



Culture Counts Response to the National Events Strategy Consultation

Question 1: To what extent do you support, or oppose the proposed Ambition?

- strongly oppose
- oppose
- neutral
- support x
- strongly support
- don't know

Question 2: How important do you think each of these strategic priorities are for events over the next ten years? Give a score of one to five for each, where one is not important at all and five is very important, or "don't know":

- Boosting the economy - 5
- Enhancing well-being and community engagement - 3
- Contributing to the drive towards net zero and environmental sustainability - 3
- Making the event sector a better place to work - 3
- Showcasing and promoting Scotland's assets – 5

Question 3: What other strategic priorities, (if any), do you think should be included in a refreshed strategy?

The priorities in the Scottish National Events Strategy should align with and be tailored to the specific needs, resources, and aspirations of Scotland while considering existing challenges and barriers, market trends, stakeholder input, and potential synergies with broader tourism, economic development and cultural strategies. The strategy should:

- Integrate a stronger emphasis on environmental sustainability including setting specific targets for reducing carbon emissions, waste management, and promoting eco-friendly practices in event planning and execution.
- Enhance community engagement by involving local stakeholders, community organisations, and residents in the planning and decision-making processes.
- Support the development of a skilled event workforce by providing training programs, internships, and mentorship opportunities.
- Improve fair work practices through a multi-stakeholder approach, sustained commitment from all parties involved and a collective effort from event organisers, industry associations, policymakers, and workers themselves.
- Foster stronger partnerships and collaboration between the public sector, private sector, and event organisers.
- Incorporate measures to prioritise the well-being and safety of event attendees, staff, and volunteers.
- Review funding mechanisms and support structures available. Identify opportunities to enhance financial support, grants, and sponsorships for events that align with the



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strategic priorities. This can help attract diverse events, support emerging talent, and foster innovation within the sector.

- Develop a strong and distinctive marketing and branding strategy for Scotland as an events destination.
- Develop and invest in technological innovations that can enhance event experiences and sustainability and encourage a diverse range of events that cater to different interests and demographics across many sectors.
- Strengthen the strategy's framework for measuring and evaluating the impact of events.
- The themed years programme has encouraged collaboration and innovation. Encouraging a diverse range of events that cater to different interests and demographics across many sectors should be continued.

Question 4: People attend events for a range of different reasons. Can you identify what is important for you in creating an excellent event experience?

N/A

Question 5: To what extent do you agree, or disagree that events in Scotland are:

- Accessible (strongly disagree, disagree, neither agree or disagree, disagree, strongly agree, or don't know) - don't know
- Affordable (strongly disagree, disagree, neither agree or disagree, disagree, strongly agree, or don't know) - don't know
- Inclusive (strongly disagree, disagree, neither agree or disagree, disagree, strongly agree, or don't know) - don't know
- Welcoming (strongly disagree, disagree, neither agree or disagree, disagree, strongly agree, or don't know) - don't know

Question 6: We are also interested in knowing about why people might not be able to attend events. Can you identify any reasons for not attending the events you would like to?

Whilst there is no point of comparison given, there can be several reasons why people may not attend events and understanding the reasons and addressing them through effective communication, accessibility considerations, pricing strategies, and targeted marketing efforts can help to maximise or diversify event attendance.

- The cost associated with attending an event can be a barrier for some individuals. Ticket prices, travel expenses, accommodation, and other related costs can make it difficult for people to afford and may be increasingly difficult in the cost-of-living crisis.
 - *Edinburgh's Festivals aim to keep ticket prices more affordable than other festivals globally.*
- People may not attend events due to a lack of awareness. This may be due to a lack of marketing failing to attract particular audience members.



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- The accessibility and location of events can impact attendance. This could be due to perceived remoteness or access issues due to limited transportation options.

Question 7: To what extent do you agree, or not, that event organisers involve communities in planning the events they hold?

- strongly oppose
- oppose
- neutral - x
- support
- strongly support
- don't know

Question 8: To what extent do you agree, or not, that event organisers communicate about how the events taking place will affect local people?

- strongly oppose
- oppose
- neutral - x
- support
- strongly support
- don't know

Question 9: How could the benefits of events be increased for local communities?

