

PERTH AND KINROSS COUNCIL**Enterprise and Infrastructure Committee****5 June 2013****EVENTS AND FESTIVALS STRATEGY****Executive Director (Environment Service)****PURPOSE OF REPORT**

The purpose of this report is to seek approval for a refreshed strategic approach to the attraction, development and delivery of an ambitious programme of events and festivals in Perth and Kinross and the allocation of resources within the agreed Council budget to support events. The strategy outlines the Council's ambition for the area as a whole to be the destination of choice for UK and international visitors.

1. BACKGROUND/MAIN ISSUES

- 1.1 The restoration of city status to Perth and the calendar of events across the Council area give an impetus to a revised strategic approach to the development of the Perth and Kinross events and festivals offer. The Perth City Plan also provides the context to take a fresh view on the Council's approach to the attraction and development of events and festivals in order to deliver economic growth. The Events and Festivals Strategy has therefore been developed in line with the vision for the City of Perth as one of the most desirable places in Scotland to live, work, visit and invest, and contributing to the City Plan's key strategic themes of "Historic Perth" and "Confident, Vibrant Perth". The Council, through the budget review process, has indicated its commitment to events through the enhanced budget provision of £500K identified in financial years 2013/14 and 2014/15.
- 1.2 Perth and Kinross has an extensive calendar of annual events and festivals – ranging from small locally focused events to large sporting and mass participation events and festivals such as T in the Park. Events are acknowledged as major drivers of tourism to a destination and our area has in recent years benefitted from growth in attendance and participation in events such as the Etape Caledonia, Perthshire Amber, and the Rewind Festival. In addition, the delivery by the Council of its own large footfall events (Perth 800 and Light Night, Kilt Run and Queen's Diamond Jubilee celebrations, Christmas Lights Festival) has caught the public imagination and demonstrated the potential of Perth in particular to host large, innovative events that also enhance the image and media profile of the city.
- 1.3 Nevertheless, it is clear that the landscape for events and festivals, nationally and internationally, is a highly competitive one with visitor markets faced with an extensive array of choices. Some of our own recurring events are at a

plateau in terms of numbers and the present economic climate is making consumers more discriminating than ever. It is therefore appropriate to develop a revised approach to the development of the events and festivals offering in Perth and Kinross.

- 1.4 The Strategy identified a clear target of growing the value of events and festivals from an estimated £17m per annum to £25.5m by 2020. This is an increase of 50% and is consistent with the national ambition for Scottish tourism.

2. PROPOSALS

- 2.1 A draft Events and Festivals Strategy has been prepared (Appendix 1). The strategy articulates the ambition for Perth and Kinross as a major events and cultural tourism destination with an outstanding and prestigious annual programme that drives tourism year round. A series of priorities for action is outlined with the overarching aim of increasing revenues for the area from events related tourism. This will be achieved from direct visitor expenditure and through the development of supply chain and local business opportunities.
- 2.2 The four priorities identified within the Council's strategy are:
1. We will build on our strengths and competitive advantage in relation to the great outdoors, and our culture and heritage.
 2. We will attract new events into the area, and create our own new events and festivals to develop an exciting year round calendar.
 3. We will promote our area's events and festivals offering to target audiences and visitor markets.
 4. We will monitor and evaluate the impact of events and festivals.
- 2.3 The Strategy identifies key forthcoming events including those which are being supported as part of the national Year of Homecoming programme in 2014:
- European Festival of Brass, Perth – April & May
 - Scottish Clans Golf World Championships, Gleneagles – July
 - Commonwealth Games Queen's Baton Relay, Perthshire - July
 - The Kilt Run, Perth – August
 - Ryder Cup, Gleneagles and Junior Ryder Cup, Blairgowrie - September
 - Scotland's Paddlesports Festival (incorporating the Tay Descent), Perth – October
 - Perthshire Amber Festival, Perthshire – October & November

