

Events & Festivals Industry Group Meeting

Date: 10th May 2016

Venue: Edinburgh International Conference Centre, Edinburgh

ATTENDANCE

- Judy Rae, Business Tourism for Scotland
- Amanda Wrathall, EICC
- Jane Ali-Knight, Edin Napier Univ
- Hamish Miller, EventBase
- Julia Amour, Festivals Edinburgh
- Suzanne Dawson, Interface
- Katriona Holmes, Knockengoroch
- Elaine Miller, Marketing Edinburgh
- David Allfrey, Royal Edinburgh Military Tattoo (DA - Chair)
- David Jackson, Royal Highland Show
- Steve Hunt, Scottish Futures Trust
- Caroline Warburton, Scottish Tourism Alliance (CW)
- Lotte Stevenson, Vision Events
- Marie Christie, VisitScotland Events Directorate
- Stephen Mclean, VisitScotland Events Directorate (SM)

- Elisa De Waal

APOLOGIES

- Louise Lonie, AECC
- Marshall Dallas, EICC
- Susan Russell, Festivals Edinburgh
- Rachel Fiddes, Glasgow Film
- Susan Deighan, Glasgow Life
- Tom Clements, National Outdoor Events Association
- Nicola Thomson, Royal Edinburgh Military Tattoo
- Andrew Niven, Scottish Football Association
- Claire Harkness, Scottish Rugby Union
- John Langford, SECC
- David Trotter, Sodexo
- Brendan Miles, The List
- Stuart Turner, VisitScotland Events

1. Welcome & Introductions

DA welcomed everyone to the meeting, and thanked Amanda Wrathall and Marshall Dallas from EICC for hosting the meeting.

2. Events & Festivals Industry Group Terms of Reference

Caroline Warburton of the Scottish Tourism Alliance (CW) summarised the draft terms of reference for the group and invited comments. The proposed purpose of the group is to:

1. **Lead and represent** the views of the events & festivals sector in relation to the delivery of Tourism Scotland 2020 and Scotland the Perfect Stage.
2. **Influence** action and direction of Government, its agencies and industry around the issues and opportunities which significantly impact on sector's performance and Scotland's competitive advantage.
3. **Encourage** the sector to better engage with industry priorities identified in the strategies in the pursuit of building stronger capabilities and capacities across the industry.
4. Working with TS2020 and STPS Strategy Groups, **support and contribute** to the monitoring of sector's strategic activities against agreed vision and targets and the adjustment of activities as required.

There was broad approval of the paper, with the following comments:

- Important to highlight the value of 'shared leadership' for the group. Recognising that although individual organisations may have differing views, a collective voice on key issues is powerful;
- Group in position to collaborate and share knowledge amongst themselves and with wider sector.
- Need to ensure that group to articulate the value of the sector (including measurement) - *to be included in the capability framework*.
- How do we ensure that the group is representative of the sector? *An issue for group to reflect on.*

Need to identify *how* the industry can ensure implementation of the strategies – *to be reflected in capability framework*.

Further comments to be sent to CW by Monday 16th May, after which the paper will be amended and circulated. Final terms of reference to be approved at next meeting.

AP1: Further comments on group Terms of Reference to be sent to CW by Mon 16th May, including other industry representatives (see attendee/apology list for current members) (ALL).

AP2: Terms of Reference to be approved at next E&Fs meeting (July).

3. Note of Previous Meeting

The note of the previous meeting was approved and the actions discharged.

4. National Strategy Updates:

TS2020 Mid Term Review: CW provided a brief overview of the recent Mid Term Review findings of the national tourism strategy (Paper 2). There was brief discussion about the review and relevance to the E&Fs sector and the group's purpose going forward. The review was considered to be relevant and prompted discussion around the balance between driving growth and ensuring sustainability (viability) of activities. Group encouraged to consider how events and festivals respond to the four priorities. Other comments included:

- Importance of driving innovation in the sector (Innovation Vouchers and Interface programmes)
- The role of influencing others is key. Examples included making the case for improving digital infrastructure (venues in Scotland cannot easily broadcast live without bringing in additional capabilities); highlighting the sector's contribution to Scotland as not currently perceived as a sector of scale (links to ability to raise finance).
- Immediate returns is not always possible (or desirable). Sustainable growth may take years therefore a strategic approach to investment is required.
- The quality of the visitor experience is dependent on people, therefore it is important that the sector recognises the value of its people – providing careers, good jobs etc.

