

<b>Title of Report:</b>	<b>Tourism and Recreation Event Grant Programme</b>
<b>Committee Report Submitted To:</b>	Leisure and Development Committee
<b>Date of Meeting:</b>	18th March 2020
<b>For Decision or For Information</b>	For Decision

<b>Linkage to Council Strategy (2019-23)</b>	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity
Lead Officer	Head of Tourism and Recreation

<b>Budgetary Considerations</b>	
Cost of Proposal	£237,741 Revenue Cost (within forecast budget)
Included in Current Year Estimates	<b>YES</b>
Capital/Revenue	Revenue
Code	
Staffing Costs	n/a

<b>Screening Requirements</b>	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

## **1.0 Purpose of Report**

**The purpose of this report is to present the key dates and process update for those applicants applying to Council's Tourism and Recreation Event Grant Funding Programme for April 2020 - March 2021 and to approve the allocation of funding.**

The Tourism Event Fund is administered as a competitive process via the Council's online funding hub. The fund is established for the purpose of supporting new and existing event organisers, with outputs that align with the broad aims and objectives of the Council's Destination Management Strategy.

In 2020-21 the budget for the Tourism Event Fund is £237,741.

## **2.0 2020 - 2021 Application Process**

Facilitated by the Funding Unit and through utilising Council's online funding hub, invitations to the competitive process were issued in November 2019. Advertisements were placed in local newspapers, the Council's website and social media channels. Mailshots were also distributed to Council's mailing lists.

Council Officers organised a series of funding roadshows on the 4<sup>th</sup>, 5<sup>th</sup> and 16<sup>th</sup> December (5 in total). The funding roadshows were organised to provide more information, in-depth assistance and guidance for applicants to the Council's grant funding programmes.

The Tourism and Recreation Events Fund operates 2 Grant Programmes (Tourism Large Events Fund and Tourism Small Events Fund). To allow for changes to streamline the requirements in some areas of the Small Events Fund, and to introduce a 2 Stage Application Process so that eligibility could be determined early in the application process, options were tabled and agreed at a Councillor Funding Workshop on the 17 October 2019. The changes to the Tourism Events Fund for 2020-2021 include the following:

- Rename Small Events Fund to Tourism Events Growth Fund.
- Adopt a 2 Stage Application Process:
  - Stage 1 - to determine eligibility and signpost applicants to their relevant fund.
  - Stage 2 – Full application to either the Large or Growth Event Fund with event details.
- Mandatory Workshops to assist with the development of a Stage 2 application.
- Stage 2 applicants would have up to four opportunities of One to One sessions with Council's Events Development Officer for guidance and to ask relevant questions.

The **2 Stage Application process** opened on 4 December 2019 with the following deadlines:

- Stage 1 Applications must have been submitted by 12.00 noon on 16 December 2019.
- The outcome of the Stage 1 process was notified on 18 December 2019
- Mandatory Workshop for Stage 2 Applicants was held on 13 January 2020.

Applicants successful at Stage 1 were invited to submit a Stage 2 Application by 12.00noon on **Wednesday 12 February 2020**

## **3.0 Event Funding Eligibility 2020-2021**

The outline criteria for each fund is listed below for information.

- ### **3.1 Tourism Events Growth Fund** – Events with an overall budget of between £10,000 and £30,000 (**previously £15,000 - £30,000**) which attract more than 1,000 visitors

(Previously 2,000) to the Borough, takes place over a minimum of 2 days (minimum of 5 hours on each day) and includes overnight stays. Events must have a start and end date and run for consecutive days. Applicants are required to prove that their event attracts visitors / overnight stays from outside the Borough. In addition they must demonstrate their return on investment on the funding requested (**an economic return of 3:1 is expected**), and how they will promote the area in national and local markets. The level of grant award available is up to 50% of total project costs, up to a maximum grant award of £15,000.

**3.2 Tourism Large Events Fund** – Events with an overall budget in excess of £30,000 which attract more than 5,000 visitors, takes place over at least 2 days (minimum of 5 hours on each day) generating overnight stays. Events must have a start and end date and run for consecutive days. Applicants will be required to prove that the event attracts visitors / overnight stays from outside the Borough. The large events must demonstrate their return on investment on the funding requested (**an economic return of 5:1 is expected**), and how they will promote the Causeway Coast and Glens Borough Council area in international, national and local markets. The level of grant award available is up to 50% of total project costs, up to a maximum grant award of £100,000.

