

Tourism and Recreation

Tourism Events Growth Fund

2020-21

Guidance Notes

This is a 2 stage process:

- Stage 1 Applications must be submitted by 12.00 noon on Monday 16th December 2019
- The outcome of the Stage 1 process will be notified on 18th December 2019
- Mandatory Training for Stage 2 Applicants to be held on 13th January 2020
- Applicants successful at Stage 1 will be invited to submit a Stage 2 Application by 12.00noon on **Wednesday 12 February 2020**

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Author	P O' Brien

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1.0 Introduction

Causeway Coast and Glens Borough Council is committed to supporting event organisers, with new/or existing events, which are based in the Borough. Events may have a single theme that attract visitors to the area and enhance the profile of the Borough through positive media coverage. To this end, Causeway Coast and Glens Borough Council has developed the Tourism Events Growth Fund to provide financial assistance to events taking place throughout the Borough.

You may find it helpful to discuss your project with one of the following officers within the Tourism Events Team before submitting your application:

Kerry McMullan 028 7034 7220 kerry.mcmullan@causewaycoastandglens.gov.uk

Gareth Fall 028 7034 7237 gareth.fall@causewaycoastandglens.gov.uk

1.1. Purpose of Grant Programme

The Council is seeking to provide financial support for events that align themselves to key priority areas such as; Cultural Tourism, Music / Food Tourism and Sports and Activities (tourism related).

The key objectives to supporting events will be to maximise the opportunity to:

- Drive growth and sustainability
- Generate tourism benefits for the Causeway Coast and Glens Borough Council area through increased visitor numbers and spend
- Enhance the profile and appeal of the Causeway Coast and Glens Borough Council area e.g., through media and marketing campaign/exposure in local and national markets
- Enhance the visitor experience

1.2 Overview of fund

The Tourism Events Growth Fund will offer financial support to eligible events taking place between 1st April 2020 and 31st March 2021.

Tourism Events Growth Fund Parameters

Events must satisfy the parameters below to apply for the Tourism Events Growth Fund:

- Events with an overall total budget of between £10,000 and £30,000. (Events with a total budget in excess of £30k are **ineligible** to this fund and should apply to the Tourism Large Event Fund)
- Total visitor numbers greater than 1,000 (participants at the event cannot be included in your visitor numbers. For example if there is a competitive element, the competitors cannot be counted as visitors).
- The event must take place over a minimum of 2 days with overnight stays, events must have a start and end date and run for consecutive days. (The event must last for a minimum of 5 hours on each day).

- Events must demonstrate how they will promote Causeway Coast and Glens Borough Council area in local and national markets.
- Events must demonstrate developmental growth of their event.
- Events should demonstrate how the visit experience will be promoted and delivered.
- In-kind support / Volunteer time must not be included in the budget

1.3 Levels of grant award

Tourism Events Growth Fund	Maximum Grant Amount
Up to 50% of total project costs of the event	£15,000

The level of grant awarded will depend on how well the project meets the assessment criteria, the available budget and the number of applications. There is no guarantee that successful applicants will receive the amount applied for.

Please Note: Groups will have to provide all grant claim documentation requested once the project is complete. This will include receipts, bank statements, or any other documentation deemed necessary. If requested documentation is not supplied then payment cannot be made. Please do not apply for funding if you cannot supply these items.

1.4 General Principles

All applicants should take a responsible approach to the organisation and staging of their event and ensure that:

- Appropriate insurance is in place to cover the preparation and staging of the event. It is required that Public Liability cover is in place for events. See table below for limits:

Employers Liability	£10,000,000 as standard
Public / Products Liability	Depends on the contract / nature of activities though ideally should be:
Low Hazard	Min £2,000,000 – eg meeting rooms, community volunteer groups, market stalls, lease of shop units etc.
Medium Hazard	Min £5,000,000 – eg activities involving hot food, physical activity, minor contracts etc.
High Hazard	Min £10,000,000 – eg fairground operators, bouncy castles / inflatables / trampolines, motorized sports, water based sports, contact sports or dangerous activities, large contracts involving heat, firework displays, marquees, traffic management, first aid etc.
The above limits and examples of types of activities are guidelines only – insurers would expect you take a common sense approach in order to protect Council's interest.	