- 2.4 In addition, other events in development to mark the year include a “prom” type concert and a sound and light based initiative to herald the Year of Homecoming.
- 2.5 The strategy outlines a proposed approach to the governance and delivery arrangements and recommends the establishment of a strategic inter service and partner group to map, plan and support events. This group will consider the resource requirements, particularly in relation to those events which the Council itself will commission and deliver. This will also entail identifying those existing third party events which have development potential and the opportunity to attract wider audiences and to consider the calendar overall with a view to filling particular quieter periods e.g. January to March.
- 2.6 The Council agreed to enhance the resources to support the overall approach. As such, it is proposed that £300K is allocated in 2013/14 towards development of the programme and £200K in 2014/15 towards the fixed term appointment for four years of an events officer. Subject to Committee approval it is intended that the strategy is implemented forthwith and further reports on progress are reported to future meetings of the Enterprise and Infrastructure Committee.
- 2.7 This will be underpinned by the development of the Winter Festival based around cultural and civic events in November, including Christmas festivities, the Provost’s Supper and ending with the Chinese New Year.
- 2.8 An early action will be to create an events calendar which will include all events and festivals to provide a focal point for information for all visitors and residents alike.
- 2.9 In line with the Council’s Scheme of Administration, requests from event organisers for financial assistance over £10,000 will continue to be subject to approval by the Enterprise and Infrastructure Committee.

3. CONCLUSION AND RECOMMENDATION

- 3.1 The Events and Festivals Strategy has been developed by a working group comprising officers from the Environment Service and Education and Children’s Services. It is intended as a strategic framework for the consideration and prioritisation of events and festivals. The particular focus will be on events as drivers of tourism and contributing to the economic well being of the whole Council area and to the enhanced profile of the City of Perth in particular. The refreshed approach, including the establishment of a strategic group, will also address the Council’s own events and festivals productions and the resourcing requirements to deliver an ambitious and innovative year round programme.
- 3.2 The Committee is asked to:
- i) Approve the Events and Festivals Strategy contained in Appendix 1.

- ii) Request the Executive Director (Environment) to provide a report on progress on the Events and Festival Strategy in 12 months' time.

Author

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Approved

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Date 16 May 2013		

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	Yes
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	Yes
Risk	Yes
Consultation	
Internal	Yes
External	None
Communication	
Communications Plan	None

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan which outlines the key things we think are important for Perth and Kinross.
- i) Giving every child the best start in life
 - ii) Developing educated, responsible and informed citizens
 - iii) Promoting a prosperous, inclusive and sustainable economy
 - iv) Supporting people to lead independent, healthy and active lives
 - v) Creating a safe and sustainable place for future generations
- 1.2 It is considered that the strategy and related actions will contribute to the following objective: Promoting a prosperous, inclusive and sustainable economy.

Corporate Plan

- 1.3 The Council's Corporate Plan 2013-2018 outlines the same five Objectives as those detailed above in the Community Plan. These objectives provide a clear strategic direction, inform decisions at a corporate and service level and shape resource allocation. It is considered that the actions contained in the report contribute to objective (iii) outlined in paragraph 1.1 above.

2. Resource Implications

Financial

- 2.1 As part of the 2013/14 budget process the Council has approved additional revenue funding of £500K to support events: £300K in 2013/14; £200K in 2014/15. Revenue funding to support the development and delivery of specific events will be in line with existing financial regulations and approval processes.

Workforce

- 2.2 Enhanced staff resources with the Planning and Regeneration section have been provided to assist the development and delivery of the events programme.

3. Assessments

Equality Impact Assessment

- 3.1 An Equality Impact Assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.
- 3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- (i) Assessed as **relevant** and the following positive outcomes expected following implementation:
- Opportunities for the cultural diversity of Perth and Kinross to be reflected through events and festivals programming
 - The needs of equality groups to be addressed in the operational arrangements for events

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. A screening report will be prepared to determine whether the strategy is likely to have significant environmental effects.

Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions. The events programme will be developed in line with the Council's Corporate Sustainable Development Framework.

Legal and Governance

- 3.5 The consideration of the report and the appended strategy is in line with the Council's Scheme of Administration and specifically the role of the Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan and promote tourism development activity. Governance arrangements are outlined in the strategy which will also be implemented in line with the emergence of the City Development Board.

Risk

- 3.6 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process where the Council is the lead on individual projects.

4. Consultation

Internal

- 4.1 The Chief Executive, Head of Planning and Regeneration, Head of Cultural and Community Services have been consulted in the development of the strategy.

