# Destination & Sector Marketing Fund: Application Form

**Completed forms should be returned via email to** Destination&SectorMarketingFund@visitscotland.com by 3**pm on the dates stated below. Please note applications can be submitted at any point for any tier during the specified timings:**

|  |  |  |
| --- | --- | --- |
| **Funding Tier** | **Applications Open** | **Applications Close** |
|  |  |  |
| **Tier 2 – Pan-Scotland Sector Groups & Regional Destination Organisations** | Midday1st June 2021 | 3pm13th July 2021  |
|  |  |  |

## Organisation Details

**Legal Name of Organisation**

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| **Battle of Prestonpans [1745] Heritage Trust** |

**Project Working Title (if different)**

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| ***Jacobite Scotland*** *[National Colloquium/ Consortium for The PanScotland Jacobite Trail]*  |

**Organisation Website / Web Presence & Consumer/B2B Channels \***

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| [www.battleofprestonpans1745.org](http://www.battleofprestonpans1745.org)[[www.scottishbattlefields.org](http://www.scottishbattlefields.org)]  |

**Please provide one of the following:**

*Where available, please provide all identifiers which are relevant to your business*

**Company Registration Number**

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| --- |
| SC 302280 |

**Charity Registration Number**

|  |
| --- |
| SC 037447 |

**National VAT Number (if applicable)**

|  |
| --- |
| N/A |

**Size of Organisation**

*A micro or small organisation is an undertaking that has less than 50 employees and less than 10 million euros of annual turnover and/or balance sheet.*

*An SME organisation is an undertaking that has 50 or more employees and 10 million euros or more of annual turnover and/or annual balance sheet.*

*A large organisation is an undertaking that has 250 or more employees and 50 million euros or more of annual turnover and/or 43 million euro annual balance sheet*

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| Micro/Small |  **X** |
| SME |  |
| Large |  |

**Sector or Destination Organisation**

*Please tick to indicate that you are a sector organisation or a destination organisation*

|  |  |
| --- | --- |
| Sector |  |
| Destination |  **X** |

**Type of Organisation***(please tick all that apply)*

|  |  |
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| Incorporated Organisation |   **X** |
| Legally Constituted Group |  **X** |
| Local Authority |  |
| Tourism Business Improvement District |  |

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| **Pan Scotland Sector Groups – *explain your reach across Scotland and product sector*** | **70 + venues across Scotland that have Jacobite assets, artifacts or are the locations of battles and events – myriad aspects of the Jacobite Story from 1686 – 1809.** The legacy of the Jacobite Risings and Support in Scotland still constitutes a strand within the culture of modern Scotland. It attracts public interest and media attention and affords an unmatched and easily recognisable focus for tourism initiatives. Battle of Prestonpans [1745] Heritage Trust [BPHT] has taken the lead in coordinating this Jacobite Trail initiative since November 2019 when the concept was examined at a Pan Scotland Colloquium at the Scottish Storytelling Centre attended by 50 representatives of 33 organisations ranging from national bodies to small community attractions [see attachment]. This community of Jacobite ‘attractions’ was wholly supportive of the concept and BPHT was tasked with taking it forward. Whilst delayed during the pandemic communication was maintained with the community and a working group continued development. The project will encompass 70+ sites across Scotland [see attachments]. |
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## Organisation Address in Scotland

**Organisation Address Line 1**

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| Battle of Prestonpans [1745] Heritage Trust |

**Organisation Address Line 2**

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| The Prestoungrange Gothenburg |

**Organisation Address Line 3**

|  |
| --- |
| 227/ 229 High Street |

**City**   **Postcode**

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| **PRESTONPANS** |
|  |
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|  |
| --- |
| EH32 9BE |

**County**  **Local Authority**

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| [EAST LOTHIAN] |

## Applicant Contact Details

**First Names**

|  |
| --- |
| **Dr Gordon** |

**Last Name**

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| --- |
| **Prestoungrange** |

**Role within Organisation**

|  |
| --- |
| Joint Chairman |

**Email Address**

|  |
| --- |
| prestoungrange@aol.com |

**Mobile Phone Number**

|  |
| --- |
| 07874853823 |

## Bank Details

**Name of Bank**

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| --- |
| **ROYAL BANK OF SCOTLAND,** TRANENT [A], 36 HIGH STREET, TRANENT EH33 1HQ |

**Name on Account**

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| --- |
| Battle of Prestonpans [1745] Heritage Trust  |

**Sort Code**

|  |
| --- |
| 83-26-20 |

**Account Number**

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| 00698426 |

## Supporting Documentation

Please email your supporting documentation to Destination&SectorMarketingFund@visitscotland.com alongside your application form. Please note that we support file sizes of up to 10MB per file.

