



HOMECOMING SCOTLAND 2009 FINALE WEEKEND: ST ANDREW'S DAY CELEBRATIONS

1. Introduction

Homecoming Scotland seeks to motivate people of Scottish descent, as well as those who simply love Scotland, to come home in 2009 and take part in an inspirational celebration of our culture, heritage and the many great contributions Scotland has given the world.

From Burns Night to St Andrew's Day 2009, Homecoming Scotland presents a programme of exciting events and activities across the country to inspire pride in Scotland's people at home and abroad and provide a range of compelling reasons for our extended family to come back and visit Scotland in 2009. The aims of Homecoming Scotland are to:

- Deliver additional tourism visits and revenue for Scotland
- Engage and mobilise the Scottish Diaspora
- Promote pride in Scots at home and abroad
- Celebrate Scotland's outstanding contributions to the world

The programme of Homecoming events and activity provides the unique platform for a dedicated UK and International marketing and communications campaign delivered in partnership with VisitScotland.

Homecoming Scotland is a Scottish Government initiative managed by EventScotland in partnership with VisitScotland. Since 2005 the Scottish government has been committed to increasing the profile of our national day amongst Scotland's people and overseas.

2. Background

Homecoming Scotland 2009 is now well underway with an inspirational programme of over 300 events taking place across the country celebrating our culture, heritage and the many great contributions Scotland has given the world.

Homecoming Scotland 2009 has committed £3 million of direct funding in support of more than 100 major events and exhibitions to establish the core Homecoming programme. This programme has subsequently been extended and enhanced by the registration of more than 200 additional Partner events which, although not directly funded by Homecoming Scotland, fit well with the themes and objectives of the year and benefit from Homecoming Scotland's associated umbrella marketing and PR campaign.

The Scottish Government intends to continue to build on the success of last year's St Andrew's Day activities and the finale to Homecoming Scotland's campaign provides a high profile platform and unique opportunity to take this forward in partnership. These national day celebrations aim to promote pride in Scotland amongst Scotland's people at home and abroad through participation in a celebration of our contemporary and traditional culture.

3. Funding for St Andrew's Day Celebrations 2009

In partnership with Scotland's local authorities, Homecoming Scotland is now seeking to co-ordinate an enhanced programme of St Andrew's Day celebrations across the country to mark Scotland's national day and the finale to the Homecoming year.

The Scottish Government and EventScotland have developed a joint funding opportunity for local authorities which seeks to extend St Andrew's Day celebrations across the country and maximise the impact of Homecoming Scotland's finale weekend.

The core aims of the Homecoming St Andrew's Day Fund are to:

- Develop a high quality programme of St Andrew's Day Celebrations across Scotland (26th - 30th Nov)
- Celebrate Scotland's contemporary and traditional culture - with Scotland's music providing the soundtrack
- Extend the number of St Andrew's Day events taking place across the country
- Engage increased levels of participation amongst Scotland's population and visitors to Scotland
- Enhance the profile of St Andrew's Day and Homecoming Scotland 2009 in Scotland, the UK and overseas
- Provide economic benefits via event-led tourism
- Develop collaborative working amongst partners to provide a sustainable legacy for St Andrew's Day Celebrations beyond 2009.

This fund incorporates Scottish Government funding and resources for St Andrew's Day activity (at the same level as 2008) and an allocation of Homecoming Scotland's contingency budget which, as per the programming strategy, has now been released for reallocation. The fund will provide a strong legacy for Homecoming Scotland 2009 and the ongoing celebration of St Andrew's Day in Scotland.

It is expected the programme will support in the region of 15 projects and the intention is to at least double the supported St Andrew's Day activity which has taken place in previous years. The total fund is £400,000 and applications are expected in range of £5,000 to £50,000.

A partnership with local authorities is vital to deliver this programme therefore Homecoming Scotland and The Scottish Government are inviting local authorities to work in partnership with event organisers in their area and submit one funding application for relevant activity which meets the criteria laid out in sections 5 and 6. If possible, the local authority should co-ordinate potential proposals and submit an application for the one which best fits the funding criteria. If this is not possible, the event organiser may submit the application with full documented support of the relevant local authority. It would not be expected that more than one co-ordinated application is submitted per local authority area.

