Tourism Events Grants - Guidelines

Guidance Notes

Thank you for requesting a Tourism Events Grants Application Pack.

Before you fill in your application form, please take time to read these guidance notes carefully. You will find information about who can apply for an award, what events are applicable and the application process.

Please note that the deadline for this round of Tourism Events Grant Applications is 4pm on Friday 11 December 2015.

Please note that from year 2017/18, once an Organisation receives 3 years of consecutive events grant funding, they must be able to clearly demonstrate how the event has developed its programme to encourage new/or additional visitors.

<table>
<thead>
<tr>
<th>Year</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>2017/2018</td>
</tr>
<tr>
<td>Year 2</td>
<td>2018/2019</td>
</tr>
<tr>
<td>Year 3</td>
<td>2019/2020</td>
</tr>
</tbody>
</table>

Customer Service

If you are unclear about any element of the grant application process and require assistance, especially if you are a first time applicant, please do not hesitate to contact

Anne Poots 028 9127 8048
email: anne.poots@ardsandnorthdown.gov.uk

or

Karen Browne 028 9127 8084
email: karen.browne@ardsandnorthdown.gov.uk

The Tourism Events Grants Programme is a small grants programme funded by Ards and North Down Borough Council.

Aim

The aim of the Programme is for the Council to support and encourage event development and delivery, to ensure the area is recognised as a premier tourism destination in Northern Ireland.
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Objectives
To fund tourism events which:

- promote the Borough of Ards and North Down as Northern Ireland’s premier events location;
- are tourism focused and held within the Borough of Ards and North Down;
- produce direct and/or indirect economic benefits for the Borough, including the creation of bednights*, by attracting domestic and overseas visitors;
- are in a position to provide at least 50% of project funding;
- increase usage of hospitality facilities;
- produce media coverage i.e. local, regional or national press, radio or television coverage and
- benefit the residents of the Borough.

Fund 1
This fund will support events that hope to receive funding £500-£3,000.

Fund 2
This fund will support events that hope to receive funding in the range of £3,001-£10,000.

You must complete the appropriate application form and supply all necessary supporting documentation at time of application.

Guarantee
Ards and North Down Borough Council’s Tourism Events Grants programme is competitive and we expect to receive many applications, therefore, fulfilment of the above objectives will not necessarily guarantee Council funding towards any particular event.

Bednight
*[a bednight refers to one overnight stay per person]*
When we assess your Grant Application we will apply the following rules:

- Retrospective funding will not be considered [we cannot fund events which have already taken place].

- The completed application form must show all other sources of funding i.e. any other external funding your organisation has applied for or has obtained including other council departments.

- Any funding granted by Council must only be used for the purpose for which the application was initially made; otherwise, the grant funding will have to be repaid to Council.

- All projects must be completed and grants must be claimed within the financial year to which they relate.

- Any member of Council or Officer involved in deciding or recommending grant assistance for any group/organisation must declare any/interest he/she has in that group or organisation.

- Council may choose to interview a representative of your organisation in respect of your funding application and deal directly with the applicant's parent organisation.

- If your organisation is awarded a grant, you must notify the Council of any changes to the project content.

- Where possible, all bednights* should be booked through the Visitor Information Centre at either Bangor VIC, Tower House, 34 Quay Street, Bangor, 028 9127 0069 or Ards VIC, 31 Regent Street, Newtownards 028 9182 6846, using the unique reference allocated to your event. If you know of any other bednights* booked externally, please advise the Visitor Information Centre Staff.

- Grant Funding will be awarded only to bona-fide groups/organisations that can produce a copy of their adopted constitution and financial statements.

- Grant funding will be awarded only to limited companies that can produce company registration details and relevant financial statements. Any profit demonstrated must be capped at £1,000 and must be reinvested into the development of the event. Any monies over £1,000 will be deducted from the grant balance.

- Organisations may apply for one tourism event grant in any one financial year.

- Any necessary reductions in funding due to oversubscription of the Process will still require original targets to be met.
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Assessment Criteria – Selection Criteria

Full completion of the application form
Pass/Fail
Provision of all required accompanying documentation
Pass/Fail

Award Criteria – Selection Criteria

<table>
<thead>
<tr>
<th>Fund 1 and Fund 2</th>
<th>Bednights* Generated</th>
<th>£1 per person per night</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spectator Numbers</td>
<td>50p per spectator at event</td>
</tr>
<tr>
<td></td>
<td>Event marketing</td>
<td>As per Publicity Requirements table</td>
</tr>
<tr>
<td></td>
<td>Duration of Event</td>
<td>£100 per day</td>
</tr>
</tbody>
</table>

- The figures used to calculate grant award are those supplied by the Applicant on the Grant Application Form.

