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Claire Baker
Convener
Economy and Fair Work Committee
Scottish Parliament
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28 May 2024

Dear Claire,

I am writing on behalf of the Minister for Business to inform the Committee that the refreshed National Events Strategy for Scotland 2024-2035 has been published today.

The publication marks the conclusion of the National Events Strategy Review and delivers on the Scottish Government commitment in the Programme for Government 2023/24.

Developing “Scotland’s National Events Strategy 2024 – 2035” has been a collaborative effort, shaped by voices from across the event sector, Trade Unions, Local Authorities and the wider public sector.

Following a rigorous consultation and engagement process, clear agreed priorities have emerged to shape a strategy that provides focus for the whole events sector, bringing everyone together to deliver a shared ambition.

This strategy can sustain and develop a dynamic, resilient, and responsible events sector – from regular local community events to one-off international business, cultural and sporting events – that is a valued part of Scotland’s wellbeing economy, maintaining Scotland’s reputation as the perfect stage for events.

A copy of the strategy is available using this URL – <https://www.visitscotland.org/about-us/what-we-do/events>.

The Scottish Government remains committed to continuing to work with the existing strong partnerships across Scotland – as well as creating new relationships in a collaborative and cohesive approach, helping to maximise our collective resources.

The Scottish Government will continue to provide updates as the work with partners enters the next phase and a Delivery Action Plan is developed.

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We envisage this will be developed and overseen by the Events Industry Advisory Group (EIAG) who, together with partners, will agree the Delivery Action plan, measures and provide regular reports on progress.

Yours sincerely



TOM ARTHUR

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