Third Party Insurance Checking

Third Party Insurance guidance from Council's Insurance Broker.

- Due diligence and good practise is applied to all health and safety issues
- Relevant risk assessments have been completed and evidence of same made available for inspection.
- Statutory consents, licences and approvals have been obtained where appropriate
- Measures are in place to mitigate negative environmental impact e.g., waste management, reinstatement of venues.
- Policies covering child protection and vulnerable adults are in place and evidence of appropriate checks is made available for inspection

All applicants should be prepared to provide to Council, at least 14 days prior to the commencement of the event, copies of all relevant documentation. Failure to do so will result in the withdrawal of any grant offer.

- As each grant fund is limited and subject to availability of funds, this is a competitive process and all grant awards will be determined on the basis of merit. Applicants are advised that organisations that have been successful in securing Council funding in the past will not automatically be guaranteed funding in the future.
- Where an event is responsible for the employment of staff, - employment conditions and practices must comply with all the relevant employment legislations and should take account of current good practice in relation to employment rights and equal opportunities.
- Under Section 75 of the Northern Ireland Act 1998 Causeway Coast and Glens Borough Council encourages applicants to have due regard to the need to promote equality of opportunity and to have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.
- In the interests of transparency, equality and accountability all applicants will have a right of appeal should their application be rejected.

1.5 Who can apply?

To be eligible for grant-aid, you will have to show that your organisation is a bona fide organisation that is well run and that it falls into one of the following categories:

- Has a properly adopted "Governing Document" such as a constitution or memorandum and articles of association which clearly show that it is non-profit making and taking.
- Is an external non-profit making organisation organising a substantial event/festival which generates both tourism and economic benefit for the Borough.

All events must take place in Causeway Coast and Glens Borough Council area. For those events which take place at a number of venues, (some of which may be in other Local Authority areas), funding will only apply to the actual event which takes place and provides benefit within the Causeway Coast and Glens Borough Council area

1.6 What can be funded?

Events that take place over at least 2 consecutive days, attracts day trip markets and generates overnight stays.

Eligible costs may include the following:

- Insurance (applicable to the event only)
- Venue hire
- Performance /Artist fees
- Transport
- Equipment hire/purchase
- Signage, advertising
- Marketing and media costs
- Printing
- Administration (stationery, postage etc.).

Successful applicants will be offered no additional support from Council for this event, financial or otherwise.

1.7 What cannot be funded?

The following activities/costs **will not** be funded under this programme;

- The promotion of religious or political interests
- Events of a commercial nature, organised to make a profit
- Projects/events which have the primary purpose of raising money for charities.
- Awards ceremonies or industry events
- Festivals that are social events for an organisation
- Events/ Festivals organised by community organisations for their own local communities. (Applicants may be eligible to apply to Council's Community Festivals Fund see separate guidelines)
- Applications for specific projects which are clearly the responsibility of other organisations or statutory bodies.
- Publications in the form of books, CD's or DVD's
- Hospitality (food, beverages, gift, etc.)
- Cash prizes
- Core running costs

Events in receipt of other Causeway Coast and Glens Borough Council funding e.g. Community Festivals Funding or Cultural Arts & Heritage grants **are not eligible to apply** to the Tourism Events Growth Fund.

2.0 How to apply / answer the questions

Before completing an application form you should make sure that you have read the guidelines and are eligible to apply. The Stage 1 Application will help us to determine your eligibility and determine which fund you should apply to.

All applications for financial assistance from Causeway Coast and Glens Borough Council should be submitted online at <http://causeway.eformz.info>.

