About Homecoming Scotland 2014

Homecoming Scotland 2014 will reinforce Scotland’s position on the international stage as a dynamic and creative nation. It will extend the benefits and opportunities offered by the Commonwealth Games and Ryder Cup and build on the successes of the first year of Homecoming 2009 by presenting a year-long co-ordinated programme of inspirational events. The programme is designed to support Scotland’s events industry, increase visitors to Scotland and generate additional tourism revenue in a celebration of Scotland’s past, present and future in the year that “Scotland welcomes the world”.

www.homecomingscotland.com

About Highland Homecoming

Highland Homecoming is a programme of events that will take place within the geographical area as defined by the boundaries of the Highland Council region from 1st September 2014 to 31st October 2014.

It is intended to help extend the benefit of events being staged specifically in 2014 such as the 150th anniversary of the Northern Meeting Park, The World Masters Highland Games and Inverness hosting the Royal National Mòd. It will also highlight established events taking place throughout September and October including the Camanachd Cup Final and the Baxters Loch Ness Marathon & Festival of Running.

The Highland Homecoming fund is an opportunity for new or existing events not currently supported by Homecoming to benefit from both funding and marketing support and to contribute to a key part of Homecoming Scotland 2014’s year-round events programme.

Please read the guidelines carefully and if you think your events fits within the criteria set please complete and submit the application form.

Deadline for applications 5pm 31st January 2014
Welcome to the Highland Homecoming Fund – Part of Homecoming Scotland 2014

Aims and Objectives
Homecoming Scotland 2014 is a Scottish Government initiative managed by EventScotland, which is part of VisitScotland. Homecoming Scotland 2014 will enable the tourism and events industries to further demonstrate the important role they play in delivering sustainable and sustained growth to the Scotland’s economy.

The objective of Homecoming Scotland 2014 is to develop a strong portfolio of activity for 2014 that will:

- Deliver additional tourism visits and revenue for Scotland
- Develop Scotland’s event portfolio and build capacity in the industry
- Engage and mobilise communities across Scotland in Homecoming Scotland 2014
- Engage and mobilise Scottish businesses in Homecoming Scotland 2014
- Enhance Scotland’s profile on the international stage

It is anticipated that there will be a strong demand for funding via this programme and as such, events must fully demonstrate their ability to meet the objectives and criteria outlined in this document.

Highland Homecoming is part of the Homecoming Scotland Signature programme. It will run in parallel with other events receiving Homecoming funding and the Homecoming Partner Programme.

Programme Requirements and context
Since 2009 there have been a series of themed years celebrating Scotland’s greatest assets, designed as an opportunity for partners to build capacity across the industry in preparation for 2014, and ensuring that potential partners within the events industry are primed to engage with Homecoming in the most successful and inventive ways possible.

The themed years have been:

- **Food and Drink** - 2010
- **Active** - 2011
These four themes along with the theme of Ancestry will provide the bedrock on which to build Homecoming Scotland 2014’s programme of events.

To help connect these themes across the year Homecoming is asking one simple question, something event organisers, producers and artists can explore and respond to, a question to which everyone will have a different answer, but also a question everyone will have asked themselves before.

- **What does home mean to you?**
  - *What does it mean to the people from around the world who have chosen Scotland as their home?*
  - *What does it mean to the countless people who feel that in visiting Scotland - even for the first time - are in some way ‘coming home’?*
  - *What does it mean for those who left and never returned?*
  - *And those who know no other place? For whom this country will forever be home.*
  - *How is Scotland ‘home’ to a particular, product, sport or idea?*

Modern Scotland means something different to everyone and in 2014 all eyes will be on us. Homecoming will aim to showcase the very best of Scotland’s past, present and future, celebrating what makes our country unique with this dynamic and creative nation taking centre stage as ‘Scotland Welcomes The World.’
Incorporating the Key Themes

The table below illustrates how stakeholders may wish to incorporate the five themes along with ‘home’ and ‘Scotland welcomes the world’; it is not exhaustive and is only intended as a prompt.

<table>
<thead>
<tr>
<th>Scotland</th>
<th>Welcomes</th>
<th>The World</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ancestry</strong></td>
<td>The event has a strong link to the history of Scotland and tells the story of Scots past and present.</td>
<td>The event offers the opportunity to find a link to Scotland and help to explore ‘home’.</td>
</tr>
<tr>
<td><strong>Food and Drink</strong></td>
<td>The event has a strong emphasis on Scottish food and/or drink and promotes its quality and provenance.</td>
<td>The event invites people to partake of Scottish food and drink or visit the “home” of specific Scottish produce.</td>
</tr>
<tr>
<td><strong>Active</strong></td>
<td>The event has an element of physical activity and takes place in an iconic Scottish setting or is a sport or activity which has its ‘home’ in Scotland.</td>
<td>The event has a strong element of participation encouraging people to get involved both at the event and related activity in future.</td>
</tr>
<tr>
<td><strong>Creative</strong></td>
<td>The event highlights or showcases Scotland’s traditional and contemporary culture. The event showcases artists and the creative sector in Scotland.</td>
<td>The event has an interactive element which encourages people to engage in cultural activity either at the event itself or in future.</td>
</tr>
<tr>
<td><strong>Natural</strong></td>
<td>The event takes place in or showcases Scotland’s natural environment and highlights the best of our natural and historic built environment.</td>
<td>The event welcomes people to discover and explore Scotland’s natural environment, and promotes the need for responsible use of that environment.</td>
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Key Aims of Homecoming Scotland 2014

Event producers should consider the key aims of Homecoming outlined below to help frame their approach and ensure that new and existing events are consistent with these aims.