2. BACKGROUND PAPERS

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

- Perth and Kinross Events Strategy 2006 – 2011
- Scotland the Perfect Stage: A Strategy for the Events Industry in Scotland, 2009 – 2020
- Tourism Scotland 2020 – A Strategy for Leadership and Growth

3. APPENDICES

- Appendix 1: Draft Events and Festivals Strategy



Perth and Kinross Events and Festivals Strategy



PERTH AND KINROSS COUNCIL

Events and Festivals Strategy

2013 - 2020

1. INTRODUCTION

- 1.1 As well as being a driver for tourism, a strong programme of events and festivals adds to the vibrancy and vitality of cities and regions and contributes to the overall quality of life for residents.
- 1.2 Perth and Kinross has a very strong year round programme based on a great pedigree in hosting a broad spectrum of sporting, cultural and community events, many of which have seen significant growth in attendances and participation in recent years. Our ambition is to make our events and festivals offer even more attractive making Perth and Kinross the Scottish destination of choice for UK and international visitors.
- 1.3 With the restoration of city status to Perth there is a great opportunity to develop further the area's potential, and more specifically the City of Perth, as a leading events tourism destination and to support and deliver an innovative and inspiring events and festivals programme that will make an even greater economic contribution. Furthermore, the Perth City Plan highlights the development of an ambitious, inclusive programme of events and festivals as a priority action. It is therefore necessary to consider events over the coming years in order to identify gaps in the calendar and to develop key event opportunities accordingly.

2. EVENTS PROFILE

- 2.1 An event can be defined as a happening with a specific purpose, objectives and a pre-determined timescale. In a typical year it is estimated that there are some 700 events held in Perth and Kinross, from small scale community based initiatives with a local focus to large mass attendance gatherings which attract significant visitor numbers to the area. Events are important drivers for the visitor economy with major events generating an estimated net additional economic impact for the area of approximately £17 million per annum. Events such as the Etape Caledonia and Enchanted Forest each generate additional expenditure of over £1 million per year from visitors and local spend staging the event.
- 2.2 Events can be categorised broadly as follows:
 - a. Local events – markets, fairs, exhibitions etc. A large number of events that appeal to, or are targeted at, a local community and/or Perth and Kinross audience and may be of interest to visitors already in the area. Although they are not in themselves significant economic drivers they contribute to the “colour” of the area and have a role in community life.

- b. Regional and/or National events – events with the potential to attract visitors from the wider region and nationally (rest of Scotland and some UK attendance). These events would include Perth Races, the Tay Descent, larger cultural events and festivals such as Perth Festival of the Arts.
- c. Major events – a smaller number of events with significant pulling power and the ability to attract visitors from the rest of the UK and potentially overseas and with significant economic impact. These events would include T in the Park, the Etape Caledonia and larger events at Scone Palace, such as the Rewind Festival, as well as one off sporting events, for example the Ryder Cup at Gleneagles in 2014 and the European Eventing Championships at Blair Castle which are scheduled to take place in 2015.

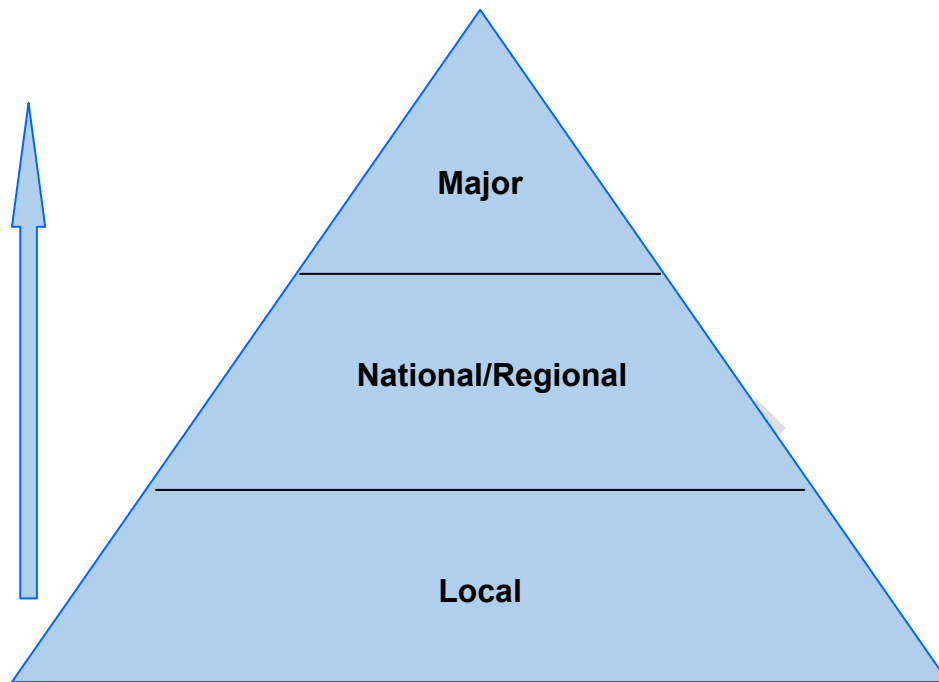
2.3 Within the annual calendar there are events which are either:

