



STRATEGIC EVENT FUND 2023

Application form

Before you start to complete this form, please ensure that you have read the Strategic Events Fund Guidance Notes

APPLICATION INFORMATION

Before completing this form:

- Read the Events & Festival Support Grant Scheme Guidance Notes.
- Contact Scottish Borders Council to register your interest and discuss your application.
- Please complete all sections in full.
- Ensure you have completed the check list and all relevant documents are included.

Applications should be supported by relevant quotes from suppliers. Please complete this form in full and return with all supporting documents.

1. Organisation Details

Organisation name

Organisation email address

Contact number

Organisation address

Website

Social media links

Organisation structure

(ie constituted group, social enterprise, community trust, private business)

2. Event Name

.....

3. Point of Contact (if different from above)

Name

Email address

Phone number



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4. Event Details

What is your festival or event called and can you confirm the dates and time.
Please provide full details about your festival or event..... (including anticipated numbers of participants / spectators / businesses involved)

5. Funding Request

This is a key section where you must state the total amount requested from this fund and give a detailed breakdown and rationale as to how you plan to spend your award. Itemise the request below ensuring that the sum total of all lines represents the total amount requested from this fund. Insert as many rows as required.

We have a detailed overall event budget in section 16, section 5 should be used to identify the specific funding request and value

Description of activity requiring support	Amount Requested
	£
	£
	£
	£
Total request from SBC	£

Why do you need funding support? State below the rationale for the funding request and explain how the activity requested for support will contribute to the sustainable development of your event. In line with the programme guidelines, applicants should demonstrate a financial need for public funding support. Requested activity should be included in the budget projection provided with this application.



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6. YOUR AUDIENCE/ ATTENDEES

Previous & projected audience numbers - Please provide details of visitor attendance to your event

Audience type	Previous years attendance	Projected figures for year of support
Participants		
Performers		
Staff		
Volunteers		
Spectators/Audience figures (total)		
Spectators/Audience figures (unique*)		
Overnight visitors		
Total		

Important Guidance Notes

Please ensure that the above figures have been presented as 'TOTAL ATTENDANCES'.

N.B. if one individual attends your event on two days then we count that as two 'total attendances' (even though it's only one 'unique visitor'). This is important for accuracy when estimating the impact of your event.

Geographic origin of attendance

Area/location - previous & projected

	% Previous event		% Projection in year of support	
	Physical	Virtual	Physical	Virtual
Rest of Local Authority region				
Rest of Scotland				
Rest of UK				
Overseas				
Total				
	100%		100%	



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7. FINANCIAL

Please tell us about your organisation's income and expenditure for this last year

End of year balance

Current bank balance

Total cash/Unrestricted reserves available

Total restricted /committed funds

Please provide information regarding any ring-fenced or committed funding for specific activity.

8. EXPENDITURE

	Actual expenditure for last event	Projected expenditure
1. Event Development costs	<input type="text"/>	<input type="text"/>
2. Marketing & Promotion costs	<input type="text"/>	<input type="text"/>
3. Event Infrastructure costs	<input type="text"/>	<input type="text"/>
TOTAL EXPENDITURE	<input type="text"/>	<input type="text"/>
Is the organisation VAT registered?	YES <input type="checkbox"/>	NO <input type="checkbox"/>



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9. EVENT BENEFITS

Please tell us how the event will

- Attract a high level of engagement with attendees outwith the local authority
- Generate a media profile and publicity for the area
- Demonstrate evidence of demand
- Link to the event strategy and sustainability strategies

If your Application is successful you will be required to provide the following;

- | | |
|--------------------------------------|--------------------------|
| Event management plan | <input type="checkbox"/> |
| Health and Safety / Risk assessments | <input type="checkbox"/> |
| Marketing and media plan | <input type="checkbox"/> |
| Environmental Sustainability Plan | <input type="checkbox"/> |
| Appropriate Licence applications | <input type="checkbox"/> |

10. Audience

Please tell us about the people who will benefit from this event

If children, young people under 18 or vulnerable adults please provide details of protection policies and how these are reviewed. Please provide a copy of these or give full details below :-

11. Event Impact and Benefits

You will also need to submit a full evaluation including impact and financial evidence within three months of the date of your event. Link here to Evaluation Form. A post event evaluation form will issued in the event of a successful application.



