

Event	Level of Funding Requested	Previous SLA Funding	10% Reduction on previous funding applied	Strategic Nature / Fit	Economic Impact	Social / Cultural / Sporting Impact	Sustainability	Media & Marketing	Risk - consider financial position & capacity for delivery	Outcome	Comments
Under £5,000 Fund - 2 or more 'good/excellent' recommended to be considered for grant											
West Highland Yachting Week	£ 5,000.00	£ 4,000.00	£ 3,600.00	Good	Good	Excellent	Average	Average	Medium	£ 3,600.00	Largest Scottish yachting event - economic benefit spread across a number of settlements .
Tarbert Scottish Series	£ 4,000.00	£ 2,400.00	£ 2,160.00	Good	Weak	Good	Average	Weak	Medium	£ 2,160.00	Although the application comprises limited evidence, due to publicly available information on the strategic importance of the event and due to being the second largest UK yachting event, it is considered an important strategic event and one which it is recommended to fund.
Tarbert Music Festival	£ 2,000.00	N/A	N/A	Weak	Weak	Weak	Weak	Weak	Medium	£ -	Not as strategic in nature and very limited evidence provided in the application.
Scottish Seafood Festival	£ 2,500.00	£ 4,000.00	£ 3,600.00	Weak	Weak	Weak	Weak	Weak	Medium	£ -	Not as strategic in nature and very limited evidence provided in the application.
H&I Music and Dance Festival	£ 5,000.00	N/A	N/A	Good	Good	Good	Average	Good	Medium	£ 5,000.00	Economic impact worth £1.25m to the local economy.
Lorne Highland Games	£ 1,500.00	N/A	N/A	Weak	Weak	Weak	Weak	Weak	Medium	£ -	Not as strategic as others.
Bute Highland Games	£ 5,000.00	N/A	N/A	-	-	-	-	-		£ -	Ineligible - request for funding to bolster reserves rather than specific event costs.
Isle of Jura Music Festival	£ 5,000.00	£ 3,200.00	£ 2,880.00	Good	Average	Good	Average	Good	Medium	£ 2,880.00	Constrained in terms of growth due to island location, and therefore unable to attract Event Scotland funds. The event attracts a significant external audience. The previous SLA funds supported three festivals (£2,880 reflects a 10% reduction on previous funding) and as such in future years if the other islands were to make an application this level of funding could reduce.
Helensburgh Winter Festival	£ 5,000.00	£ 17,600.00	£ 15,840.00	Excellent	Good	Average	Excellent	Excellent	Low	£ 5,000.00	Srong, full and clearly articulated application. Economic impact worth £0.5m to the local economy.
Bute Noir	£ 3,500.00	N/A	N/A	Good	Average	Excellent	Good	Good	Low	£ 3,500.00	Clearly articulated application with a clear strategic and cultural fit.
Kintyre Sunflower Festival	£2,500.00	N/A	N/A	Weak	Weak	Weak	Weak	Weak	High	£ -	Very limited application, and therefore unclear as to the strategic nature of the event.
Subtotal	£41,000.00									£ 22,140.00	
Over £5,000 Fund - 3 or more 'good/excellent' recommended to be considered for grant											
Mull of Kintyre Music and Arts Festival	£ 11,000.00	£ 8,800.00	£ 7,920.00	Good	Excellent	Excellent	Average	Average	Medium	£ 7,920.00	Need for council funding demonstrated. Attracts a large external audience. Economic impact worth £1.9m to the local economy.
Oban Winter Festival	£ 8,500.00	N/A	N/A	Average	Good	Average	Average	Average	Medium	£ -	Good event but as it is primarily a collection of smaller events to support retailers, it scored lower against the large-scale single events. Generates a high number of visitors but this is over a few weeks and as a result of the variety of activity.
Cowal Highland Gathering	£ 54,560.00	£ 54,564.00	£ 49,107.60	Excellent	Excellent	Excellent	Average	Good	Medium	£ 49,107.60	Prestigious, internationally recognised event
Best of the West 2019	£ 11,000.00	N/A	N/A	Average	Average	Average	Average	Excellent	Medium	£ -	Expenditure shown to exceed income even with the ask to the council included, and therefore not one in terms of best practice to support.
The Oban Games - Argyllshire Gathering	£ 10,000.00	£ 4,000.00	£ 3,600.00	Excellent	Good	Excellent	Average	Average	Medium	£ 3,600.00	Prestigious event. The grant proposed= £3,600 for consistency relative to the SLA reducing scale.
ButeFest	£ 10,000.00	N/A	N/A	Average	Average	Excellent	Average	Average	Medium	£ -	Relatively new and growing event. Smaller than the others and therefore not currently as strategic.
Tiree Music Festival	£ 12,500.00	N/A	N/A	Average	Excellent	Excellent	Good	Good	Low	£ 12,500.00	Award winning event that attracts a large external audience and is worth £0.9m to the local economy.
Oban Live	£ 15,000.00	N/A	N/A	Excellent	Good	Good	Good	Excellent	Low	£ 15,000.00	Strong application. Attracts 10,000 to Oban over a weekend. Economic impact worth £1.35m to the local economy.
Rothsay Pavilion Dark Night Festival	£ 35,000.00	N/A	N/A	Average	Weak	Good	Weak	Good	Medium	£ -	Application limited and the economic impact was not evident.
Dunoon Presents (Argyll Rally) - 6th highest scoring event and therefore recipient of otherwise unallocated grant of £2,732.40	£ 12,500.00	N/A	N/A	Good	Good	Average	Average	Good	Medium	£ 2,732.40	The activities listed align primarily to rally activities rather than complementary event costs. A 10% offer towards complementary activity, such as marketing costs, therefore would allow for some support towards this strategic event, whilst also ensuring all 2019/2020 Events and Festivals budget is allocated.
Subtotal	£180,060.00									£ 90,860.00	
Total	£221,060.00									£ 113,000.00	