- a. Third party owned – events delivered by local or external promoters, community based organisations etc
- b. Council owned – where the Council itself organises, and resources the event

2.4 The emergence since 2009 of the national “Years of Focus” as well as major signature events for Scotland also gives further context for the development of the events programme for Perth and Kinross:

- 2012 – Year of Creative Scotland. Queen’s Diamond Jubilee Celebrations. Olympic Torch Relay
- 2013 – Year of Natural Scotland
- 2014 – Year of Homecoming. Ryder Cup. Commonwealth Games

2.5 A priority for the Council should be to consider the events profile of Perth and Kinross in relation to regional/national and major events of scale and where there is a clear fit with the wider Council vision and priorities. We will aim to grow and develop the potential of events in relation to new and expanded markets through the following stages:



3. VISION

- 3.1 We will make our area a prestigious international class events and festivals destination where a vibrant and inspiring year round programme attracts UK and international visitors and makes a major contribution to economic growth.

4. PERCEPTION

- 4.1 Through the programme we will aim to enhance perceptions of the area to create the following response:

“There is always something good going on in and around Perth and Kinross”

5. TARGET

- 5.1 We will aim to grow the value of events and festivals from an estimated £17 million per annum to £25.5 million by 2020 – an increase of 50% in line with the overall strategic ambition for Scottish tourism. This means developing existing events to attract more visitors to stay longer and spend more and to attract new events to the area. It also means developing opportunities for local businesses to capitalise on events, directly and through the local supply chain.

6. STRATEGIC APPROACH

- 6.1 The rationale for Council support for events is based on the positive impacts that can be derived in respect of:
- Inward investment through tourism, generating economic impact through overnight stays and opportunities for local businesses

- Enhancement of the Image and identity of the area as a location to live, work and invest including an enhanced media profile
- Participation and legacies
- Social and cultural benefits and the contribution to the quality of life

6.2 The following strategic priorities and related key actions are proposed as the basis for the attraction, development and growth of events and festivals with the objective of making Perth and Kinross a “must visit” events and cultural destination with an international profile.

6.2.1 Priority One: We will build on our strengths and competitive advantage in relation to the great outdoors and our culture and heritage.

Actions:

- We will identify opportunities that will drive tourism including specific sport/outdoor and adventure activities, and our heritage and cultural offer in areas such as traditional music, the Scots language, and literature while also presenting a more contemporary image for Perth
- We will continue to engage with event and festival organisers, site owners and our partners to address the sustainability and the succession planning needs of key annual events with the greatest potential to develop and grow
- We will capitalise on the business development and supply chain opportunities offered by major events such as the Ryder Cup and European Eventing Championships
- We will work to develop the local production and technical supply chain to create opportunities for companies and practitioners

6.2.2 Priority Two: We will attract new events into the area, and create our own new events and festivals to develop an exciting year round calendar

Actions:

- We will identify key gaps in the calendar and periods of capacity in order to develop the area’s year round cultural and sporting offer
- We will market our locations and venues to events organisers and sports governing bodies and will bid for events on the basis of a strong evidence base
- We will engage proactively with partners such as EventScotland to bid for events of national and international significance
- We will agree roles and responsibilities for Council services and partners and will take a multi agency approach to support the safe delivery of events

6.2.3 Priority Three: We will promote our area's events and festivals offering to target audiences and visitor markets:

Actions:

- We will develop our communications channels and co-ordinate marketing activities with partners in relation to target markets
- We will support event and festival organisers and partners to attract participants and visitors to the area