- An event does not have to meet all four criteria in order to attract funding but can be any combination of the four.

- *Positive PR – is defined as advertising value equivalency [AVE] a measure used in the Public Relations’ Industry. AVE’s measure the size of the coverage gained, its placement and calculate what the equivalent amount of space, if paid for as advertising, would cost. Please see Publicity Requirements Table

*[a bednight refers to one overnight stay per person]*

Additional award criteria – Fund 2

<table>
<thead>
<tr>
<th>Questions</th>
<th>Maximum points available</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. event open to the general public</td>
<td>1</td>
</tr>
<tr>
<td>7. Charge for admission</td>
<td>1</td>
</tr>
<tr>
<td>8. Is this a new event</td>
<td>1</td>
</tr>
<tr>
<td>15(e) Key personnel involved with the management of event</td>
<td>3</td>
</tr>
<tr>
<td>18. Applications made to other funding bodies</td>
<td>3</td>
</tr>
<tr>
<td>19. Commercial sponsorship obtained</td>
<td>3</td>
</tr>
<tr>
<td>23 -23g. Marketing activities including marketing plan</td>
<td>13</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>24. Economic benefit to District</td>
<td>1 point for every £5,000 achieved**</td>
<td></td>
</tr>
<tr>
<td>26. Additional Publicity</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**the figures used to calculate the economic benefit are those supplied by the applicant on the grant application form.**

The Scores will be used to determine successful applicants should an over subscription to the fund occur.

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**Marketing Plan (ref Question 23)**

Assessment criteria

- Excellent response with full detailed marketing plan with detailed supporting evidence and no weaknesses. (4 marks)
- A good marketing plan with good supporting evidence and demonstrates a good understanding. (3 marks)
- A satisfactory marketing plan but lacks sufficient detail. (2 marks)
- A poor response with reservations. Lacks convincing detail with lack of detail. (1 mark)
- The very poor plan which failed to address the marketing mix and has serious reservations. (0 marks)

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**PR**

**Radio**

The following details must be provided with the claim form

- Original copy as per publicity guidelines

**Newspaper articles/Magazines**

The following details must be provided in order for accurate measurement:

- Original copies, as per publicity guidelines
- It must be clear from what newspaper/magazine the article originates from and on what date it was published

**TV**

The following details must be provided:

- Original copies, as per publicity guidelines
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Websites
The following details must be provided:

- Web address
- Screen shot of relevant web page(s)
- Date of article

* Please note organisations’ own website cannot be assessed for positive PR

- All successful events will be promoted on the council website.

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We will not fund:

- Projects deemed more relevant to any other Council Service provider

- Those groups/organisations which do not submit the documentation required

- Individuals or sole traders

- On-going costs

- Retrospective events [events which have already taken place]

- Events with any political or religious connotations will not normally be considered, however, where the primary purpose has a significant tourism impact they may be considered.