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12. ECONOMY, TOURISM AND BUSINESS

How your event will support the economic recovery of tourism and events in the Scottish Borders?
inc. any relevant rationale for the chosen timing of the event (outside peak season, avoid clashes/complement other events on the circuit) and detail any opportunities to support/showcase/partner with specific businesses or suppliers.

- i) How many Scottish Borders suppliers are involved with your event?
- ii) What % of your cash budget is spent in the Scottish Borders?

Event Impacts

Please review the 5 key impact areas and consider how your event contributes towards the national events strategy - [Scotland, the Perfect Stage](#), and the [Scottish Borders Event Plan](#)

BRAND, IDENTITY AND REPUTATION

How does the event showcase the Scottish Borders?

13. SOCIAL AND CULTURAL

Provide examples of ways in which the event:

- provides opportunities for community engagement and participation
- Increases access for and engages with diverse and excluded groups
- Boosts cohesion, civic pride and wellbeing around the Borders



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14. ENVIRONMENTAL

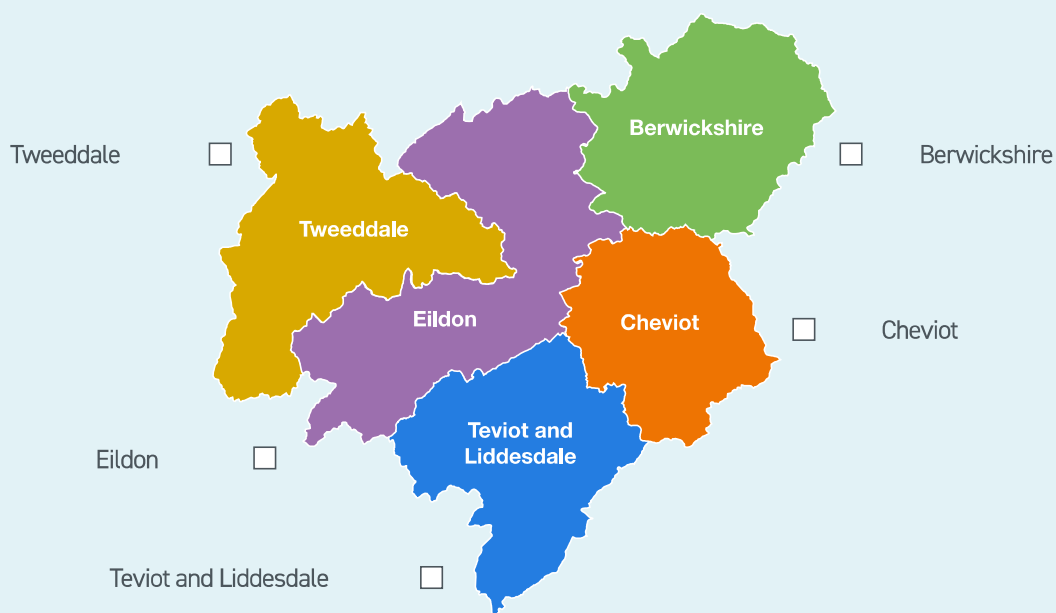
Do you have an environmental sustainability plan in place for the event? Yes No

***If 'YES', you should submit a copy of this to support your application. **If NO, please provide an overview below.**

Efficiency Measures

Plans and targets for your event

15. Locality





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16. Project Expenditure

Description	Funding Source (Income Only)	Actual for last Event	Budget for this Event	Confirmed/Unconfirmed (Income Only)
INCOME				
Local Authority				
Other Public Sector Funding				
Amount requested from Event Scotland				
Trusts / Foundations				
Sponsorship				
Ticket Sales				
Merchandising				
Other Income				
Total Income				
EXPENDITURE				
Administration				
· General Administration				
· General Insurance				
· Travel & Accommodation				
· Staff Salaries & Fees				
· Management Fees (if applicable)				
· Other Administration Expenses				
Subtotal Administration				