6.2.4 Priority Four: We will monitor and evaluate the impact of events and festivals

Actions:

- We will measure events and festivals in terms of economic impacts, return on investment, the area's profile and in line with wider performance frameworks
- We will use this measurement process to prioritise the allocation of resources towards events and festivals

7. Strategic Linkages

7.1 The Events and Festivals Strategy supports the following Perth and Kinross Community Plan Strategic Objective:

- Promoting a prosperous, inclusive and sustainable economy

7.2 The other strategic linkages for the Events and Festivals Strategy include:

- The Regeneration Strategy & Action Plan
- The Perth City Plan
- The Cultural Strategy
- The Strategic Framework for Sport and Active Recreation
- The Tourism Strategy
- The National Strategy for the Events Industry in Scotland

8. OUTLINE EVENTS & FESTIVALS PROGRAMME

8.1 There are a number of recurring annual events and festivals with varying degrees of impact and profile. These are listed in the following table with those with the potential for growth and development, particularly in relation to visitor markets, highlighted. It is proposed that a Strategic Events group will map events in order to identify gaps and opportunities for Perth and Kinross to develop our own offering or secure new events for the area that will appeal to visitor markets.

Annually Recurring Regional/National and Major Events and Festivals

Month	Event	Current Audience	Development Potential
January	Perth Masters International Curling	National	
	New Year's Day Street Party – Pitlochry	Regional/National	
	Winter Words Festival	Regional/National	
February	Scottish Curling Championships	National	
	Scottish National Badminton Championships	National	
	Music For Youth Festival	Regional	
March	Neil Gow Festival	Regional	
	Perform in Perth Festival	Regional	
April	GB Youth Cycling Tour Series	National	√
	Kinross Sportive	Regional/National	√
May	Highland Perthshire Cycling Festival	Regional/National	√
	Etape Caledonia	Major	√
	Perth Festival of the Arts	Regional/National	√
	Atholl Gathering	Regional/National	
	Scottish Open Volleyball Tournament	National	
	Loch Leven Half Marathon	Regional	
June	Cateran Trail Yomp	National	√
	Perthshire Archaeology Month	Regional	
	PotFest International Ceramics Festival	Regional/National	
	Solas Festival	Regional/National	Potential?
	Adventure Festival	Regional	
July	Scottish Game Fair	Major	
	T in the Park	Major	
	Rewind Festival	Major	√

Month	Event	Current Audience	Development Potential
	Southern Fried Music Festival	National	√
	Bluegrass Music Festival	Regional/National	
August	Perth Show	Regional/National	
	Kilt Run	Regional/National	√
	Blair Castle International Horse Trials	Major	√
September	Cycletta Scotland	National	√
	Perthshire Open Studios	Regional/National	
	Highland Perthshire Marathon	Regional	
	Pitlochry 10K	Regional	
	East Perthshire Walking Festival	Regional/National	
	Doors Open	Regional	
October	Drovers' Tryst Festival	Regional/National	
	Tay Descent Canoe Challenge	Regional/National	√
	The Enchanted Forest	Major	√
	Perthshire Amber Festival	National	√
	Colin McRae Rally & British Historic Car Championships	National	√
	Scottish Accordion Championships & Festival	National	
	Piping Championships	National	
November	Aberfeldy Festival	Regional/National	√
	Kinross-shire Music Festival	Regional	
	Scottish Brass Band Championships	National	
	Winter Festival/Christmas Lights	Regional	√
December	Comrie Flambeaux	Regional/National	

Month	Event	Current Audience	Development Potential
Various	Perth Races; Highland Games, agricultural shows etc		

