

## Fife Events Group Action Plan 2021 – 2024

### Context

The Fife Events Group was established in 2018 and provides a platform for event organisers to develop initiatives to identify growth opportunities, exchange information on issues arising, provide networking opportunities and work collaboratively to shape the future of Fife events.

This action plan has been developed with the primary aim of developing a forward-looking strategy centred around the core roles of the group, which are to: **Support, Develop, Promote, Monitor and Sustain**. Each of the key roles have been outlined below, noting specific aims and actions for the next 36 months.

### Support: Provide a supportive environment which facilitates the effective creation, production and development of existing events and festivals and attract new events and festivals.

Aim	Action	Measurement	Outcome	Actioned By	Timescale	Progress
Encourage event organisers to utilise local businesses and develop a directory of contact details for local event suppliers.	Create spreadsheet of local event suppliers which all group members can access.	Monitor spreadsheet on quarterly basis to ensure information is relevant and current.	Members of the group will have convenient access to relevant services and a platform to share useful contacts.	Sub Group with support from Fife Council. Fife Events Group to complete.	Short term – 0 – 12 months	
Event notification document to be available online for event organisers to complete.	Update and make existing clash diary available for members to update and populate.	Circulate link to spreadsheet quarterly and ask group to complete.	Members of the group have increased awareness of events scheduled to take place throughout year.	Fife Events Group to complete. Fife Council to circulate.	Short term – 0 – 12 months	
Arrange site visits to venues, open spaces and tourism facilities.	Organise future Fife Events Group meetings at venues across Fife.	Host at least two site visits per year.	Members of the group have opportunity to visit new venues in Fife, increasing their knowledge of available facilities.	Suggestions from Fife Events Group. Venues to be booked by Fife Council	Medium term: 12 –24 months. Site visits can be arranged once physical group meetings can once again go ahead.	
Raise awareness of Fife Events Group.	Circulate information about the Fife Events Group to business and community partners, existing event organisers and prospective event organisers.	Attract 10 new members by April 2023.	Details regarding the aims and objectives of the group as well as work being undertaken will be more visible to stakeholders.	Fife Events Group with support from Fife Council	Medium term: 12 – 24 months	
Communicate clear benefits of events to the	Subject to funding availability, commission	Number of downloads.	Stakeholders have increased awareness of	Fife Council	Medium to long term: 12 – 36 months	

community with regular feature articles online and in social channels.	events review noting economic impact of events and benefits to the local community which can be shared by the Fife Tourism Partnership and other relevant stakeholders.		the value of events in Fife.			
--	---	--	------------------------------	--	--	--

<b>Develop: Provide training and learning opportunities and identify the resources required to build capacity and capability of events / festivals and the organisers</b>						
Aim	Action	Measurement	Outcome	Actioned By	Timescale	Progress
Develop a schedule of event organiser training opportunities which are tailored to suit different levels of experience.	Suggestions for training and workshop topics to be collated and sessions to be arranged.	Up to 4 sessions/workshops to be arranged per year.	Development of group members knowledge and skills base.	Suggestions from Fife Events Group. Workshops/training arranged by Fife Council.	Medium term 12 – 24 months	
Develop a volunteer training and event experience programme	Explore opportunities with relevant volunteering organisations / Fife College.	Number of volunteers.	Volunteering positions and learning opportunities created for those interested in working in the events and festivals sector. Increased support for members of Fife Events Group.	Sub Group with support from Fife Council	Long term 24 – 36 months	

Improve engagement and collaboration with the wider tourism sector to improve overall visitor experience.	Promote wider industry opportunities and groups to members such as Fife Local Tourist Associations, Food From Fife, etc. Encourage non-event businesses to join Fife Events Group. Encourage tour operators and tourism businesses to promote events through their channels.	Numbers of non-event businesses joining Fife Events Group.	Improved networking opportunities as well as increased number of channels for events promotion.	Sub Group with support from Fife Council.	Medium term: 12 – 24 months	
---	--	--	---	---	-----------------------------	--

<b>Promote: Encourage, support and develop events that increase visitation and enhance the profile of Fife</b>						
Aim	Action	Measurement	Outcome	Actioned By	Timescale	Progress
Improve the collective promotion of and better utilisation and functionality of websites and other online and social media channels	Create comprehensive list of event promotion channels including Welcome to Fife, Fife Council, The List, VisitScotland which can be accessed by all group members. Review the Welcome to Fife website and Fife Events App regularly to ensure it is well populated and has optimum functionality.	Monitor visits to Welcome to Fife events page and Fife Events App downloads and share with the group regularly.	Develop group member knowledge of relevant promotional channels.	Sub Group Fife Council	Short term: 0 – 12 months.	

Develop communications channels and co-ordinate marketing activities with partners in relation to target markets. Encourage cross promotion of events and festivals collaborative marketing activity.	Create a new platform for group members to upload information regarding campaigns and press releases. Platform could also include clash diary, suppliers list etc (I.e Google Drive). Increase promotion of existing platforms such as Fife Event Organisers Facebook group.	Monitor effectiveness and functionality of platform and ensure all have access. Attract new members of Fife Event Organisers Facebook group.	Increased opportunities for group members to share information and communicate outwith quarterly meetings.	Sub Group	Short term 0 – 12 months	
Use events and festivals to strengthen profile and awareness of inherent destination products and experiences e.g. heritage, nature, activities, etc.	Arrange events marketing campaigns which compliment Fife's assets. Explore the possibility of targeting niche markets.	Review, monitor and share outcomes of event marketing campaigns.	Greater levels of awareness, interest and reach of in events in Fife.	Fife Council	Medium term: 12 – 24 months	
Work and engage with existing events to further leverage audience reach and attendance.	Explore how reach and attendance can be increased such as cross promoting events, developing multi-events packages, season ticket schemes or using digital solutions.	Monitor reach and event attendance data.	Increased scale and national profile of Fife events.	Sub Group with support from Fife Council.	Long term 24 – 36 months	

**Monitor: Develop a consistent and systematic approach to event/ festival evaluation**

Aim	Action	Measurement	Outcome	Actioned By	Timescale	Progress
Develop event visitor survey template to be used by event organisers.	Survey to be developed and to be completed post-event by members of the Fife Events Group.	Information gathered from event surveys to be included in annual report.	Improved understanding of regional events impacts.	Sub Group with support from Fife Council	Medium term: 12 –24 months	

**Sustain: Fife being recognised as a leader in hosting environmentally and sustainable events and festivals.**

Aim	Action	Measurement	Outcome	Actioned By	Timescale	Progress
-----	--------	-------------	---------	-------------	-----------	----------

Explore opportunities for the development of sustainable events	Develop a sustainable events toolkit.	Number of event organisers using toolkit.	Event organisers have increased knowledge of how to host sustainable events which have lesser negative impacts.	Sub Group with support from Fife Council	Short term: 0 – 12 months	
Develop knowledge and skills base in relation to event sustainability.	Facilitate workshops or webinars.	Schedule at least one session per year focussed around event sustainability or hosting environmentally friendly events.	Members of the group have increased levels of confidence surrounding the sustainability of their events. Events will have reduced negative impact on the environment.	Sub Group To be booked by Fife Council	Short term: 0 – 12 months	