Event organisers could collaborate with local authorities and public service providers to ensure that infrastructure and public services can adequately support events and local community needs. This can be achieved through:

- Community consultation to understand their needs and preferences.
- Collaboration with local businesses to support the local economy and meet the needs of residents.
- Providing education and training opportunities and partnerships.
- Volunteering
- Incorporating social and community programmes within events to create positive social impact and contribute to the well-being of local people.
 - *HebCelt (Hebridean Celtic Festival) has been a feature of the Outer Hebrides since 1996. It is known for its impact on the local community and offers a sense of homecoming to those islanders returning home. During the pandemic years, the HebCelt team had to adopt a different approach presenting content that represented the ethos of the event, promoting the diverse local talent and maintaining engagement with their global audience.*



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Question 10: How important is the diversity of events in Scotland in terms of each of the following? Give a score of one to five for each, where one is not important at all and five is very important, or “don’t know”:

- Range of size - 3
- Spread of location - 3
- Variety of type - 3

Question 11: What barriers, if any, are there to holding a diversity of events in Scotland?

While Scotland offers a diverse range of events, there can be certain barriers that can limit the variety and inclusivity of events. It is important that an events strategy sets the strategic priorities and develops the environment for Scotland to hold a diversity of events.

- Financial constraints may limit the ability to host a diverse range of events. Funding and sponsorship opportunities can be limited, especially for smaller or niche events, making it challenging to cover necessary expenses. Funding often is one off so capitalising or building on events through continuing them in the long term may often not be possible.
- The availability and suitability of event venues and infrastructure can be a barrier.
- Accessibility considerations can present barriers to hosting diverse events including venues being fully accessible or access to transportation and connectivity can impact the accessibility of events, particularly in remote or rural areas.
- The availability of a diverse audience and market demand for certain types of events can impact their feasibility.
- A shortage of event management expertise and skills can be a barrier to hosting events.
- Scotland's climate and seasonal variations can also impact event planning and execution.

Question 12: Do you think the event sector is an attractive place to work?

- Yes
- No
- Don't know - X

Question 13: Please tell us why you selected yes, no or don't know here.

The event sector has been impacted by the pandemic with opportunities at risk and a lack of stability due to the disruption.

- The event sector can be an attractive place to work for individuals who are passionate about planning, organising, and executing events and highly rewarding. It is also



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demanding and challenging, often involves irregular hours, tight deadlines, and managing unforeseen circumstances.

- Event professionals have the opportunity to work in a vibrant, dynamic and fast paced creative environment. The sector is varied with the range of event types, themes, and formats, providing constant variety and the chance to work on diverse projects.
- Event professionals have the chance to travel internationally, network and build relationships with a wide range of stakeholders, including clients, vendors, sponsors, and industry professionals which can support professional and personal development and lead to collaborations and new opportunities.
 - *In February 2023 the UK Creative Industries Policy & Evidence Centre (PEC) published the [Good Work Review](#) - the first examination of job quality across the entire UK creative industries.*

Question 14: If you work in the event sector, what are your experiences of Fair Work practices in the sector?

Question 15: If you work in the event sector, is there anything you would like to see change in relation to Fair Work practices?

Improvements to fair work practices and conditions for workers within the events sector should be prioritised:

- ensuring event workers are paid fair and competitive wages that reflect their skills, experience, and responsibilities including overtime pay, adhering to minimum wage regulations, and offering fair compensation for irregular working hours.
- establishing reasonable working hours and providing a safe and healthy working environment for event staff.
- providing fair employment contracts that outline terms and conditions of employment, including working hours, pay, leave entitlements, and any additional benefits.
- ensuring that event workers have access to employment rights, such as protection against unfair dismissal and the right to join trade unions.
- promoting equal opportunities and preventing discrimination, including recruitment, hiring, promotions, and access to training and development opportunities. Ensuring that individuals are treated fairly and without bias based on factors such as gender, race, age, disability, or any other protected characteristic.
- creating a work culture that fosters respect, diversity, and inclusion.
- providing support and resources to promote the health and well-being of event workers.
 - *Creative Scotland's review of Fair Work in 2022 found that the significant loss of staff and skills from the workforce during the pandemic increased pressure on reduced core teams and there was some frustration in relation to the scale of the challenge presented by Fair Work, and the need to*



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implement it now, whilst coping with recovery. This was particularly felt by participants from festivals and live events.

https://www.creativescotland.com/data/assets/pdf_file/0004/92776/Review-of-Fair-Work-Exec-Summary-FINAL-Aug-2022.pdf

Question 16: Do you think there are sufficient opportunities to do each of the following?
Give an answer of yes, no, or don't know for each:

learn about what it is like to work in the sector - NO

gain the skills and experiences you need to work in the sector - NO

further a career in the sector - NO

learn from the lessons and good practice of others in the sector - NO

Question 17: How do you think access to these opportunities could be improved?