- 8.1 The above will be assessed in relation to audience potential and the ability to generate more overnight stays and local business opportunities, the resource requirements to grow the visitor audience, sustainability, and image and profile benefits.
- 8.2 It is clear that notwithstanding an existing diverse programme there are periods of capacity and opportunities for such gaps to be addressed with authentic, innovative events and cultural programming that will attract visitors and raise the profile of the area. In particular, there is capacity in the first quarter of the year.
- 8.3 There will also be a particular focus on developing the Kilt Run as a major summer proposition for Perth and establishing a more extensive and creative Winter Festival programme for Perth from 2013, commencing with the November bonfire event and continuing until February.
- 8.4 2014 is the Year of Homecoming and the Perth and Kinross programme will be further developed around the following events.
- European Festival of Brass, Perth – April & May
 - Homecoming Prom Concert, Perth – venue and month tbc
 - Scottish Clans Golf World Championships, Gleneagles – July
 - Commonwealth Games Queen's Baton Relay, Perthshire - July
 - The Kilt Run, Perth – August
 - Ryder Cup, Gleneagles and Junior Ryder Cup, Blairgowrie - September
 - Scotland's Paddlesports Festival (incorporating the Tay Descent), Perth – October
 - Perthshire Amber Festival, Perthshire – October & November
- 8.5 Further concepts to be developed for 2014 onwards include a “festival of ideas” programme, a major lighting installation based arts and heritage event, a major televised city centre national cycling event and the bid arrangements for the Royal National Mod. Going forward, the events and festivals programme will also tie into the arts and public programming schedule produced by the Council's Cultural and Community Services section.
- 8.6 Major events in the coming years also present specific opportunities for enhanced programming and will have implications for a range of Council services. The development of the Council's own programme of events and festivals will therefore take cognisance of the wider calendar which includes:

- European Eventing Championships, Blair Castle - September 2015
- Royal National Mod – October 2018 (tbc)

9. DELIVERY & GOVERNANCE

Proposed Approach

- 9.1 It is proposed that a Strategic Events group is established, chaired by the Depute Director (Environment) and comprising representatives of Planning and Regeneration, Community Greenspace, Cultural and Community Services, Democratic Services. In addition, key partners would also be represented on the group – Horsecross Arts, Scone Palace, St Johnstone FC. The remit of this group would be to monitor progress in relation to the strategic priorities and in so doing to:
- Take a strategic overview of events in Perth and Kinross in line with agreed priorities; to identify gaps and opportunities in the calendar and assess the potential impacts of events and resource implications in line with corporate strategic priorities; to develop a pipeline of events to 2020
 - Consider the issues in relation to event ownership and delivery including the Council's in house capacity, capabilities and resources and/or the external resource requirements, and to agree roles and responsibilities
 - To develop recommendations for Council approval in relation to the bid for key events and the delivery of Council owned events
 - To monitor the progress of project teams and short life working groups established to implement the Council's own events.
- 9.2 The group would consider the events programme content in line with the strategic priorities and with the following aims:
- To bring economic benefits to Perth and Kinross through the development and hosting of events & festivals
 - To heighten the profile of Perth and Kinross, and specifically the City of Perth, nationally and internationally, through an ambitious programme of events & festivals
 - To enhance the quality of life of Perth and Kinross as a place to live, work, invest and visit
- 9.3 It is envisaged, however, that the primary focus for each Council department will largely remain as follows:
- Planning and Regeneration – the attraction and development of events in support of the visitor economy
 - Cultural and Community Services – events, public programming in the context of local cultural and sports development
 - Community Greenspace – management of parks as event venues
 - Democratic Services – the civic programme

- 9.4 It is in relation to the Council's own events and festivals output that the Strategic Events Group will have a key function in agreeing roles and responsibilities. Servicing and reporting to this group will be undertaken by the new post of Events Officer who will be tasked with planning and co-ordinating the development and delivery of an ambitious events and festivals programme.

10. RESOURCE IMPLICATIONS

- 10.1 As part of the 2013/14 budget process an enhanced budget was approved by the Council to support events investment and delivery over two years. Going forward the Strategic Events Group would consider the resource requirements in relation to the Council's own productions and would make recommendations in line with reporting and approval processes. Resource will also be put towards the fixed term appointment of the Events Officer.

11. ACTION PLAN

- 11.1 The action plan for events and festivals will be developed in line with agreed strategic priorities.

12. CONCLUSION

- 12.1 Our ambition is for Perth and Kinross to be a leading, international class events and festivals destination. The events and festival strategy is intended to articulate this ambition and provides framework for the development of an innovative and diverse programme that drives tourism throughout the year.
- 12.2 We will build on our area's key strengths and our reputation as an events friendly local authority and will attract new events, particularly in outdoors and adventure pursuits, and grow our cultural festivals to reach wider audiences. A Strategic Events group, supported by an Events Officer, will design and plan the events and festivals programme and facilitate a more co-ordinated approach for the planning and hosting of events and festivals in line with corporate priorities.