#### **4.0 Assessment Process**

The Tourism and Recreation Large and Growth Events fund uses a 2 stage approach with Stage 1 identifying those applicants that meet the minimum eligibility criteria, which included asking some basic questions relating to event description and duration, visitor numbers, target audience and total project costs. Those applicants that pass the Stage 1 eligibility checks are then invited to submit a Stage 2 application with event details for full assessment and scoring.

Applicants at Stage 2 are assessed on a number of criteria, including full event details and delivery (including event management plan), financial sustainability, tourism economic impact (return on investment), media and marketing impact (including marketing plan), options for further event development and enhancing the visitor experience connected with the event.

Each criteria within the scoring matrix is weighted and minimum threshold pass rate is applied at 65% as per Council's Grant Funding Policy. Successful applicants must attend a project initiation meeting and are offered feedback on their application, the scores awarded and areas that could be improved on in the future. Unsuccessful applicants are offered an opportunity for feedback on improvement if they wish to apply in the future.

#### **4.1 Outcome of Stage 1 eligibility process**

On the 17 December 2019, a panel of Officers from the Events Team and Funding Unit met to check the eligibility criteria of the Tourism Event Fund applications submitted at Stage 1 and to signpost applicants to their relevant fund. The outcome of the Stage 1 process was issued to all applicants on 17th and 18th December 2019 by the Events Team and Funding Unit. Each successful applicant progressing to Stage 2 received a phone call from the Events Team advising which Fund they would progress to, along with some general feedback points that the applicant should make clear in the Stage 2 application. The successful applicants were advised that a Stage 2 Application would be attached to their online funding hub Grant Manager account by the Funding Unit before 20 December 2020. The Funding Unit Manager notified those applicants that were deemed ineligible.

#### **4.2 New Mentoring and Training for Applicants progressing to Stage 2**

A Tourism Event Fund Mandatory Training Workshop was delivered on 13 January 2020 by Council's Events Development Officer and colleagues, from various service areas outlined, to both Growth and Large applicants, the changes to the application process, new questions

and the level of detail required in responses to obtain acceptable scores. Criteria presented at the workshop for all Stage 2 applicants included: Event Management, Tourism Economic Impact, Media and Marketing Impact, Understanding Road Closures and Street Trading Legislation, Event Development and Visitor Experience. All applicants had the opportunity to ask questions relating to the process and all the presentations and templates delivered at the workshop were shared with each applicant.

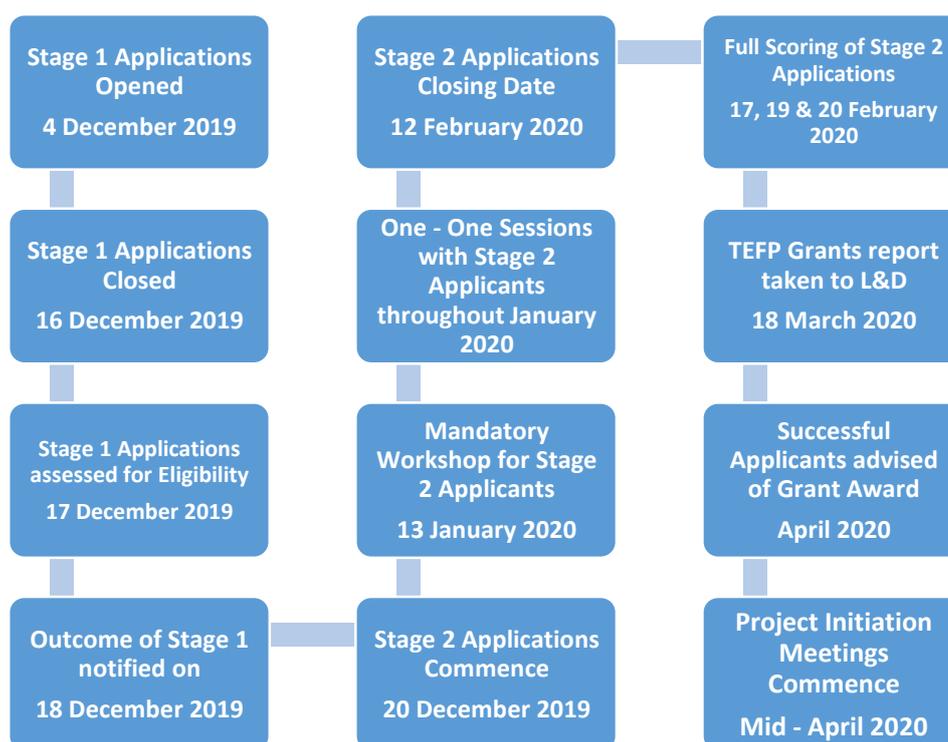
Four opportunities of One to One sessions for applicants were made available before the TEF application closure deadline with Council's Events Development Officer. These sessions presented the opportunity for both guidance and clarity and enabled relevant questions in relation to the application to be asked before submission of the application. Below is a list of dates that were made available for One to One sessions for Stage 2 applicants:

