



Scotland The Perfect Stage

Scotland's National Events Strategy Summary 2024 – 2035

This document provides a summary of the refreshed National Events Strategy. The full document is [available here](#).

The strategy to support Scotland's events sector is clear and ambitious.

Vision

Scotland is the Perfect Stage for Events

Mission

Sustain and develop, through a 'Team Scotland' approach, a dynamic, resilient, and responsible events sector that is recognised as a global leader and valued for its contribution to Scotland's wellbeing economy. This will be achieved through the delivery of a world-class, diverse, and inclusive portfolio of cultural, sport and business events - for participants, workforce, communities, and visitors.

Strategy

Delivering the vision and mission is based around three **interconnecting strands**, each with a number of **priority themes**:



The Outcomes

The strategy's **interconnecting strands** and **priority themes** are vital for creating the environment that allows the sector to contribute to the delivery of national priority outcomes as part of a wellbeing economy for Scotland. Effective delivery of the strategy will ensure the following:

National Priority Outcomes	Events Sector Outcomes
 Economy	The events sector is financially robust, sustainable, and growing. It delivers significant economic benefit across regions, islands, and to Scotland as a whole.
 Community	Events contribute positively to the physical, mental, and social health and wellbeing of individuals and communities.
 Environment	The events sector is environmentally responsible and delivering the sector's just transition to Net Zero.
 Workforce	The events sector is an attractive sector for employment with Fair Work practices for its workforce through effective voice, security, fulfilment, opportunity, and respect.
 Reputation and Profile	Events deliver excellent experiences and showcase Scotland, our values, and assets globally, achieving national and international profile and reputational benefits.



Story So Far

Scotland has an enviable global reputation as an events powerhouse. Across the country our iconic venues and picture-perfect backdrops play host to world-leading cultural, business and sporting events of all sizes, all year round. Our preeminent position for quality, scale, and capability is admired by our peers around the world. Scotland has had a National Events Strategy since 2008. The impact of this consistent, strategic, and sustained focus on developing Scotland's events sector over the last twenty years has been transformative.

Driving positive change

Events not only provide world leading and authentic experiences for Scotland's citizens and visitors, but they can drive positive change on multiple fronts. They serve as catalysts for economic growth, have the power to transcend boundaries, instil a sense of civic and national pride, and help develop solutions to worldwide challenges including contributing to UN Sustainable Development Goals.

An evolving landscape

Although Scotland's events sector has seen many successes, recent years have brought unprecedented challenges. A combination of the pandemic, the UK's

departure from Europe, the energy crisis, workforce, and skills shortages, new regulations, as well as reduced funding and decreasing public sector budgets continue to present a significant threat to the capacity and viability of the events sector in Scotland. Competition from other UK and International destinations also grows stronger.

However, with challenge also comes opportunity. As the global economy continues to evolve, the events sector continues to embrace technological advancements, deliver across multiple policy areas, and lead developments in priority areas such as the transition to Net Zero, Fair Work and creating a more diverse and inclusive society. It also plays a vital role in fostering international engagement, providing platforms for ideas exchange, creative and cultural collaboration, and diplomatic relations.

A shared ambition

Scotland's National Events Strategy 2024-2035 draws on an extensive public consultation and wider stakeholder engagement exercise which took place across 2023. It is designed to provide continued strategic focus for all involved in any aspect of planning, securing, supporting, and delivering events of all sizes in Scotland through to the end of 2035.

Unique Assets

Scotland has many unique assets that make us the Perfect Stage. These are a core part of why we are a world leading events destination, creator, and host. They include:

- Our People
- Our Cultural Identity and Heritage
- Our Natural Environment
- Our Built Facilities
- Our Signature Events
- Our Academic and Sectoral Credentials

Critical Factors

Alongside our key assets, there are a range of critical factors that are essential if we are to realise our vision to be the Perfect Stage for events:

- Maintaining Ambition
- A Collaborative 'Team Scotland' Effort
- A Strong Sector Voice
- Effective Strategic Alignment with national and regional strategies
- A Clear, Measurable Action Plan

Implementation

There are three clear, interconnecting aspects in terms of measuring, reporting, and reviewing success and progress:

1. Articulating the event sector's contribution towards high level National Priority Outcomes.
2. Supporting the sector to develop improved measurement, evaluation, and reporting so that the true value of events can be articulated, and their contribution towards national priority outcomes evidenced.
3. Measuring progress against an Action Plan that will be developed to respond to the 'priority themes' set out in this strategy. Outline actions for each 'priority theme' are set out in the full strategy.

Action Plan Development and Delivery

To ensure focus and accountability, it is envisaged a detailed action plan will be created for the strategy that will be developed and overseen by the Events Industry Advisory Group (EIAG), together with partners. This group will agree measures and regularly monitor progress.

Review

The strategy was published in Spring 2024 following an extensive consultation. It reflects the challenges and priorities relevant at that time. It covers the period to 2035 with the option to review as necessary.

