

Events & Festivals Industry Group

Terms of Reference

Context

The Events and Festivals Industry Group first met in June 2015, brought together by the Scottish Tourism Alliance to facilitate a collective industry response to the refreshed national events and festivals strategy, Scotland the Perfect Stage (STPS) strategy (published in September 2015).

The establishment of an industry forum to gather and represent the views of the sector was seen as an important part of the effective delivery of Scotland the Perfect Stage, and is a central tenet to the delivery of Tourism Scotland 2020 (TS2020), the national tourism strategy.

TS2020 was launched in 2012, and its delivery is coordinated by the Scottish Tourism Alliance on behalf of the industry, public agencies and Scottish Government. TS2020 identifies events and festivals as a key tourism asset which can drive and sustain additional economic growth.

The group recognises that whereas the events and festivals sector and tourism sector are not one and the same, there is considerable overlap and therefore one industry group would be created to coordinate industry views and strategic input for both strategies.

Purpose

The role of the Events and Festivals Industry Group is to:

1. **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 share and collaborate to build stronger capabilities and capacities across the industry, in line with the strategies.
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.

Structure

The E&Fs Industry Group will be led by an industry Chair.

Membership should represent the breadth of the sector, and will be reviewed every year. Members are requested to regularly attend meetings, or nominate an appropriate substitute where possible. Non-members may be invited to attend meetings where appropriate.

The group will meet up to four times a year. Short-life working groups may be established as agreed by main group.

Secretariat will be provided by STA which will include the preparation of the agenda and note of meeting.

Final approval by group: 15 July 2016