Hard copies can be made available. Please contact the Council's Funding Unit on email grants@causewaycoastandglens.gov.uk

An acknowledgement receipt will be electronically issued to you once your submission has been received. The funding unit will assess your application for eligibility, at stage one. If your application is eligible to apply for grant aid, you will be invited to submit a stage two application to the relevant fund for a full assessment and scoring against the stated criteria.

Stage 1 Application

This is a 2 stage application process:

Stage 1 is used to determine your eligibility to apply and to signpost your application to whichever fund best suits your needs. Questions to answer in Stage 1:

- a. Event Name
- b. Event Location
- c. Date of event, how long does it last, outline of the programme for the differing days
- d. Total number of visitors / spectators attending
- e. Total Number of participants / competitors attending
- f. Total project costs and amount requested from Council
- g. Target audience (Local, national)

Stage 2 Application

Stage 2 is the full application where you will have the opportunity to provide full details of your event and how you plan to deliver it. You must also upload a full Event Plan and Marketing Plan. Attendance at a training workshop to assist you with the development of these Plans is **Mandatory**. The workshop is being held at Causeway Coast and Glens Council Offices, 66 Portstewart Road, Coleraine on 13/01/2020. Please contact Gareth Fall (details on page 2) to reserve a place.

Q1. Event Management

Provide a detailed Event Management Plan using the template provided at <http://causeway.eformz.info>.

An Event Management Guide is also available to download for further guidance from: [https://www.causewaycoastandglens.gov.uk/uploads/general/CCGBCGuideforPlannMgmtofCommFestEvents .pdf](https://www.causewaycoastandglens.gov.uk/uploads/general/CCGBCGuideforPlannMgmtofCommFestEvents.pdf)

Further guidance and support on how to complete your Event Management Plan will be provided at the Mandatory workshop

Q2. Event Financial Sustainability

Please detail how the event is focused on building financial sustainability into the future

- Examples of sustainability could include financial - reducing the level of public funding on an annual basis, i.e. increase sponsorship etc.

Q3. Tourism Economic Impact

Q3(a): Please provide details of how the event will generate tourism economic impact i.e. additional expenditure generated in the area as a direct consequence of the event:

You must provide a rationale as to how you derived your total visitor numbers and total bed nights figures and why you believe these are accurate and achievable. (Local residents do not count as visitors. Participants do not count as visitors).

PLEASE NOTE:

- A visitor is defined as any individual who attends the event and who does not reside within the town or village in which the event is taking place.
- A participant is an individual who is taking part. For example if there is a competitive element, the competitors cannot be counted as visitors.
- Bed nights can include the following
 - Commercial bed nights
 - Camping
 - Motor homes
 - Staying with friends and family

	Visitors	Estimated Total	Detailed Rationale
1	Local Residents		
2	Wider Council area		
3	Elsewhere in NI		
4	Outside NI		
5	Duration of Event		

	Description	Estimated Total	Detailed Rationale
1	Participants		

	Description	Estimated Total	Detailed Rationale
1	Bed Nights		

Estimates should account for the entire duration of the event.

We will calculate your total Visitor numbers based on the sum of the totals in rows 2, 3 & 4 above. See formula below:

Total Economic Impact =

$$\frac{(\text{Total Visitors} \times \text{£18}) + (\text{Total Bed nights} \times \text{£55})}{\text{Total Grant Requested}}$$

Total Grant Requested

The baseline economic return expected of events receiving grant aid is **3:1**. These returns are calculated based on the amount of funding requested from Causeway Coast and Glens at point of application to estimate what the return might be. We carry out another calculation post event to inform us what the actual Return on Investment has been.

How we determine the score:

Economic Impact / return on Investment	(a) Points	Rationale	(b) Points	(a + b) Score
3:1 or higher	3 points	Very Good	2	5
		Good / Acceptable	1	4
		Poor	0	3
Less than 3:1	0 points	Very Good	2	2
		Good / Acceptable	1	1
		Poor	0	0

Q3(b): Please provide details of all local suppliers used as a result of hosting the event, local is defined as being from within Causeway Coast and Glens Borough Council area and Northern Ireland.