- Equipment

- Salaries

- Fundraising events or activities

- Organisations not legally established in the UK

- Events which may conflict with Council organized events.
<table>
<thead>
<tr>
<th>Eligible Costs</th>
<th>Ineligible Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Costs – Advertising/ PR</td>
<td>Freight Costs</td>
</tr>
<tr>
<td>Activities/Press Launch/ PR</td>
<td></td>
</tr>
<tr>
<td>Consultancy Fees/ Advertising</td>
<td></td>
</tr>
<tr>
<td>Promotional Material/ Media</td>
<td></td>
</tr>
<tr>
<td>Monitoring</td>
<td></td>
</tr>
<tr>
<td>Health and Safety Costs</td>
<td>Staff Salaries</td>
</tr>
<tr>
<td>Event Production Costs</td>
<td>Legal Fees</td>
</tr>
<tr>
<td>Venue Costs</td>
<td>Bank Fees/Bank Charges/ Interest Charges</td>
</tr>
<tr>
<td>Accommodation Costs</td>
<td>Capital Repayments</td>
</tr>
<tr>
<td>Travel Costs</td>
<td>Tax and VAT Payments</td>
</tr>
<tr>
<td>Prize Awards and Trophies</td>
<td>Hospitality</td>
</tr>
<tr>
<td>Production Costs</td>
<td>Membership Fees</td>
</tr>
<tr>
<td>Security Costs</td>
<td>Phone Bills</td>
</tr>
<tr>
<td>Event Evaluation</td>
<td>Charitable Donations</td>
</tr>
<tr>
<td>Bidding Costs</td>
<td>Insurance Costs</td>
</tr>
<tr>
<td>Market Research</td>
<td>Commission</td>
</tr>
<tr>
<td>Participation Costs – Performances Fees/ Participants Fees</td>
<td>Liquor Licences</td>
</tr>
<tr>
<td>Administration Costs</td>
<td>Prize Fund - Cash</td>
</tr>
<tr>
<td></td>
<td>Promoter Fees/Event Management Fees/</td>
</tr>
<tr>
<td></td>
<td>Accountancy Fees</td>
</tr>
<tr>
<td></td>
<td>Corporation Tax</td>
</tr>
<tr>
<td></td>
<td>Capital Expenditure eg Cameras/ Computers</td>
</tr>
<tr>
<td></td>
<td>Rates/ Fuel Costs/Electricity/Rent</td>
</tr>
<tr>
<td></td>
<td>Ceremonial Costs</td>
</tr>
</tbody>
</table>

Who Can Apply?

- you have a UK Bank or Building Society Account in the name of your organisation, which requires at least two unrelated signatures on each cheque or withdrawal;
- you can meet our requirements for event accounts;
- you can spend the grant award within one year;
- the event will take place in the North Down and Ards District;
- you have adopted appropriate policies in line with your type of organisation and
- your grant award will pay for project related costs.
Safeguarding policies and other legal requirements

We need to be sure that any children, young people under the age of 18 and vulnerable adults you may work with will be safe. If your project will be working with any of these people, you must have a policy [child protection policy] that explains how you make sure of this and be able to show that the policy is put into practice.

If your organisation has not adopted a policy of this type, you will be required to adopt the Council’s Child Protection Policy for the duration of the event. If you organisation does have a Child Protection and Vulnerable Adults Policy in place, this must be submitted with the Application.

You are also required to comply with the Freedom of Information Statement and the Equality of Opportunity as detailed in the application pack.

Remember

- All the documents you send us in support of your application must be in the full correct name of your organisation, as set out, for example, in your governing document.

- To send us your application in advance of the closing date as we cannot accept any late applications.

Other Information

Voluntary and community organisations must have a written governing document [for example, a constitution, a set of rules or trust deed] and at least three people on their governing body or management committee who are not related to each other.

Contact Information

If you are unclear about anything concerning your application or require any help, especially if you are a first time applicant, please contact one of the following officers by telephone or by email.

anne.poots@ardsandnorthdown.gov.uk 028 9127 8048
karen.browne@ardsandnorthdown.gov.uk 028 9127 8084
You must have a UK based bank account in the name of the organisation that applies for a grant and will carry out the project.

We require at least two unrelated people who sign cheques or make withdrawals

If any signatories are related or live at the same address we need written confirmation from your bank or building society that these people cannot authorise payments together.

You will also need to send us a completed Council Payment System Form, [BACS] which is incorporated in the application form. This form must contain original signatures.

- All organisations must produce a set of accounts relevant to the event on its completion together with original invoices/receipts, original bank and credit card statements, corresponding with the expenditure for which the allocated funding is to be used.

- All grant applicants must produce a projected income and expenditure budget for the event

- Event accounts must be in the full correct name of your organisation, as in your governing document and signed as approved by an office holder.

Before you send your application to us, your referee must complete the relevant page in the application pack.

Your referee must have known your organisation and its work for at least one year. If you are a new organisation, your referee should be aware of what you are trying to do and have known your organisation since it started.