- Date: Thursday 16th January 2020. Venue: Coleraine, Cloonavin – Members Suite 1
- Date: Friday 17th January 2020. Venue: Ballymoney, Riada House – Dalriada Room.
- Date: Wednesday 22nd January 2020. Venue: Limavady, Council Offices, Training Room.
- Date: Thursday 23rd January 2020. Venue: Ballycastle, Council Offices, Sheskburn House.

The following events booked in and attended the One to One sessions:

- Pirates Off Portrush
- Supercup NI
- Foyle Cup
- Armoy Road Races
- Roe Valley Folk Festival
- Stendhal
- Ballymoney Show
- North West Pipe Band Championships
- Heart of the Glens
- NI Potato Festival

### 4.3 Outline of the Tourism and Recreation Event Grant Programme process:



### 5.0 Summary of Applications

A summary of the applications received with scoring is detailed in **Annex A**.

### 6.0 Funding Requested

The total amount of grants requested through eligible and qualifying applications was £328,400.

For the period 2020/21 the allocated budget for the Tourism and Recreation grant programme is £237,741.

After assessment of all successful applicants a shortfall of £90,659 was identified.

### 6.1 Proposed Reductions

As the available budget does not match the amount of money requested from successful applicants, Officers have applied a percentage reduction based on the following scale:

- Score 100% get 100% of grant requested.
- Score a % between 90-99 get 95% of grant requested.
- Score a % between 80-89 get 85% of grant requested.
- Score a % between 70-79 get 75% of grant requested.
- Score a % between 65-69 get 65% of grant requested.

Total cost **£237,300** to Council and which results in a **£441.00** underspend on the **£237,741** budget.

## **7.0 Recommendation**

**Elected Members are asked to approve the allocation of the Tourism Event Funding to successful applicants as detailed in Annex A with the reductions outlined.**

## Annex A

### Scale Applied

- score 100% get 100% of grant requested
- score a % between 90-99 get 95% of grant requested
- score a % between 80-89 get 85% of grant requested
- score a % between 70-79 get 75% of grant requested
- score a % between 65-69 get 65% of grant requested

Large Events Grants 2020-2021	Score	Requested	Percentage Of Grant Awarded	Amount Deduction	Recommendation
Armoy Road Racing	81%	£23,000	85%	£3,450	£19,550
Coleraine and District Motor Club, North West 200	72%	£82,400	75%	£20,600	£61,800
Stendhal Festival	71%	£80,000	75%	£20,000	£60,000
Derry and District Youth Foyle Cup	67%	£25,000	65%	£8,750	£16,250
Super Cup NI	66%	£90,000	65%	£31,500	£58,500
<b>TOTAL</b>		<b>£300,400</b>		<b>£84,300</b>	<b>216,100</b>

Small Event Grants 2020-2021	Score	Requested	Percentage Deduction	Amount Deduction	Recommendation
Pirates of Portrush	87%	£15,000	85%	£2,250	£12,750
Heart of the Glens	66%	£13,000	65%	£4,550	£8,450
North Antrim Agricultural Association Ballymoney Show	ineligible	£8,950	n/a	n/a	Ineligible due to non-deficit funding
Northern Ireland Potato Festival	44%	£8,000	n/a	n/a	Did not meet the scoring threshold of 65%
<b>Total</b>		<b>£44,950</b>		<b>£6,800</b>	<b>£21,200</b>

Total cost £237,300 to Council and which results in a £441.00 underspend on the £237,741 budget.