- Support the development of a skilled event workforce by providing training programs, internships, and mentorship opportunities. Focus on skills development and training opportunities for event professionals. Provide resources and support for event organisers to enhance their knowledge in areas such as sustainability, accessibility, event marketing, and risk management. This can contribute to the growth and professionalism of the events industry in Scotland. Invest in educational initiatives that nurture event management expertise and foster innovation in event planning and execution.
- Improve fair work practices requires a multi-stakeholder approach, sustained commitment from all parties involved and requires a collective effort from event organisers, industry associations, policymakers, and workers themselves. Collaboration, education, transparency, and proactive measures are essential in creating a more equitable and sustainable work environment in the events sector.

Question 18: What do you think would enable events to become more environmentally sustainable?

To enable events to become more environmentally sustainable, several key strategies and practices can be implemented to ensure the events sector can significantly reduce their environmental footprint and contribute to a more sustainable future. It is crucial to consider the specific context and needs of events and the impacts of interventions while continuously striving to improve sustainability practices.

- Develop strategic ambitions and targets to reduce carbon emissions over the long term.
- Consider the impacts of international working on the climate, versus the benefits that inbound visitors, artists and creatives bring to Scotland.



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- Incorporate sustainability considerations into the event planning process from the outset. Develop an overarching sustainability strategy that guides decision-making, including venue selection, waste management, transportation, and energy usage.
- Prioritise event venues that prioritise sustainability and have implemented environmentally friendly practices, are energy-efficient, have recycling and waste management systems in place, and promote sustainable transportation options.
- Implement effective waste management practices, including recycling, composting, and minimising single-use items.
- Prioritise catering options that prioritise sustainable and locally sourced food and beverages promoting vegetarian and vegan and minimise food waste.
- Implement energy-efficient measures during the event, such as using LED lighting, energy-efficient appliances, and smart power management systems.
- Promote sustainable transportation options for event attendees, such as encouraging the use of public transportation, providing bike parking facilities, and organising carpooling initiatives.
- Further consider the viability and impacts of carbon offsetting initiatives.
- Engage event participants, vendors, and sponsors in sustainable practices by raising awareness about environmental issues and promoting sustainable behaviour.
- Collaborate with vendors, suppliers, and sponsors that prioritise sustainability and offer environmentally friendly products and services.
- Regularly measure and report on event's sustainability performance, including energy usage, waste diversion rates, carbon emissions, and water consumption.
- Develop legacy projects that leave a positive environmental impact beyond the event itself.
- In addition, consideration of the events sector when introducing initiatives such as the LEZ scheme would be useful as this is anticipated to have impacts which will limit the nighttime economy sector.

Question 19: What sources of income do you think events should be developing to be financially sustainable?

Public funding for culture in the UK and Scotland is a third less than the EU average. The events sector is precarious and needs the stability of regular funding.

Scottish Investment:

- Culture Counts, our members and the wider sector have frequently voiced how the Covid-19 pandemic, Brexit and cost of living crisis – have exacerbated the “perfect storm” of economic challenges currently facing the sector. The sector is already so lean, if Scottish Government seek to make changes to how it supports the event sector at a strategic level, then resource will absolutely be required.
- Support should be maintained for regular events and concerns regarding Event Scotland’s one third cut to the development budget for regular events originating in Scotland must be addressed.



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- Local Authority funding should be encouraged where possible.
- Funding often places too great a priority on the economic returns of events when many events and activities provide intrinsic value, cross-cutting impacts, influences, and positive contribution to life in Scotland.
- Multi year funding is crucial to see long term impacts and support planning cycles. The 5 year investment in the UCI World Cycling Championship demonstrates that multi-year commitments can be made despite one-year budgeting cycles.
- We echo the call of Festivals Edinburgh that with the challenges facing Scottish Government finances, it is imperative that the strategy considers the balance of investment between original homegrown events and itinerant one-off events, to prioritise where the best leverage is to be found across a range of economic, reputational, cultural and social impacts. Original homegrown events have a higher rate of return, but this does not seem to be reflected in prioritisation decisions.