They must not be:

- A current member, a trustee or a member of staff of your organisation

- A member of staff of your parent organisation, if your organisation is a branch of a larger organisation

- Related to someone in one of these positions
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- Formerly [that is within the last two years] held one of these positions

- Someone who will directly benefit if you receive an award

- Someone who provides a service whether paid or unpaid to your organisation

Branches

Independent

Your organisation may be a branch of a larger organisation. If so you can apply if your organisation is an independent branch. By ‘independent’ we mean that you must have:

- your own governing document [constitution]

- a management committee of your own which has control over your work

- a UK bank or building society account in the name of the organisation and under its direct control

- your own annual accounts approved by your own management committee, signed and dated

- control over your own income and how you spend it

If you are not independent you may still be able to apply for grant assistance but you will need the support of the larger organisation.

Dependent

If you are a DEPENDENT BRANCH, but have a management committee, a UK bank or building society account in the name of your branch and produce your own annual accounts, you can still apply for grant assistance.

However, you will need the support of the organisation to which you are linked and must make sure that they will take legal responsibility for any grant assistance made to you. Please discuss this with the larger organisation before you apply and attach a parent endorsement letter completed by the larger organisation to which you are linked.

If you are a DEPENDENT BRANCH and do not have a management
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committee, a UK bank or building society account and your own annual accounts, the larger organisation to which you are linked can apply for grant assistance on your behalf.

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**New voluntary and community sector organisations**

We welcome applications from new voluntary and community sector organisations. If you are a new organisation, your committee will need to:

- adopt a governing document before you apply
- set up a UK bank or building society account.
- Ensure all the documents you send us must be in the correct name of your organisation, as in your governing document.

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**Limited companies**

We welcome applications from limited companies however you must supply:

- Company registration number in the application form
- Copy of articles and memorandum of association.

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**Submitting your application**

Once you have read the guidance notes and completed your application form you send it together with all the required enclosures to:

Mrs Anne Poots  
Ards and North Down Borough Council  
Bangor Visitor Information Centre  
Tower House,  
34 Quay Street  
Bangor, BT20 5ED  
Tel: 028 9127 8084  
Email: anne.poots@ardsandnorthdown.gov.uk

**REMEMBER - keep a copy of your application for your records.**

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**The Assessment**

When we receive your application form and supporting documents, we will acknowledge them within five working days of the closing date for
Process

the grant applications. We will check to see if your application is complete. You should use the checklist in the application form to make sure that the application you are sending is complete.

If your application is complete we will assess your application

When your completed application has been considered by the Assessment Panel, and if it meets the Tourism Events Grants requirements, a decision will be made with regard to the Grant Award.

You will be informed if you have been successful, after Council has ratified the Assessment Panel recommendation. If your application is unsuccessful we will let you know why. This may help you to decide whether or not to apply in the future.

Successful applications

If your Application is successful we will:

• send you a letter confirming the amount of the award

• send you Conditions of Offer forms, which need to be signed with one copy returned to this office and one copy retained for your records. Upon receipt of this completed form 50% of the grant will be released. The balance of the grant will be paid after evaluation of the event.

• send you an Evaluation Form, which should be completed after your event has taken place and returned to this Office with:

→ a copy of the report,
→ a copy of the event accounts
→ copies of all selected medial elements as detailed in the Application Form

• send payment to the UK Bank or Building Society account given in your application form – 50% of the grant before the event takes place and the balance after the evaluation of the event.

• Once your event has taken place, for evaluation purposes, you will have to provide:

  ○ A REPORT on the event within one month of the event date
  ○ Copies of MEDIA ELEMENTS as selected by you in your Application Form within one month of the event date
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- Event ACCOUNTS within three months of the event date together with original receipts/invoices/bank and credit card statements corresponding with the expenditure for which the allocated funding was to be used.

- Completed EVALUATION FORM

If your project changes in any way, you need to contact the Council as soon as possible.
You should expect a visit from a Council Officer, carrying out an audit during your event.

**Important Information about Grants**

**Please read carefully**

You must read and understand this section before applying for a Tourism Event Grant.

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**Grant Agreement**

If we make an award to your organisation, you:

- have to comply with our terms and conditions by signing the conditions of offer documents

- have to comply with all relevant legislation affecting the way you carry out your project e.g. child protection

This does not guarantee that you will get an award but will help us pay any award quickly.

If you get an award you:

- must use it only for the project set out in the application form.

- cannot give the award, or assets acquired with it, to any other organisation or individual.

- must spend the award within the events period to which it relates.

- have to comply with our monitoring and reporting requirements.

Please do not try to influence the decision by lobbying any Council members or staff.

**Please note that all decisions are final.**