

Title of Report:	Tourism Event Funding Programme (TEFP) - Growth Fund 2022-2023
Committee Report Submitted To:	Leisure & Development Committee
Date of Meeting:	15 March 2022
For Decision or For Information	For Decision

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

Budgetary Considerations	
Cost of Proposal	£20,500 Revenue Cost (within budget)
Included in Current Year Estimates	YES
Capital/Revenue	Revenue
Code	
Staffing Costs	n/a

Screening Requirements	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 results of the assessment process for the Tourism Event Funding Programme – Growth Fund 2022-2023.

2.0 Background

The Tourism Event Fund is administered as a competitive process via the Council's online funding hub. The fund was 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.

At the October 2021 Leisure and Development Committee Meeting Members approved the administration of the Tourism Event Funding Programme – Growth Fund. This programme is a transition for smaller grant applicants who benefited from the Tourism Event Recovery Fund 2021/2022. New event applicants who met the criteria could also apply to this fund as it returned to an 'Open Call' for funding.

The Growth Fund for 2022-2023 still retains some of the relaxed parameters set out in the Tourism Event Recovery Fund but is fundamentally a return to the pre-COVID event funding programme. For 2022-2023 the Growth Fund process is being administered separately from the Large Tourism Event Fund (assessment report due April 2022).

3.0 2022 - 2023 Application Process

The application process opened on 25 January 2022 with the following key dates and deadlines:

- Mandatory Training Workshop for Applicants was held on 31 January 2022 to outline the changes to the fund criteria.
- One to One sessions with Council's Events Development Officer were held between 3 –10 February 2022.
- Applications closed on 22 February 2022.

4.0 Event Funding Eligibility 2022-2023

The outline criteria for this fund is listed below for information, with a relaxation of parameters around visitor numbers, return on investment and target market.

Tourism Events Growth Fund

- Events with an overall budget of between £10,000 and £30,000 which attract more than 600 visitors to the Borough (previously 1,000).
- Events which take place over a minimum of 2 days (minimum of 5 hours on each day) and encourages overnight stays.
- Applicants must demonstrate how they will promote the Borough as a tourism destination through branding and marketing activities.
- In addition, applicants must demonstrate economic support / benefit from hosting the event (in previous years an economic return of 3:1 was expected), and how they will promote the area to the domestic market.

The level of grant award available is up to 50% of total project costs, up to a maximum grant award of £15,000.

5.0 Assessment Process

The assessment panel made up of Officers from the Tourism Events Team and the Funding Unit met on 25th February 2022 and applications were assessed on a number of criteria, including full event details and delivery (including event management plan), event

sustainability and skills retention, economic support / benefit, 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 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.

6.0 Summary of Applications

A summary of the applications received with scoring is detailed in **Table 1**.

Table 1 – Growth Events Grants 2022-2023:

Application ID	Organisation	Score	Total Cost	Amount Recommended
8758	Heart of the Glens Festival, Cushendall	80%	£29,760.00	£13,000.00
8908	The Royal Scottish Pipe Band Association Northern Ireland Branch	65%	£15,000.00	£7,500.00
			Total	£20,500.00

The total amount of grants requested through eligible and qualifying applications was £20,500.

After assessment both applicants were successful achieving a score on or above the minimum threshold.

7.0 Consultation

Officers from the Tourism Events Team have kept in regular contact with third party event organisers. Some of the events that previously qualified for the Tourism Event Growth Funding have decided not to make an application this year whilst others may make application to the Tourism Large Events Fund, which has experienced a delay and will now be assessed and brought for Elected Members consideration in April 2022.

8.0 Recommendation

Elected Members are asked to approve the allocation of the Tourism Event Funding to successful Growth Fund applicants as detailed in **Table 1**.