* **Copy of a Bank statement**
* **Audited Accounts for the year 2019/2020.**
* **Copy of Articles of Association or Group Constitution.**
* **Completed Activity Plan (included in application form below)** that demonstrates clearly how awarded funds will be spent. Including detailed budget on how visitor propositions will be promoted through a range of activities, including paid media, PR, optimising and leveraging owned channels and amplifying reach through collaboration. The recovery marketing campaign activity must be delivered in accordance with the relevant Scottish Government guidelines and be flexible and agile enough to respond to any changes in guidelines.
* **Additional files** re Colloquium, participating sites and Locations Map

## Funding

**Which Funding Tier are you are applying to and how much funding are you applying for?**

[www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund](http://www.visitscotland.org/destination-sector-marketing-fund)

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| **Funding Tiers** | **Level of Funding Applying for****£** |
|  |  |
| **Tier 2 Pan-Scotland Sector Groups & Regional Destination Organisations** | **£80,000** |
|  |  |

## Visitor Proposition

**Use this section to provide an overview of your visitor proposition that is specific to your destination or sector. This should include a clear description of what the proposition is, what is unique about it, how it is insight driven and aligns with post-Covid consumer trends and how this proposition will drive bookings and increase visitors. Other details should include your target audiences, where geographically within the UK and Ireland you want to focus your promotional activities, this can also include the local Scottish market. Are you looking at specific timings or seasons e.g. School Holidays, Christmas or New Year breaks, if so, how does your proposition align with these?** *Max 500 words.*

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| **JACOBITE SCOTLAND** issubmitted by BPHT on behalf of a Scotland-wide partnership of site managers with connections to the Jacobite period (1686-1809). It aims to extend their reach and enhance their offer for visitors year-round by facilitating access to the details of 70+ places and, using the tagged entries, enable visitors to compile their own self-guided Jacobite Trail(s) across Scotland. This collaboration is unique in both concept and content. Visitors will be guided online or via a paper map to self-select destinations and assemble a route using their own itinerary and/or interests – it will be possible to create themed trails focussing on, for example, Jacobite Art, Jacobite houses, costume, clans, literary links etc.Participants include many lesser-known sites which will be highlighted through cross-marketing to spread the benefits of tourism across a wider area. Inclusion will bring wider exposure and the responsibility to mutually promote other venues. Printed Jacobite Trail brochures will be actively distributed to visitors at all venues and feedback gathered. The Trail will create online ‘exhibitions’/talks/webinars around selected themes and promote incentives to travel to the venues. The successful Outlander Trail harnessed public interest in the 1745 Rising to guide fans to filming locations and demonstrated how the concept works. The Jacobite Trail will include a greater number of sites from a wider period of history, all with authentic Jacobite connections, many located away from the usual tourist destinations. The initiative focusses for the present on the domestic market. It will appeal to visitors who enjoy ‘fascinating history and culture’ and ‘breathtaking scenery and landscape’ in particular. The project is a good fit for key target audience segments especally: Adventure Seekers (new and exciting things to explore, cultural activities); Curious Travellers (new and interesting things to explore, getting off the beaten track); Engaged Sightseers (historical places, short walks, new and interesting things to discover); and Natural Advocates (a focus on not following the crowd, seeking places to unwind, sightseeing etc). Food Loving Culturalists may also enjoy the historical sites amidst beautiful scenery.The tale of the Jacobites will be a strong theme for *The Year of Stories 2022*.Harnessing heritage, the Jacobite Trail creates opportunities to follow ancestral footsteps and guides visitors out from the cities into communities across Scotland. The readily identified images of the period, many of which are already embedded in the popular perception of Scotland attract attention and raise the profile of Scotland as a ‘must see’ destination. Online promotion across the UK will initially engage Scottish visitors and those from the rest of the UK while the online presence will inform and entice overseas tourists preparing for their next trip. The resource will be available year-round. Some sites may have restricted opening outwith the summer and shoulder months but many will be available throughout the year. Jacobite Scotland provides a platform for marketing of linked activities such as accommodation, battlefield tours etc and this will be investigated during the project. |