4. Application Process & Timeline

All local authorities interested in making an application to the programme fund should contact Joanne Deponio at Homecoming Scotland to discuss their project. Following this discussion, notes of interest can be registered and these should be received by Friday 22 May. Application forms will be issued upon registration of a note of interest.

Successful applicants will be required to sign a formal contract that will include agreed key performance indicators, the required acknowledgement and recognition of funding partners in all marketing and publicity material, and details of the payment schedule. The final instalment will be made on receipt of a post-event report based on audience research conducted at the funded event. Successful applicants will also be required to promote the event as part of Homecoming Scotland in all marketing and publicity material.

The timeline set for applications to this funding programme are:

8 May	Programme fund launched
22 May	Deadline for notes of interest
26 June	Deadline for applications
26 June - 27 July	Assessment period
28 July	Funding announcements

The above deadlines have been set to enable a delivery period for the proposed event of four months. It is anticipated that the planning for some proposed events may already be underway and that applications will be made to provide additional relevant activity which will enhance the impact of Homecoming Scotland 2009 and raise the profile of St Andrew's Day celebrations. However, it is appreciated that if new events are created as a result of the launch of this funding programme, Committee approval may be required. Should this be the case, please discuss this with Joanne Deponio as applications may be submitted subject to Committee approval being received before the Assessment Panel meet to make their decisions.

5. Eligibility Criteria

Applications which meet the below eligibility criteria will be assessed:

- Programmes of activity must take place in Scotland between 26th and 30th November 2009 (inclusive).
- Applications must be made by a local authority or by an event organiser with full support from the local authority.
- Applications must demonstrate that the funds applied for will either enhance a planned St Andrew's Day 2009 event with special activity which aligns with the aims of the funding programme, or creates a new event in line with these aims. Applications must demonstrate how the funded activity will enhance the impact of Homecoming Scotland 2009 and raise the profile of St Andrew's Day celebrations.
- The level of grant applied for must be supported by a clear business case that justifies the request.
- All applications must agree to implement a robust means for measuring event outcomes, in line with the aims of the funding programme.
- It is not intended that an award from this fund will provide the majority of funding for any programme of activity. A strong application will demonstrate match funding from the local authority and additional income from alternative sources.
- Any award cannot be used to fill a budget gap created by the withdrawal of another funding source, nor can it substitute funding invested by the local authority in a previous year's event.

6. Evaluation Criteria

Applications will be assessed on their demonstrated ability to meet the below evaluation criteria. To ensure a transparent and consistent evaluation process, criteria have been established that reflect the aims of the programme fund. All applications will be considered by representatives from Homecoming Scotland and The Scottish Government against these criteria with assessments weighted to favour those events/activities that best deliver on the programme aims.

Degree of Relevance

- How well the proposed event/activity fits with the theme of celebrating our contemporary and traditional culture with Scotland's music as its soundtrack, in the context of St Andrew's Day and Homecoming Scotland 2009.
- Degree to which the event/activity fits with the timing for the Homecoming Scotland finale weekend celebrations.
- Degree to which the proposed event enhances the quality of the overall programme.
- Degree of fit with the region's existing Homecoming Scotland 2009 celebrations.

Management Experience & Financial Viability

- Level of appropriate management experience of the organising group, their proven ability to deliver and their knowledge of the target audience.
- Viability of the business plan, including concept, budget, marketing plan and available tourism capacity.

Event Impact

- Degree to which the event/activity will engage with, and encourage participation from, Scotland's resident population, visitors to Scotland and the Scottish Diaspora.
- Degree to which the event will raise the profile and coverage of the St Andrew's Day celebrations at home and abroad.
- Degree to which the event/activity will develop the geographical spread of activity across Scotland.
- Proposed use of funds within the overall project budget, i.e. how the award will develop the programme of activity in line with the aims of the fund.
- Degree to which the event/activity will generate economic benefits through event led tourism.
- Impact of the event/activity on the environment.

Partner Support

- Degree of partnership working demonstrated at a local and national level to deliver the event.
- Level and source of additional funding secured (private sector and public sector).

Legacy

- The degree to which a positive legacy and sustainability of the event/activity beyond 2009 is planned.



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