UK Investment

- Scotland has historically received little investment from the UK to the events sector. The benefits of the Edinburgh Festivals, for example are felt across the UK yet little investment, support or recognition of their impacts is provided at a UK level.
- Whilst recent investment is welcomed an ongoing commitment should be provided to enable long term growth and sustainability and not on a year-to-year basis.

Sustainable funding sources

To enhance the financial sustainability of events, organisers should explore various sources of income beyond traditional revenue streams. Some potential sources of income that events can develop include:

- Ticket sales, sponsorships and partnerships, exhibitor and vendor fees, advertising and promotions, merchandising and product sales, licensing and intellectual property, ancillary and additional services and experiences, grants and funding, crowdfunding and donations, media rights and broadcasting, grants and subsidies.
- The Scottish Government can help to encourage businesses to sponsor and support events to make them more sustainable.

Question 20: What would support the event sector to measure the importance of events?

- Strengthen the strategy's framework for measuring and evaluating the impact of events including international benchmarks.
- Establish key performance indicators (KPIs) that reflect the goals of the strategy and regularly monitor and assess the outcomes of events in addition to economic impact, and include visitor satisfaction, media coverage, social media engagement, skills development, well-being and innovation.
- There is a need for long term evidence base to look at cumulative impacts and legacy which is a challenge as many events are short term.



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- Evidence is vital to inform future decision-making and ensure that events align with the broader objectives of the strategy. Data collection and reporting would benefit from being consistent and cohesive.

Question 21: We would welcome evidence on the measurable impacts of events, particularly those held in Scotland. This could include, but is not limited to impacts on:

- Local business
- Job opportunities
- Opportunities for participants to develop skills
- Environment
- Health and wellbeing of individuals or groups
- Community connections and cohesion
- Promoting diversity
- Profile and promotion of your area

- Recently published - [Edinburgh Festivals Impact Survey](#)
- [PlaCE Programme - Interim Report: Years 1 to 3 \[May 2023\]](#) (edinburghfestivalcity.com)

Question 22: In what way do you think events can promote Scotland internationally?

The strategic planning and delivery of events across Scotland that highlight Scotland's unique attributes and offerings can inspire communities, help to promote Scotland internationally, boost tourism, and enhance the country's global reputation. Events and festivals can also be a tool for soft power activities.

- Destination marketing and branding are critical to ensuring Scotland is recognised as an events destination and requires the implementation of effective marketing campaigns to promote Scotland's event offerings to potential visitors.
- Increasing awareness about Brand Scotland and its role would be useful.
- Business and industry specific conferences bring together international delegates, experts, and professionals. These events provide opportunities for knowledge sharing, networking, and showcasing Scotland's industries, innovation, and investment potential.
 - *The hosting of major global events such as COP 26 should be further encouraged.*
- Fostering collaborations and cultural exchanges between Scottish artists, performers, and international counterparts involving joint productions, touring performances, or participation in international arts festivals, showcasing Scotland's creative talent and forging global connections.



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- Promotion of Scotland as a filming location showcases Scotland's landscapes, historic sites, and unique settings which can attract international attention and encourage tourism.
- International collaboration and partnerships between international organisations, embassies, tourism boards, and cultural institutions to jointly organise events that promote Scotland's culture, tourism, and economic opportunities. These partnerships can leverage international networks and resources to enhance the reach and impact of the events.
 - *Showcase Scotland, a core event within Glasgow's folk, roots and world music festival, Celtic Connections, introduces international delegates to the Scottish music sector and in 2023, its Welsh and Breton partners. The fully subscribed programme saw hundreds of international music industry representatives electing to travel from across Europe, Australia, the USA, Canada and the UK to experience the incredible Scottish, Breton and Welsh music on offer.*
- Many events deliver soft power or diplomatic benefits by promoting cultural exchange and understanding between different communities and helping to promote Scotland's reputation on the global stage.
 - *The Edinburgh International Festivals enable the Culture Summit to take place, which is a partnership with EIF, the Scottish Government, the UK Government, the Scottish Parliament and the British Council. Taking place every second year, the summit presents a unique platform for collaboration between artists, practitioners, thinkers and policy makers from across the globe. The sixth edition of the summit took place in 2022 at the Scottish Parliament, entitled Culture and a Sustainable Future. Ministers and Cultural Policy delegations from over 30 countries attended to reflect on the urgent need for investment in our future.*
- Utilise digital platforms and social media to promote events, engage with international audiences, and share captivating content showcasing Scotland's attractions, stories, and experiences. Encourage event attendees to share their experiences on social media attracting attention from a global audience.