Grant unallocated £ -

Events and Festivals Assessment Criteria

Applications should be assessed against each of the following headings:

When scoring, consideration should be given to the following sub headings.
The more sub headings the application meets, the higher the event should score.

Strategic Fit	Score: 8-10 Excellent; 7 Good; 4-6 Average; 0-3 Weak Evidence Event/Festival objectives align to the Council's Outcome Improvement Plan 2013 – 2023 The event demonstrates a clear fit with the National Event's Strategy The event has clear event objectives and vision
Economic Impact	Score: 8-10 Excellent; 7 Good; 4-6 Average; 0-3 Weak Ability to reach an International/National audience Ability to reach a Scottish/Regional Audience Ability to reach a Local Audience Demonstration /Evidence of expected visitor numbers Demonstration of net positive impact on the economy of the area Demonstrate Number of bed nights anticipated Demonstration of average spend per visitor / attendee Demonstration of Return on Investment Evidence of avoidance of Displacement Evidence of USP Opportunities for local employment have been demonstrated
Social/Cultural/Sporting Impact	Score: 8-10 Excellent; 7 Good; 4-6 Average; 0-3 Weak The social / cultural / sporting aims of the event are demonstrated There is evidence of community engagement, including opportunities for volunteering There is a positive impact on local communities and opportunities for social/skills development The event can demonstrate fit with the Council's Culture, Heritage and Arts Action Plan Has the organisation demonstrated inclusivity?
Sustainability	Score: 8-10 Excellent; 7 Good; 4-6 Average; 0-3 Weak Evidence of financial sustainability/viability provided through event budget breakdown information/cash-flow forecast and a viable business plan Measures to mitigate risk to the environment whilst planning and holding your event Appropriate governance, skills and capacity of organisation to deliver the event as evidenced by a signed and agreed Constitution/Terms of Reference and Membership Does the organisation have a track record in running the event? Is there evidence of Match Funding Does the organisation have an environmental impact plan? Has the organisation demonstrated proof of future sustainability?
Media and Marketing	Score: 8-10 Excellent; 7 Good; 4-6 Average; 0-3 Weak Evidence of market research and demand for event Demonstrate appropriate marketing channels to achieve event objectives – pre, during and post event Level of media coverage - International, National, Regional, Local Has the organisation provided a Marketing and Digital Plan? Has the organisation planned any international Marketing activities? Demonstrate appropriate follow up and feedback capturing methods
Risk	Score: Low; Medium; High Has the organisation demonstrated appropriate experience and track record to achieve event objectives? Has the organisation demonstrated financial viability? Has the organisation demonstrated a contingency plan in the event of adverse weather/unforeseen circumstances?