Scotland the Perfect Stage (STPS): Stephen Mclean of VisitScotland Events

- **STPS Engagement:** ES & Scot Gov (Major Events) have met with other public agencies and Local Authorities about STPS.
- **Support for Events:** continue to secure events (recent success is 2019 European Indoor Athletics) and are reviewing support for all international events as core budget reduces.
- **EventImpact Evaluation Tool:** revised and is currently in live-testing phase.
- **VisitScotland Events Directorate Seminar Programme:** Event Marketing Innovation (2 June); also in development Event Fundraising (Sept); Public Safety at Events (Nov); Food and Drink Workshop (Nov); Programming (Feb 2017).
- **EventScotland.org:** being updated to include improved resources section for industry
- **Police Charging at Events Group:** quarterly meetings, attended by VS, Scot Gov (Major Events), Scottish Government (Police Division), Police Scotland and NOEA. Opportunity for EFIG to be represented (SEFA had previously been on the group). Next meeting: end of June.
- **Transport Issues:** VS-Events Directorate working with Transport Scotland to identify potential pressure points from forthcoming events and festivals. Open meeting being planned for later this year.

Group discussed significant concerns about the rising costs of operating events. Charges include police costs, National Living Wage, pension auto-enrolment and licensing. It was agreed that a statement should be drafted which outlined the industry's concerns and provided evidence of the direct impacts. This statement would be forwarded to VisitScotland Events Directorate.

AP3: DA (with David Jackson) to draft statement on behalf of group highlighting industry concerns about rising operational costs. Draft to be circulated to group for comment.

AP4: ALL encouraged to subscribe to [EventScotland newsletter](#) to receive regular industry updates.

5. Capability & Capacity Development Framework for Events & Festivals Sector

Building on discussions from previous meeting, a draft framework for the sector was discussed (Paper 3). The framework aims to show alignment between the two national strategies (see agenda item 4 above) and the proposed list of capabilities and industry issues from the previous meeting. The paper also included an initial list of relevant current activities. The group were invited to comment on:

1. Is the framework appropriate for the industry?
2. Are there additional activities which need to be added to the framework?
3. What capabilities and issues should the industry group prioritise and champion?

Recognising that no framework will ever be perfect for everyone, there was general consensus that the framework was useful in summarising issues and activities, with the comment made that it was good to have the issues summarised in one document. Discussion about specific capabilities can be summarised as:

- **Marketing, Branding & Communications:** add the GREAT Campaign and the opportunity for Scottish E&Fs to be better represented. Encourage industry to continue to engage with the Themed Years.
- **Technology & Innovation:** a capability where the industry can do much more. How does the sector keep up internationally? How can we stimulate new ideas and innovations? Opportunity to work more closely Universities and use programmes such as Interface.
- **Infrastructure:** E&Fs group can influence agencies or contribute an E&F perspective to other industry advocacy (such as STA).
- **Finance:** essential capability, particularly in relation to industry highlighting the rising costs of event delivery. Opportunity to help industry better understand finance issues, such as tendering opportunities, contracts and sponsorship.
- **Leadership:** important for group to begin to set the culture around the principles of inclusivity, shared vision. Also add ambition to ensure the diversity of industry leaders.
- **Stakeholder Management, Partnership & Collaboration:** how is the Scottish events sector represented at a national level, e.g. BVEP (Business Visits & Events Partnership) – see reference to GREAT Campaign above. How best can the industry be engaged in activities and be made aware of opportunities? Need to consider all channels – Eventsbase, EventScotland newsletter and digital channels, associations' newsletters etc.
- **Remaining Capabilities (Quality Production & Operations; Training, Education & Development; Programming & Project Management; Strategy, Planning & Intelligence):** there was much discussion about how these remaining capabilities should be divided so it was agreed that further thought was required in advance of next meeting.

AP5: ALL to email additional comments regarding questions 2 and 3 above to CW.

AP6: CW to review framework and circulate updated draft to group in advance of next meeting.

6. Date of Next Meeting

In order to move things forwards, it was agreed that the next meeting would be in July (proposed 18th or 19th). CW to organise. Hamish Miller offered to include a write-up of the meeting in the next Eventsbase magazine to help spread the word to the wider industry.

Date of Next Meeting: 18 / 19 July