## Alignment & Collaboration

**Use this section to provide a brief overview of how your visitor proposition aligns to the National Scotland Outlook 2030 Strategy and where appropriate please also detail any alignment and collaboration at a regional level. This could also include alignment with the themed year for2021, the Year of Scotland’s Coasts and Waters and with the themed year for 2022, Scotland’s Year of Stories.** *Max 300 words.*

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| The Jacobite Cause has inspired storytelling from Walter Scott to Outlander. Hundreds of authentic stories from 1688 and beyond are at the heart of this project and the Trails will support this by identifying key characters and allowing visitors to hear their stories in myriad ways right across the nation - a perfect context and opportunity to plan for 2022 Year of Stories.**Jacobite Scotland** brings together more than 70 supportive and enthusiastic locations that have agreed to amplify this authentic history and heritage; it is wholly aligned with the nation’s Tourism Outlook to 2030 in seeking to develop and sustain world class tourism destinations. Collaboration is key to the initiative and participating sites form natural groupings within regions and across Scotland that have a key role in promoting authentic experiences outwith the usual hotspots. It utilises and builds on the skills and commitments in local host communities to deliver interpretation, encourage enquiry and offer learning opportunities for their adults and young people alike. It is based on collaboration derived from and sustained through the Jacobite Trail Colloquia, shared developments, combined exhibitions and mutually beneficial cross-marketing. It deploys and evolves the uses of digital media [harnessed and accelerated during the pandemic] to conjure and inform pre-visit expectations and guidance and offers new opportunities for collaboration with travel companies, school groups, accommodation providers and tour guides. The authentic stories of those determined “rebellious Scots to crush” will also be shared, those who did not support the King o’er the Water, including Wade’s roads and fort building and the legal repression of traditional Highland life, the tartan, the pipes and the Gaelic language after 1746.This collaboration arose following the manifest success of the *Bonnie Prince Charlie & The Jacobites* exhibition (2017). However, like the *Outlander Trail*, this initiative delivers pan-Scottish outcomes.  |

## Responsible Tourism

**Use this section to provide a brief overview of how your visitor proposition incorporates the principles of Responsible Tourism and how it will contribute towards a more sustainable recovery.** *Max 250 words.*

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| **Jacobite Scotland** will map locations in print and online, detailing parking, facilities and tags, with onward links to sites’ own existing websites, ensuring visits can be well planned, sequenced and managed. The authenticity of the stories told is vital to this unique initiative and every effort will be made to ensure the best interpretations and presentations are achieved - with visitors invited to provide feedback on their experiences as a basis for improvement. The project’s sequence of colloquia, exhibitions and webinars is designed to enable nationwide sharing and enhanced commitment to ever more effective cross-marketing. The focused Trails described will spread the impact and economic benefits of tourism across the nation from those most frequently visited to lesser-known hidden gems. This represents a significant heightening of awareness for domestic and international visitors, encouraging visits outwith major cities. It also constitutes a more effective and potentially sustainable use of existing resources in a wide range of communities. The improvement of access by educational groups to their own community’s location is a determined priority with cross-marketing opportunities identified particularly in respect of the National Curriculum.The recovery of domestic tourism to which **Jacobite Scotland** contributes can be characterised as ‘responsible’ because of the direct and immediate impacts described above. But its contribution will last well beyond 2022 and will reach way beyond domestic visitors. The stories of Scotland’s Jacobites have international appeal and the ability of this unique Pan-Scotland initiative will bring overseas visitors to previously uncontemplated locations.  |

## Objectives & Measurement

**Use this section to provide a brief overview of your objectives and measurement tools for the overall project, this should focus on SMART objectives for the campaign along with achievable and measurable targets, to properly evaluate success. Please note general awareness KPIs and deliverables will not be considered, ensure objectives are specific to your visitor proposition and proposed marketing activities.**