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Appendix One

Events and Festivals Outline Programme June – December 2013

Event Name	Date	Location
stArt Festival	8 June	Blairgowrie Comrie &
Strathearn Marathon	9 June	Strathearn
Perth Races	9 June	Scone
PotFest - International Ceramics Festival	7 - 9 June	Perth
Strathearn Marathon	9 June	Crieff & Strathearn
Cateran Trail Yomp	15 - 16 June	Blairgowrie & East Perthshire
Alyth Show	15 June	Alyth
Perthshire Archaeology Month	1 - 30 June	Various
Solas Festival	21 - 22 June	Perth
Martin Currie Rob Roy Challenge	22 June	Kenmore
Adventure Festival	22 - 23 June	Aberfeldy/Highland Perthshire
Scottish Game Fair	5 - 7 July	Scone
T in the Park	12 - 14 July	Kinross
Rewind Festival	26 - 28 July	Scone
Perth Races (5 dates)	3, 4, 14, 30, 31 July	Scone
Kenmore Highland Games	3 July	Kenmore
Comrie Fortnight	20 July - 3 Aug	Comrie
Southern Fried American Music Festival	19 - 21 July	Perth
Bluegrass Music Festival	19 - 21 July	Guildtown
Perth Show	2 - 3 Aug	Perth
Kinross-shire Agricultural Show	10 Aug	Kinross
Aberfeldy Show & Highland Games	10 Aug	Aberfeldy
UK Tug of War Championships	10 - 11 Aug	Perth
Perth Kilt Run	10 Aug	Perth
Perth Highland Games	11 Aug	Perth
Rannoch Highland Games	17 Aug	Kinloch Rannoch
Aberfeldy Triathlon	17 Aug	Aberfeldy
Perth Races	17 Aug	Scone
Caledonia Bowling Challenge	17 - 18 Aug	Various
Crieff Highland Games	18 Aug	Crieff
Blair Castle International Horse Trials	22 - 25 Aug	Blair Atholl
Johnnie Walker Golf Championships	22 - 25 Aug	Gleneagles
Strathardle Highland Games	31 Aug	Strathardle
Birnam Highland Games	31 Aug	Birnam
Perthshire Writers Day	31 Aug	Perth
Highland Perthshire Marathon	7 Sept	Aberfeldy & Highland Perthshire

Event Name	Date	Location
Farming Yesteryear Rally	8 Sept	Scone
Blairgowrie Highland Games	8 Sept	Blairgowrie
Blairgowrie and East Perthshire Walking Festival	13 – 15 Sept	Blairgowrie & East Perthshire
Pitlochry 10K Race	22 Sept	Pitlochry
The Scottish Brave Harvest Chilli Festival	21 - 22 Sept	Perth
Pitlochry Highland Games	14 Sept	Pitlochry
Perthshire Open Studios	7 -15 Sept	Various
Scottish Cycletta	15 Sept	Scone Palace
	25 – 26 Sept	Scone
Perth Races (2 dates)	Sept	Scone
National Poetry Day Events	3 Oct	Various
		Aberfeldy & Highland Perthshire
Colin McRae Rally & British Historic Car Championships	5 Oct	
	12 – 19 Oct	
Drovers' Tryst Festival	Oct	Crieff & Strathearn
Glenfiddich Piping Championships	26 Oct	Blair Atholl
Perth Accordion Festival & Scottish Accordion Championships	5 Oct	Perth
Scottish Slalom Championships	19 -20 Oct	Grandtully
Tay Descent Canoe Challenge	26 Oct	Perth
Hairy Coo mountain bike race	13 Oct	Comrie
Fair City Enduro Bike Race	26 -27 Oct	Perth
The Enchanted Forest	4 -26 Oct	Pitlochry
	25 Oct – 3 Nov	
Perthshire Amber Festival	Nov	Various
Aberfeldy Festival	1-2 Nov	Aberfeldy
Bonfire Night Events	5 Nov	Various
Kinross-shire Music Festival	14 -17 Nov	Kinross
Scottish Open & Youth Brass Band Championships	23 -24 Nov	Perth
Christmas Lights Winter Festival	TBC	Perth
Comrie Flambeaux	31 Dec	Comrie