- Enhance Scotland’s profile on the international stage, attracting visitors from outwith Scotland and providing attractive content for international marketing and PR activity.
- Showcase Scotland as a dynamic and creative nation.
- Celebrate Scotland’s greatest assets (across the five themes).
- Celebrate Scotland’s diversity.
- Create new activity aligned with the themes for the Year which attracts visitors from outwith Scotland.
- Support existing world class events and enhance them for 2014.
- Communicate and reinforce ‘Scotland Welcomes the World’ messages.

Assessment Criteria

All applications will be formally assessed in accordance with the funding criteria. Funding recommendations will be made by the Homecoming Scotland 2014 Programme Group which includes representatives from Homecoming Scotland, VisitScotland, Creative Scotland, the Scottish Tourism Alliance and other partners.

Applications must be for events which take place between 1 September 2014 and 31 October 2014 within the Highland Council area.

To ensure a transparent and consistent evaluation process, criteria have been established that reflect the objectives of the Homecoming Scotland 2014 Funded Events Programme. All applications will be considered against these criteria with assessments weighted to favour those events that best deliver on the programme objectives and deliverables as outlined in this document.

Funding available through Homecoming Scotland is distinct from funding currently available through EventScotland’s National and International Programmes which are targeted at supporting the long-term strategic growth and development of events.

The assessment criteria will take into account how the application reflects the seven areas outlined within the national events strategy Scotland: The Perfect Stage (detailed in the table below) and the specific themes and objectives of Homecoming.

In addition, the viability of the event and the management experience of the event owner will also be assessed to ensure the successful delivery of the event.
Tourism
Q. Does the event have potential to attract additional visitors during and after the event?
Q. Will the event stimulate tourism outwith existing peak periods (i.e. out of season)?
Q. Will the event attract visitors to regions of Scotland with available capacity (i.e. enhance the spread of tourism throughout the country)?
Q. What is the estimated additional economic impact of the event?
Q. What are the expected visitor numbers for the event?
Q. Does the event display a capacity for growth and will it be self sustaining?

Image and Identity
Q. Will the event generate positive PR for Scotland directly relating to Homecoming?
Q. Does the event demonstrate synergy with national and international initiatives?
Q. Is the event suitable for the area or terrain?
Q. Is the event a good fit with local event strategies?

Media
Q. What is the potential for the event to generate media profile for the area?
Q. What types of media coverage does the event generate, i.e. TV, print press, radio, online?
Q. Is coverage on a national and/or international level?

Environment
Q. What impact will the event have on the environment?
Q. What measures are in place to ensure this is limited?
Q. Has the event referred to the Sustainable Sport and Event Toolkit to develop a sustainable event plan?
Q. Does the event promote sustainable practices?
For guidance on creating your own sustainable event plan refer to http://www.eventscotland.org/funding-and-resources/event-planning-resources/sset/

Business
Q. What are the potential business opportunities around the event?
Q. Does the event bring opportunities to showcase local produce, particularly food and drink?
Q. Will the event bring the opportunity for networking and sharing of best practice?

**Participation and Development**

Q. Does the event offer opportunities for participation?
Q. Are outreach programmes in place to involve the wider community?
Q. Will the impact created be sustainable beyond 2014?
Q. Does the event provide opportunities for the public to be active?

**Social and Cultural Benefits**

Q. Does the event inspire and involve local communities?
Q. What are the benefits to the community of staging the event?
Q. Does the event have the support of the community?
Q. Will the event offer volunteering opportunities?
Q. Does the event develop, promote or protect aspects of Scotland’s culture?

**Event Viability and Event Management Experience**

Q. Do the event owners have sufficient and proven experience in financial administration and the necessary risk management skills to undertake the project?
Q. Are the proposed budget, business and marketing plans viable?
Q. Does the event have sufficient financial and in-kind support from other public sector organisations, e.g. the Local Authority?
Q. Does the event have sufficient sponsorship from private sector organisations?
Q. How does the proposed use of Homecoming Scotland funds fit within the overall event budget, i.e. how will the award develop the event in line with Homecoming Scotland aims & objectives?
Essential Criteria

- Events must take place within the geographic boundaries as defined by The Highland Council between 1st September and 31st October 2014 (inclusive).
- Applications must be made by a legally constituted organisation.
- Existing events must demonstrate their capacity to further develop and grow in terms of audience/participant numbers, particularly from outside Scotland, and impact in 2014.
- All applications must demonstrate a robust means for measuring event outcomes, in particular additional tourism, positive PR specific to Homecoming and engagement with communities in Scotland.
- Applications must demonstrate that the funds applied for will develop new, special activity in line with the themes and objectives for 2014.
- The level of funding applied for must be supported by a clear business case that justifies the request.
- Applications should be for between £3,000 and £10,000

Other Points to Consider

- Both new and existing events can apply
- Events should have a letter of support from the Highland Council as the appropriate local authority and/or other public agencies.
- The maximum funding requested should not exceed 25% of the overall cash income for the event.
- For organisations who apply to Homecoming Scotland 2014 and have applied to EventScotland’s National and International Programmes, the total combined investment from EventScotland will normally not be more than 50% of event income.
- Funding will not be provided for core or capital purchase costs.
- Homecoming Scotland 2014 cannot offer replacement funding, e.g. to fill a budget gap created by the withdrawal of another funding source.

The Highland Homecoming Programme provides a one-off, special funding opportunity for event organisers to access awards of between £3,000 and £10,000 to create or enhance event activity in September/October 2014 in the Highland Council area.

If your event does not meet these criteria you can still be part of Homecoming Scotland 2014 and Highland Homecoming if your event meets certain criteria. For further information and to join the Homecoming Scotland Partner Programme visit [www.eventscotland.org/partner_programme](http://www.eventscotland.org/partner_programme)
For more details or to discuss your application please contact:

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