

Fife Events Group

Tuesday 2nd November 2021
Microsoft Teams Meeting
2.00 - 3.30pm

In Attendance:

Grant Williams, Dunfermline Heritage Partnership (Chair)
Holly Clark, Fife Council
Jen Gordon, Scottish Fisheries Museum
Alan Grant, VisitScotland
Amanda MacLeod, St Andrews Voices
Torquil Macleod, EventScotland
Liz Wallace, EventScotland
Karen Taylor, OnFife
Andrea Elder, Greener Kirkcaldy
Paul Gudgin, Dunfermline Winter Festival

Apologies:

Viv Collie, Savour St Andrews
Chantal Mrimi, Fife Council
Annie Rutherford, StAnza Poetry Festival
Dan Brown, On Fife
Geraldine Graf, Crail Community Hall
Stuart Gray, Knockhill Racing Circuit
Gavin Sime, Tourism St Andrews
Sunil Varu, Fife Council
James Dawson, Fife Coast and Countryside Trust
Charlotte Jagger, Cambo Estate

1. Introduction and Welcome

Grant welcomed everyone to the group and apologies were noted.

2. EventScotland / Dandelion Project Update – Torquil Macleod and Liz Wallace

Torquil Macleod provided an EventScotland update:

- Events Industry Advisory Group established to support recovery planning. Currently undergoing discussions surrounding vaccine certification and compliance. Will be communicating any relevant updates through EventScotland channels.
<https://www.visitscotland.org/events/advice-materials/eiag-updates-advice>
- EIAG also recently commissioned research into the health and wellbeing impacts of events. This has been published and is available to view here:
<https://www.visitscotland.org/research-insights/about-our-industry/events-wellbeing-report>
- Scotland's Year of Stories will be taking place next year and the first round of funding is closed – the second round of community funding opens in January:
<https://www.museumsgalleriesscotland.org.uk/funding/year-of-stories-2022-community-stories-fund/>
- Programme launch is due to take place in December. Toolkit is available here:
<https://www.visitscotland.org/supporting-your-business/marketing/toolkits/themed-years-toolkits>

- Year of Scotland's Stories Partner Programme: a non-funded opportunity to be part of the national campaign to be launched shortly
- EventScotland conference set to take place in March 2022
- Scotland the Perfect Stage, Scotland's events strategy, is due to be reviewed and will include Covid-19 recovery, responsible events and social impacts. Aiming to re-launch Springtime.
- Scottish Winter Festivals (no longer accepting applications for Winter 2021/22): <https://www.visitscotland.org/events/funding/winter-festivals>
- Sign-up for the EventScotland weekly e-news to know when future funding programmes are launched: <https://www.visitscotland.org/events/newsletter-sign-up>

Liz provided the group with an update on the new Dandelion project which has been commissioned by EventScotland:

- Unboxed is a UK Government project to promote creativity and innovation, running between March and October 2022. Project made up of 10 separate commissions (previously called Festival 2022).
- The £8m Dandelion project is Scotland's contribution to the Unboxed festival programme – this is a future looking initiative focussing around creativity, science and technology. The project theme focussed on the 'grow your own' movement; making growing your own food accessible to people across Scotland. Motto is 'Sow, grow and share'.
- Creating 14 'unexpected gardens' across Scotland – developing vibrant gardens in unusual places. A barn in Levenmouth has been selected as one of the locations.
- Harvest festivals to take place across Scotland in 2022 in the unexpected gardens and public parks
- 600 miniature vertical farm art installations will be created for the project and these will be taken to locations across Scotland
- There will be a call out to industry in December encouraging communities to get involved - More details to go live between now and Springtime
- More information: <https://dandelion.scot/>

3. Fife Council Events Marketing Update – Holly Clark

Holly reviewed the Fife events autumn events campaign which was undertaken with The List, The Skinny, Snack Magazine and DC Thomson.

Full details of the campaign and links to advertising and advertorials can be found here: https://drive.google.com/drive/folders/1d8_HNgT1nGTyF-kwISa-oYvT6Cb3DIRx?usp=sharing

Winter events campaign is ongoing – next campaign will be taking place around February 2022 – group to let Holly know if they have any events taking place from March – May.

Holly shared new events videography which was commissioned pre pandemic and completed recently. Videography to go live on Welcome to Fife socials in Springtime. Holly to let group know once this is available online so group members can share.

4. Fife Strategic Events Fund Assessment Guidelines Update – Holly Clark

Holly provided an update on the new Assessment Guidelines for the Fife Strategic Events Fund.

Holly's presentation and the new guidelines document can be found here:

<https://drive.google.com/drive/folders/1WH4sDkBrzhJv2PF-W-m5KG5SwnD1-DSb?usp=sharing>

The new criteria will be in effect for the next funding deadline which is Friday the 28th of January 2022.

5. Fife Events Subgroup Update – Amanda MacLeod

The Fife Events Group Google Drive is now available to use and can be accessed using this link:

https://drive.google.com/drive/folders/1DGxiSHbasxB1Hrs_aic2pL9DqFtvI2I3?usp=sharing

6. Roundtable Events Updates

Paul Gudgin, Dunfermline Winter Festival / Make Music Day

- Scheduling winter concerts and events in Dunfermline town centre using venues including the Alhambra Theatre, Dunfermline Abbey, Fire Station Creative and the Glen Pavillion
- Leading on Make Music Day UK Scotland – 130 countries in the world participating, taking place on the 21st of June 2022. Zoom open event taking place on 21st November on Zoom for anyone who is interested in getting involved.

<https://www.eventbrite.co.uk/e/briefing-make-music-day-in-scotland-21-june-2022-tickets-199687760467?aff=erelexpmlt>

Jen Gordon, Scottish Fisheries Museum

- Smaller activities planned over the winter relating to our forthcoming exhibition of fishermen's ganseys
- Hoping to deliver a couple of event programmes relating to Year of Stories in 2022, possibly a small event connected to Women's History Month/International Woman's Day in March and to work with Anstruther Harbour Festival again early summer

Amanda MacLeod, St Andrews Voices

- Now preparing for 10th anniversary festival taking place next year. Looking to collaborate with the R&A and look at themes around storytelling to tie in with Scotland's Year of Stories 2022.

Andrea Elder, Greener Kirkcaldy

- Greener Kirkcaldy are hosting a Climate Action Business Breakfast on the 19th of November on Zoom which will encourage businesses to monitor their energy use and food waste. <https://www.greenerkirkcaldy.org.uk/event/helping-businesses-become-climate-friendly/>

Karen Taylor, OnFife

- Extending hours again across libraries and scheduling in activities for families

7. A.O.B

None.

8. Date of Next Meeting

TBC