*Max 250 words.*

[www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund](http://www.visitscotland.org/destination-sector-marketing-fund)

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| **Jacobite Scotland** will seek to achieve the following **S**pecific **M**easurable **A**ttainable **R**elevant objectives against the **T**imelines shown.**Project Development -**Capture of tags for each location’s Jacobite assets: November 20212nd Colloquium National Story Telling Centre – November 2021Finalisation of online map, suggested Trail[s] and leaflet design: December 2021Development of media schedules: December 2021Online induction cross Trail and cross marketing podcast/ webinar for staff at locations: December 2021Design of Digital Tagged Exhibitions and linking webinars: January/ February/ March 2022 [Jacobite battlefields with Scottish Battlefields Trust] 3rd Colloquium – February 2022**Social media -** Instagram followers: 1k by March 2022Facebook followers: 1.5k by March 2022Facebook reach: 100,000 by March 2022**PR** - opportunities to see (and hear) - 5 million / 50 items of coverage**Website visits** - achieve 600 monthly unique users by March 2022. Analyses of search patterns and Trail[s] preferences.**Location visits** -re-openingachieved by March 2022 and cross selling initiatives taken at 75% of locations;Emergent ‘judgemental’ comparative data of increased confidence by March 2022;To year end 2022: 15% average increase on pre-pandemic visitor numbers; 15% average increase in school group reservations.**Leaflets -** 35,000delivered to locations by January 2022; local distribution 5,000 by March 2022 including school leaders in local communities with local educational packs. |

## Viability

**Use this section to provide a brief overview of how the project will be delivered, this should include evidence that there will be sufficient resource to deliver all aspects of the project. Please note no more than 15% of the total budget can be allocated to project management fees.** *Max 200 words.*

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| **Jacobite Scotland** is an immediately viable and sustainable initiative that will outlive but readily leverage the transient visitor interest lately created by *Outlander.* The Jacobite story is a deeply significant element in the nation’s heritage that will continue to capture visitor imagination and interest through to 2030 and beyond. Delivery will be managed by BPHT which has demonstrated competence in marketing and project management with multiple partners since 2006. It created and toured the *Prestonpans* and *Scottish Diaspora* Tapestries - attracting close to 1m visitors plus a further 2m digitally. Throughout the pandemic BPHT has evolved and enhanced its digital presence and taken a 5 year lease on Prestonpans Town Hall to extend its activities. BPHT’s commitment to convene the original Colloquium and carry forward this proposition derives from the exceptional historic and cultural Jacobite legacy of the pivotal battle at Prestonpans – placing it at the heart of **Jacobite Scotland**. The dedicated Project Manager will lead a specialist team in marketing and social media. Two further Colloquia of the participating locations will be held before March 2022 to reinforce participatory bottom-up input and importantly to ensure awareness-raising for partners to optimise cross-marketing. The project can be delivered on time and on budget. |