Suppliers Within Causeway Coast & Glens Borough Council			
Supplier Name	Product / Service delivered	Town Supplier is based	Estimated expenditure

Suppliers Outside Causeway Coast & Glens Borough Council, But within NI			
Supplier Name	Product / Service delivered	Town Supplier is based	Estimated expenditure

Please be advised, although applicants are listing potential suppliers above, applicants must adhere to council procurement guidelines.

How we determine the score:

% of total budget in NI	(a) Points	% of NI budget in Causeway BC area	(b) Points	(a) + (b)
75 – 100%	2	75 – 100%	3	5
		50 – 74%	2	4
		25 - 49%	1	3
		Less than 25%	0	2
50 – 74%	1	75 – 100%	3	4
		50 – 74%	2	2
		25 - 49%	1	2
		Less than 25%	0	1
Less than 50%	0	75 – 100%	3	3
		50 – 74%	2	2
		25 - 49%	1	1
		Less than 25%	0	0

Q4. Media and Marketing Impact

Please provide details of how the event will provide brand exposure for Causeway Coast and Glens Borough Council area and Causeway Coastal Route through branding, marketing and media activities in local and national markets.

Please submit your marketing plan on the template provided at <http://causeway.eformz.info>. Ensure this is uploaded / submitted with your application form.

- **Print Opportunities:**

In this section please highlight the opportunities you can provide to Causeway Coast and Glens within your printed marketing for your event. Some examples include: • Billboards • Adshells • Telephone box advertising • wrap or rear of bus advertising • Flyers • Brochures.

- **Paid for Advertising:**

Opportunities In this section of the application, please highlight the opportunities you can give to Causeway Coast and Glens within the paid for advertising activity for your event. Some examples of paid for advertising for your event may include: • Television advertising • Radio advertising • Press advertising • Magazine advertising • Online advertising

- **PR Opportunities:**

In this section of the application please highlight the opportunities you can give to Causeway Coast and Glens within the PR activity for your event. Some examples of PR activity for your event may include: • Radio interview • Television interview • Television programme • Outside broadcasts • Press releases in newspapers • Photo opportunities • Speaking at launch events • Press releases in magazines

- **Online Opportunities:**

In this section of the application please highlight the opportunities you can give to within the Causeway Coast and Glens Borough Council online activity for your event. Some examples of online for your event may include: • Facebook advertising • Twitter posts • Facebook posts • Blogs • E-zines • Website listing • Web banners

- **Branding Opportunities:**

In this section of the application, please highlight the opportunities you can offer to Causeway Coast and Glens Borough Council to place corporate and consumer branding at your event. Some examples of branding for your event may include: • Branding launch event • Entrance and egress branding • Stage branding • Onsite branding

- **Bespoke opportunities for Causeway Coast and Glens**

Within this section of the application please describe any unique ideas how your event will promote Causeway Coast and Glens Borough Council. This maybe something that is quirky and different from traditional marketing initiatives and may gain extra exposure.

Further guidance and support on how to complete your marketing Plan will be provided at the Mandatory workshop.

Q5. Event Development:

Provide details of plans to develop and grow the event

This section provides an opportunity for you to describe the plans you have for developing your event. This should include sustainability and future growth capacity building - increasing the skills of committee members, providing volunteers with opportunities to gain training; event appeal - adding new activities to the event programme; increasing the professionalism of the event. Consider any support from Council's Events Team which you feel is required to help you achieve future growth and sustainability and detail exactly what type of support you require.

Further guidance and templates will be provided at the mandatory training workshop.

Q6. Visitor Experience

Provide details of how the event will attract visitors from outside Causeway Coast and Glens Borough Council area through event programming and content.

Provide details of the visitor experience offered by the event which is unique to Causeway Coast and Glens Borough Council area / Northern Ireland?

