criteria for Public Goods Events, within this Strategy’s context, are those where;

* The event is operated on a not for profit basis
* Substantive elements of the event are free to view, and are important for the free access they create for all sectors of the population to significant sporting or cultural occasions
* The event has properties which are unique to Dumfries and Galloway
* The event can be viewed as both nationally and internationally significant
* The event has widespread, unambiguous community and public support