Appendix Two

Events & Festivals 2014 Provisional Programme

Event Name	Date	Location
New Year's Day Street Party	Jan	Pitlochry
Perth Masters International Curling Bonspiel	Jan	Perth
Winter Words Festival	Jan/Feb	Pitlochry
Kenmore Winter Week Festival	Feb	Kenmore/Loch Tay
Perform in Perth Festival	Mar	Perth
Niel Gow Festival	Mar	Dunkeld & Birnam Forgandenny &
GB Youth Cycling Races	Apr	Perth
Kinross Cycling Sportive	Apr	Kinross
European Festival of Brass	Apr	Perth
Perth Races (3 dates)	Apr	Scone Aberfeldy & Highland
Highland Perthshire Cycling Festival	May	Perthshire Pitlochry & Highland
Etape Caledonia	May	Perthshire
Loch Leven Half Marathon	May	Kinross
Perth Races (2 dates)	May	Scone
Perth Festival of the Arts	May	Perth
Blackford Highland Games	May	Blackford
Atholl Gathering	May	Blair Atholl
Scottish Open Volleyball Tournament	May	Perth
Rob Roy Challenge	June	Kenmore Blairgowrie & East Perthshire
Cateran Trail Yomp	June	Perthshire
Alyth Show	June	Alyth
PotFest International Ceramics Festival	June	Perth
Race for Life	June	Perth
Strathearn Marathon	June	Comrie
Perthshire Adventure Festival	June	Aberfeldy
Solas Festival	June	Perth
Perthshire Archaeology Month	June	Various
Perth Races (1 date)	June	Scone
Scottish Game Fair	July	Scone
Scottish Mixed Foursomes Golf Week	July	East Perthshire
T in the Park	July	Kinross
Rewind Festival	July	Scone
Perth Races (4 dates)	July	Scone
Southern Fried American Music Festival	July	Perth
Kenmore Highland Games	July	Kenmore
Queen's Baton Relay	July	Perth
Scottish Clans Golf World Championships	July	Gleneagles
Bluegrass Music Festival	July	Guildtown
Perth Show	Aug	Perth
Kilt Run	Aug	Perth

Event Name	Date	Location
Perth Highland Games	Aug	Perth
Crieff Highland Games	Aug	Crieff
Strathardle Highland Games	Aug	Strathardle
Birnam Highland Games	Aug	Birnam
Rannoch Highland Games	Aug	Kinloch Rannoch
Aberfeldy Show & Highland Games	Aug	Aberfeldy
Aberfeldy Triathlon	Aug	Aberfeldy
Blair Castle International Horse Trials	Aug	Blair Atholl
Caledonia Bowling Challenge	Aug	Various
Perth Races (2 days)	Aug	Scone
Kinross-shire Agricultural Show	Aug	Kinross
European 24 Hour Ultra Races	Sept	Perth Aberfeldy & Highland
Highland Perthshire Marathon	Sept	Perthshire
Farming Yesteryear Rally	Sept	Scone
Blairgowrie Highland Games	Sept	Blairgowrie
Pitlochry Highland Games	Sept	Pitlochry
Perthshire Open Studios	Sept	Various
Scottish Golf Pairs Challenge	Sept	East Perthshire
Pitlochry 10K Race	Sept	Pitlochry
East Perthshire Walking Festival	Sept	Blairgowrie
Junior Ryder Cup	Sept	Blairgowrie
Ryder Cup	Sept	Gleneagles
Gordon Duncan Festival (Horsecross)	Sept	Perth
Perth Races (2 dates)	Sept	Scone Aberfeldy & Highland
Colin McRae Rally & British Historic Car Championships	Oct	Perthshire
Glenfiddich Piping Championships	Oct	Blair Atholl
Perth Accordion Festival & Scottish Accordion Championships	Oct	Perth
Scottish Paddlesports Festival	Oct	Perth
Perth City Mountain Bike Enduro	Oct	Perth
Drovers' Tryst Festival	Oct	Crieff
The Enchanted Forest	Oct	Pitlochry
Perthshire Amber Festival	Oct/Nov	Various
Aberfeldy Festival	Nov	Aberfeldy
Kinross-shire Music Festival	Nov	Kinross
Winter Festival	Nov -	
Comrie Flambeaux	Feb	Perth
	Dec	Comrie