- How will the event encourage visitors from outside the Council area to attend (What is the event USP / Unique Selling Point)
- How the event will provide a quality visitor experience.(e.g. Online information / programme, ticket, transport links, car parking, welfare facilities, food and drink, accommodation, details of other things to see and do in the Borough).
- How will the visitor experience showcase the Borough's natural, cultural, tourism and environmental assets
- How will you monitor and evaluate visitor experience. (eg. Face to face interviews, online surveys etc.)

Further guidance will be provided at the mandatory training workshop.

Q7. Budget breakdown

Events must have a **minimum budget of £10,000 and a maximum budget of £30,000**. Applications that do not provide a complete budget will be ineligible and may not be scored.

Please note: in-kind support and volunteer time cannot be considered and should not be included in your financial breakdown. The assessor will contact the event organiser for further clarification if required. If clarity is not provided, your score may be affected.

3.0 How we assess and score your application

Every application that is received requesting a Grant will be assessed for the following:

- to ensure that the organisation is eligible to apply and to direct applicants to the most suitable grant programme
- for reassurance of each organisation's capability to deliver the proposal, and
- how well the proposal contributes to Council's Strategic Priorities and the programme specific criteria.

3.1 Eligibility assessment

The assessments in respect of the Stage 1 application are awarded a pass or fail eligibility rating.

If the organisation, based on the information supplied is able to satisfy the Council of their eligibility to draw down grant-aid, they will be invited to submit a Stage 2 Application. Council's Funding Unit will advise applicants either to submit Stage 2 application to the Large Event Fund or to the Tourism Events Growth Fund, in some instances applicants may be signposted to Council's Community Festivals Fund.

3.2 What if an organisation is not eligible?

In the event that an application is ineligible to apply to the Tourism Events Growth Fund the Funding Unit may advise of alternative funding avenues.

If signposted to an alternative Council Grant programme you will be required to complete and submit the relevant application form.

3.3 Assessment and Scoring

The aim of the Tourism Events Growth Fund is to support events that clearly demonstrate how it will meet the set objectives.

Event organisers will be required to demonstrate how their event meets the criteria shown below. The responsibility to provide sufficient detail in any application for Council's consideration rests with the applicant.

Assessment of applications will be made using a system that measures and scores each of the criteria listed below out of a total of ten points. Weighting is then applied as detailed below.

Criteria	Score out of possible 5	Weighting	Possible Score
Q1. Event Management		X 4	20
Q2. Event Financial Sustainability		X 1	5
Q3a. Tourism Economic Impact		X 4	20
Q3b. Local Suppliers used		X 2	10
Q4. Media impact and marketing activity		X 3	15
Q5. Event Development		X 2	10
Q6. Visitor Experience		X 4	20
Q7. Financial Breakdown		Not Scored	
			100

Applications must score at least 65% in order to be considered for funding.

3.4 How decisions are made

The application will be assessed by a selection panel. The panel consisting of relevant Council officers will make recommendations as to whether or not the application is successful and level of funding which may be awarded. The recommendation will then go to the Leisure & Development Committee and then to a full Council meeting for final approval.

3.5 What happens if an application is successful?

If an application is successful, you will be invited to a meeting with Council Officers to discuss conditions of grant award, monitoring requirements, development support and financial arrangements. This meeting is an essential pre-requisite to any Letter of Offer being issued.

Council will issue a letter of offer which is a legal agreement with the organisation to deliver on the proposals outlined in their application form. Signed Letters of Offer must be returned before any funding is released.

All successful projects are required to undertake surveys (minimum 100) to demonstrate visitor satisfaction levels.

Council funding is paid retrospectively. Grants will normally be released in two instalments – 50% of the grant will be awarded upfront if the organisations does not have sufficient reserves followed by remaining 50% once evaluation/financial claim is verified satisfactorily.

Events which are shown to be in profit are unlikely to receive funding.
Council will only pay deficit funding.

Letter of Offer

Included within this letter of offer will be an acceptance form, the terms and conditions and any pre-conditions that must be met before funding can be released.