Question 23: What specific aims would you prioritise for mega events?

- The definition of mega events in the consultation is considered too narrow and should be revised to provide terminology which reflects the Scottish context and ambition.
- Edinburgh's Festivals tend not to be recognised as mega events yet are only surpassed in scale and attendance by the Olympic Games which are one off events with significant investments. The UK wide impacts of these types of events should attract significantly more UK investment than is currently provided.
- Festivals Edinburgh are due to undertake a scoping study to examine how integrated multi-year planning can be strengthened across local and national levels to secure long-term benefits, taking account of how mega events are managed elsewhere. We would echo Festivals Edinburgh's ask of Scottish Government and its agencies to



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factor this new information into the national events strategy as the findings emerge later in 2023.

- The Scottish Government should consider that homegrown events provide value for money and have a higher rate of return than itinerant one-off events and should be the priority for investment.
 - *Even at half of the rate of return of £32 generated for each £1 in public grant by Edinburgh's Festivals, the same level of public investment as committed to UCI World Cycling Championships could potentially have delivered an extra £576m in additional economic impact to Scotland over the same period. – Festivals Edinburgh*

Question 24: To what extent do you agree or disagree that event organisers make connections between events and their ability to deliver broader positive impacts for society?

- strongly agree
- agree - X
- neither agree nor disagree
- disagree
- strongly disagree
- don't know

Question 25: We would welcome evidence on how event organisers are working together with local and/or national bodies to deliver outcomes. This could include, but is not limited to:

- Delivering events that have a positive impact on wellbeing
- Meeting the needs of local people
- Being more environmentally sustainable
- Supporting local business
- Attracting people to work in events
- Developing the event workforce

Delivering events that have a positive impact on wellbeing

- Arts and cultural events have been known to positively impact social well-being through their ability to build social capacity. Organisers collaborate with local artists, performers, and community groups to showcase talent, cultural diversity, and creativity, thereby fostering a sense of belonging and connection among participants.
- Collaborations with local and national health authorities can promote well-being and public health.
- Many festivals have recognised the importance of mental health support for attendees.
- Collaborations with local community organisations can ensure events are inclusive and cater to diverse populations.
- Events focused on sustainability and environmental stewardship often collaborate with local and national bodies to promote well-being outcomes



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Meeting the needs of local people

- By fostering collaboration, inclusivity, and community engagement, events can have a positive and lasting impact on the local community, enriching the social fabric and supporting local development.
- Collaborations with local and national bodies to meet the needs of local people and engage them in consultation processes helps to understand their needs and preferences.
- Partnerships with local educational institutions, training providers, or industry associations can provide skills development and training programs to local residents.
- Actively involving local residents as volunteers in various event roles provides opportunities for community engagement but also empowers local people to contribute to the success of the event.
- Collaborating with local community organisations can ensure that social and community programs are incorporated within the event.
- Collaborating with local schools, universities, and cultural institutions can develop educational or cultural programs within the event.
- Collaborating with local authorities and public service providers can ensure that infrastructure and public services can adequately support events and local community needs.
 - *Events such as Art Night (Dundee 2023) and Glasgow International demonstrate the benefits of collaborative working at a local level through rooting themselves in the place. Art Night worked with communities to write their own narratives and partnered with local organisations including Dundee City Council, V&A Dundee, DCA, Creative Dundee, UNESCO Dundee in the delivery of the event to ensure the programme is rooted in place. These events see local artist commissioned, local people employed to develop, support and manage events, local businesses provide venues and local suppliers provide catering, printing etc and many other support services.*

Being more environmentally sustainable

- Promote technological innovation that can enhance event experiences and sustainability including event formats, technologies, and experiences to attract both domestic and international attendees. Consider exploring the use of digital platforms, virtual components, and data analytics to improve event operations, engage attendees, and reduce environmental footprints.
- Working with local and national environmental organisations to obtain green event certifications.
- Form partnerships with environmental non-governmental organisations (NGOs) to raise awareness and promote sustainable practices.
- Collaborate with local waste management authorities or recycling organisations to implement effective waste management systems.
- Work with local transportation authorities and mobility providers to promote sustainable transportation options.