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| **Planned Activity & Implementation Plan for Jacobite Scotland 2021/ 2022** | **Detailed Budget** | **Timing of Activity – *by 31st March 2022*** | **Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.**  |
| **Development of the Trail -** *liaising with location partners**and associated service providers e.g. accommodation, tour organisers, Jacobite Train.***Trail ‘identified’ at each location** *– plaque/ logo***2nd /3rd PanScotland Colloquia** | Project Manager’s time & expenses£14,000£ 2,500Making & InstallationColloquia kits/ organisation/ venue costs£ 3,000 | *September 21/ March 22**December 21**November21/ February 22*  | Number of sites included on the trailTourism providers added to the site: steam train, accommodation packages etcProject on time and on budget by 31 March 202270+ locations receive identification as participantsAttendances/ design inputs/ training in use of systems & proactive cross marketing |
| **Continued development of the Jacobite Scotland Trail dBase/ website** – *establishing and upgrading links, tagging assets of each location to enable searching;**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***Creation of 3 x online exhibitions and associated webinars/ lectures** | Webmaster time and expenses; £ 7,000\_\_\_\_\_\_\_\_Exhibitions design and delivery£ 6,000 |  *Sept 21/ January 22* \_\_\_\_\_\_\_\_January/ February/ March 22 | To reach 600 monthly unique users and 5,000 monthly visits by end March 2022\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ To reach 3 x 1000 views within 7 days plus subsequent additional viewing by year end of 3 x 2500 |
| **SEO / Google Ad words to support Outlander messaging in particular** | £ 3,500 | Spent September - March | To reach 600 monthly unique users by end March 2022 |
| **PR work to support the launch of the Trail** | £8,000 | Spent Aug - March | PR - opportunities to see (and hear) - 5 million / 50 items of coverage |
| **Photography to support PR, social media content** |  £3,000 | Spent Aug - March |  |
| **Social Media** - Management **Social Media** - Advertising | £4,000£7,000 |   | Instagram followers: 1k by March 2022Facebook followers: 1.5k by March 2022Facebook reach: 100,000 by March 2022 |
| **Filming and streaming** | £6,000 |   |  |
| **Press trips -** including micro influencers | £4,000 |   | 4 trips to take place with focus on Jacobite Trail and inclusion of tourism partners (accommodation providers etc). Resulting coverage to support target of opportunities to see (and hear) - 5 million / 50 items of coverage. |
| **Newspaper inserts with abbreviated trail** (production and distribution within Scottish titles)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Total Trail brochure** - designed/ printed/ delivered to all locations Cross-marketing and Trail Induction video/ podcast  | £5,000\_\_\_\_\_\_\_\_\_\_\_\_\_£7,000 | Summer/ Autumn 2021\_\_\_\_\_\_\_\_\_\_\_ January/March 2022 | Distributed within 100,000 issues.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_35,000 leaflets printed and distributed by 70+ locations to visitors; 300 associated staff inducted. |
|  |  |   |
|  **TOTAL BUDGET** | **£80,000** |  |

## DATA PROTECTION NOTICE

We will use the personal data provided by you in this form to:

* assess your application for a grant and contact you regarding your application.
* monitor any grant made to your organisation, for grant management purposes and to perform any other requirements set out in the grant agreement between us.
* allow us to share data with industry representatives who will form part of the decision panel or appeals panel.
* allow us to share data with Scottish Government, Scottish Tourism Alliance, COSLA, Creative Scotland, Local Authorities and Enterprise Bodies in Scotland, UK Subsidy Control Body, Scottish Tourism Emergency Response Group (STERG) and VisitScotland’s auditors for verification and reporting purposes.
* if you are successful, to allow us to pay the grant directly into your organisation’s bank account, perform our part of the grant agreement and to allow us to report to Scottish Government and the UK body responsible for subsidy control transparency, where applicable, where applicable.
* contact you about taking part in a survey.

By submitting this form, you acknowledge that VisitScotland will use and share your personal data to administer and assess your application as described above. If you want to find out more about what we do with your data, please see VisitScotland's [Privacy Policy](https://www.visitscotland.org/about-us/privacy-and-policies/privacy). We will retain your personal data after the completion of the grant agreement for a period and thereafter, your data will be deleted.

|  |  |
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|  **I confirm that I have read VisitScotland’s** [**Privacy Policy**](https://www.visitscotland.org/about-us/privacy-and-policies/privacy) |  Yes |

## Confirmation

## *Please ensure you tick all below boxes to ensure your application is complete*

|  |  |
| --- | --- |
| I can confirm that VisitScotland can publish the name of my organisation and the details of financial support given, including as part of media releases or publications.  | Yes |
| I confirm that, to the best of my knowledge, all the information provided in this form is true and accurate.  | Yes |
| I acknowledge that if my application is successful, I must sign and return the grant award letter and accept the terms and conditions before the funds will be paid into the organisation’s bank account.  | Yes |
| I confirm that I am authorised to apply for funding on behalf of the business  |  Yes |

# E-Signature

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Please submit this form along with supporting evidence to Destination&SectorMarketingFund@visitscotland.com.You will receive an automatic response email acknowledging your email if your application has been received by VisitScotland. If you do not get an automatic response email, please contact Destination&SectorMarketingFund@visitscotland.com.