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Event Costs				
· Event Evaluation/Bid Costs				
· Sanction Fees (if appropriate)				
· Facility/Venue				
· Other Production Costs (Plant, Equip. Hire, Crew, Security etc)				
· Health & Safety				
· Insurance				
· Ceremonies				
· Entertainment /Artistic Programme (fees and costs)				
· Hospitality				
· Cost of Merchandising				
· Travel, Accommodation & Services				
· Communication (Radios etc)				
· Ticket Production				
· Other Event Expenses				
Subtotal Event Costs				

Marketing and Promotion Expenses				
· Advertising				
· Design Fees & Print Production				
· Direct Mail / Distribution / Display				
· Internet				
· Promotions				
· Market Research				
· Other Marketing & Promotions Expenses				
Subtotal Marketing and Promotion				

TOTAL EXPENSES				
ADD CONTINGENCY				
TOTAL EXPENSES + CONTINGENCY				

Surplus / Deficit				
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If your total project cost is more than the amount you are seeking, please tell us about any other funding you are applying for:
 Please tell us what grants your group has received from Scottish Borders Council or any other funder within the last three years
 Funder Funding Requested Status of the application



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17. Constituted Groups

If your group is constituted do you have the following;

Equal Opportunities Policy Yes No

Equality Statement Yes No

Sustainability Policy Yes No

Note :- all events must event align with local/ national event, tourism, environmental strategies including Net Zero.



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13. Agreement, Checklist, Contact and Privacy Policy

By signing and submitting this application form you are confirming the following:

- You wish to apply for funding on behalf of your group/organisation/business
- The answers to the questions in this form are true and accurately reflect your group/organisation or business, its finances and your funding request
- You give us permission to make public this application form with appropriate redaction of confidential information
- You will deliver the project/activity as described in this application form
- You understand if you make misleading statements or withhold information, your application will become invalid and your group/organisation/business will be required to return any monies received in full
- You will provide monitoring and evaluation for any funding awarded and comply with the terms and conditions of the fund
- You accept that if information about this application is requested under the Freedom of Information Act we will release it in line with the requirements under the Act
- You will have any relevant insurance cover in place in respect of the planned event for which funding has been applied

Forename(s):		Surname:	
Position in group/org:		Date:	

IMPORTANT

Your application can only be considered once all the questions on this form are completed and all documents listed in the following checklist are provided:

1. A copy of your constitution or rules, dated & signed.
2. A copy of your bank statement, less than three months old.
3. A copy of your most recent annual accounts (less than 15 months old), dated & signed as approved. (New organisations should submit estimates of income and expenditure for the first 12 months)
4. Copies of 3 quotations/estimates for items of expenditure over £1,000
5. Copy of one quotation / estimate for items of expenditure under £1,000
6. A copy of your Equal Opportunities Policy or Equality Statement and Sustainability Policy if you have one
7. A copy of lease agreements, written permissions or planning permissions where appropriate

Failure to attach/enclose the requested documentation with your application will result in the application being returned to you for completion, and therefore delayed.

Please note: Constitutions, bank statements, annual accounts must all be in the same name as the name of the applicant group or organisation given on page one of this application.

Your application may be made public with the appropriate information redacted

For assistance in completing this form and all other queries please contact the Communities and Partnerships Team at Scottish Borders Council at events@scotborders.gov.uk or on 0300 100 1800.

All completed forms and attachments should be submitted via email to events@scotborders.gov.uk

Further information can be found on the Scottish Borders Council website:
[Community grants and funding | Scottish Borders Council \(scotborders.gov.uk\)](https://www.scotborders.gov.uk)