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- Collaborate with local energy providers or renewable energy companies to source clean energy for their events.
- Work with local suppliers and vendors who prioritise sustainability and source eco-friendly products. They may require vendors to adhere to sustainability guidelines and encourage the use of local, organic, and Fairtrade products.

Supporting local business

- While the specific evidence and examples may vary across regions and events, collaborative efforts between event organisers and local/national bodies to support local businesses can be effective. Through partnerships, marketing opportunities, economic impact studies, and targeted programs, event organisers contribute to the vitality and growth of local economies by promoting and supporting local businesses.
- Event organisers actively seek partnerships with local businesses to provide goods and services for their events.
- Local businesses can offer sponsorship and marketing opportunities.
- Local tourism organisations, visitor bureaus, or destination management organisations can align event strategies with broader tourism objectives.
 - *The Scottish Traditional Boat Festival in Portsoy has been running for over 30 years and over this time has grown from a small local community event to a major international festival with over 20,000 visitors with a full cultural and education programme. It has had wider impacts beyond the festival period as has led to the preservation of a local historic building, the Salmon Bothy, and helps to preserve the 17th century harbour. It has also seen the development of community enterprise and ownership of the local caravan park and bunkhouse to support the boat festival.*

Developing the event workforce

Through apprenticeships, certifications, training, mentoring, and networking programs, event organisers contribute to the professional growth, diversity, and sustainability of the workforce, ultimately enhancing the quality and success of events.

- Partnerships with educational institutions, vocational training providers, or government agencies can provide apprenticeship or internship programs.
- Collaborations with industry associations, professional bodies, or training providers can offer certification programs, mentoring and training courses.
- Event organisers collaborate with academic institutions, research centres, or industry associations to conduct research on workforce development and industry trends.
- Event organisers could establish industry advisory boards or committees that include representatives from local and national bodies, educational institutions, and industry professionals.
 - *The Platforms for Creative Excellence (PlaCE) programme is a three-way partnership between the Scottish Government, the City of Edinburgh Council, and the Edinburgh Festivals. Created in 2018 as a legacy of the festivals' 70th anniversary year in 2017, this five-year programme aims to support the festivals' strategic development across three primary areas of work: Sustained and strengthened programming innovation, increased development*



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opportunities across Scotland and improved lives for citizens and communities through cultural engagement. [PlaCE Programme - Interim Report: Years 1 to 3 \[May 2023\] \(edinburghfestivalcity.com\)](#)

Question 26: If there is anything else that you think we should be considering as part of impact assessments, please give details here.

N/A

Question 27: If there are any other changes to the current National Events Strategy you wish to see, please give details here.

Brexit

- The impacts of Brexit have made events more challenging to deliver. The increasing admin costs of and difficulty in securing visas and work permits for creatives coming to the UK and working in other countries creates challenges. Insurance has also become increasingly difficult to secure for international work.
- In direct response to Brexit and in support of creative people across the nation, Culture Counts and its partners have been looking at the longstanding policy ask of the Scottish Government to establish an 'Office for Cultural Exchange' safeguarding international events, exhibiting, touring, festivals, and residencies. With the increasing difficulties of securing mobility for temporary creative workers between the EU and UK post-Brexit, establishing an Office for Cultural Exchange could advise and support the cultural sector to overcome the barriers to international working and connect with individuals, organisations and institutions across Europe and target countries, making Scotland an attractive partner for European Partnership Projects and for wider global collaborations. An Office for Cultural Exchange and the International Hubs could also support the cultural sector to ensure that we are able to host, and share ideas with the most talented, innovative, artists, thinkers, and activists from across the globe. At the moment, information sharing does not tend to go beyond agencies. Finding ways to monitor, share and connect those that are working in the same areas would be useful to develop long term relationships and benefits and maximise impacts.

Covid-19

- The impacts of the Covid-19 virus on travel, audiences etc have been enormous in recent years. While recovering, National and International audiences have not yet fully recovered which makes the event sector precarious and are now being impacted by cost factors.



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