A representative of your organisation must attend a Council's workshop on "how to submit your claim".

Insurance

Appropriate and adequate insurance must be in place for the duration of the project or activity. Public Liability cover must be in place for events. Also it is the organisations responsibility to ensure that any individual or organisation it engages is adequately insured. A copy of relevant insurances must be provided.

Risk Assessment

Any applicant who is successful in securing funding will be asked to provide a risk assessment before the event takes place. This indicates that measures have been considered and introduced to minimise any potential risks during the project.

Publicity

The organisation must acknowledge the support from Causeway Coast and Glens Borough Council in all publicity material relating to the activity for which the grant was awarded and to agree to provide press opportunities at which Council may wish to be represented.

Evaluation

When your event is over, you will be required to complete a Post Event Evaluation within 2 months of completion of the event. A template will be provided. You should provide documentary evidence that the project/event has taken place e.g. newspaper articles, photographs, programmes etc.

Payment of Grant-aid

Council funding is paid retrospectively. Grants will normally be released in two instalments – 50% of the grant will be awarded upfront if the organisations does not have sufficient reserves followed by remaining 50% once evaluation/financial claim is verified satisfactorily.

3.6 What happens if an application is unsuccessful?

You will be informed in writing within 7 days of the full Council meeting where the decision was approved. The reasons why your application was unsuccessful will be highlighted.

Officers from the Tourism & Recreation Department will be available to meet with you to go through your application, develop a working relationship and provide practical developmental support to address areas of concern.

An Appeals Process / Review Procedure is also available if an application is unsuccessful. The purpose of this is to ensure that the decisions taken and procedures followed by Committees for individual applications are applied fairly and consistently.

The Review will provide an independent process through which an applicant will have the opportunity to demonstrate to the Review Panel that either:

- The outcome was unreasonable or
- That the proper procedures were not followed

Appeals on any other grounds will not be considered.

3.7 Government Funding Database

Please be aware we are required to check the Government Funding Database (GFD) prior to making awards in order to avoid duplication of funding.

If registered on GFD we ask you to state your organisation's Unique Reference Number (URN) to help with this process. Details of grants awarded will be uploaded to the GFD, it is the responsibility of the applicant group to ensure that the organisation details held on GFD are up to date.

3.8 Late applications

It is the responsibility of each applicant to ensure that their application is submitted prior to the advertised time and date of closing. Applications received after the closing time/date will not be considered for funding. No exceptions will be made and there is no recourse to appeal. It is the responsibility of the applicant to ensure submission on time.

Appendix 1

Data Protection Act

- We will use the information you give us on the application form during assessment and for the life of any grant we award you to administer and analyse grants and for our own research.
- We may give copies of this information to individuals and organisations we consult when assessing applications, when monitoring grants and evaluating the way our funding programmes work and the effect they have. These organisations may include accountants, external evaluators and other organisations or groups involved in delivering the project.
- We may also share information with other government departments, organisations providing match funding and other organisations and individuals with a legitimate interest in applications and grants, or for the prevention or detection of fraud.
- We might use the data you provide for our own research. We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

Funding Unit holds personal information on an electronic management system and/or in hard copy for the purpose of administering Councils grants process in Causeway Coast and Glens Borough. As a public authority, Council takes your rights and freedoms seriously and will only release information when required under law or with your consent.

Further information about your rights, how to contact the Data Protection Officer and how long information is held or how we process any payments made can be found at:

<https://www.causewaycoastandglens.gov.uk/footer-information/privacy-statement>

Freedom of Information Act

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold, subject to certain exemption that may apply. This includes information received from third parties, such as, although not limited to, grant applicants, grant holders and contractors. If information is requested under the Freedom of Information Act we will release it, subject to exemptions; although we may consult with you first. If you think that information you are providing may be exempt from release if requested, you should let us know when you apply. For further information please visit the Information Commissioner's Office at www.ico.gov.uk