

Tourism and Recreation Event Grant Programme	14th February 2017
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity
Lead Officer	Head of Tourism and Recreation
Cost: (If applicable)	£250,253 Revenue Cost (within forecast budget)

The purpose of this report is to present the process for assessment/scoring of applications made to Council's Tourism and Recreation Event Grant Funding Programme for April 2017- March 2018. Approval is sought from Members to allow the allocation of funding to successful applicants as detailed in Table 1.

Background

This is the second year of Causeway Coast and Glens, Tourism and Recreation Event Grant Funding Programme. In November 2015, Council's Leisure and Development Committee agreed an approach for the future management and development of Council's Tourism and Recreation Events remit. The Tourism Event Fund is an element of that development process and 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.

The budget for the Tourism Event Fund 2016 - 2017 was £250,253. From this fund £188,863 was committed to fund events for a fixed period of 3 years from April 2016 - March 2019. Further details are attached in Table 1.

2017/2018 Application Process

With assistance from the Funding Unit and through utilising Council's online funding hub, invitations to the competitive process were issued in December 2016. Advertisements were placed in the local press, the Council's website, social media channels and previous applicants were notified by email.

Council Officers organised a series of information events on the 28th and 29th November (4 in total). These information events were organised to provide more in-depth assistance and guidance for applicants to the Council's grant funding programmes. The Tourism and Recreation (large and small events) application process opened on 1 December 2016 and closed Friday 20 January 2017.

Event Funding Eligibility

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

Small Tourism Events Fund – Events with a budget less than £15,000 which attract more than 1000 visitors to the Borough, takes place over 2 days 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, promotes the area and demonstrates a predetermined return on investment.

Large Tourism Events Fund – Events with a budget greater than £15,000 which attract more than 2,000 visitors takes place over at least 2 days 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, and how they will promote the Causeway Coast and Glens Borough Council area.

Applicants

A total of 20 grant applications were received, 13 in the large event grant programme and 7 in the small tourism event grant category.

At Stage 1, of the process two events were deemed ineligible to proceed to Stage 2.

At Stage 2 all events were subject to the pass rate of 65% (as per Council policy), the minimum threshold for a grant funding award. 15 of the 18 applicants scored above the threshold and were successful. 3 applicants failed to meet the threshold of 65%.

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

For Consideration:

With a year-end budget for the Tourism and Recreation event programme being set at £250,253 and with an over subscription and demand on resources representing a figure of £313,879, a shortfall of £63,626 has been highlighted for Members.

In light of the pressure on Council budgets and the number of quality applications asking for funding that exceeds the allocated budget, officers have attempted to apply a fair and equitable approach to reducing the monies applied for.

Proposed reductions

In order to reduce the budgetary requirement, Officers have applied a sliding scale of a percentage reduction to all successful applications as detailed in Table 1. For applications that scored between 80 and 100, a 35% reduction was applied. For applications that scored between 65 and 79 a 50% reduction was applied.

Recommendation

Council's approval is sought to allocate Tourism Event Funding to successful applicants for the Tourism and Recreation Events Grant Programme as detailed in table 1, and subject to the reduction outlined.

Table 1 - 2017-2018 Tourism Event Fund Assessed Results with Recommendation

Large Events Grants 2017-2018	Score	Event Total Cost	Income	Award 2016	Requested	Recommendation
Giants Causeway Coast Sportive	76	£76,800	£63,100	£4,355	£13,700	£6,850
Stendhal Festival	76	£251,000	£226,000	£14,250	£25,000	£12,500
Ballymoney Show	71	£51,760	£46,500	£0	£5,260	£2,630
Heart of the Glens Festival	70	£31,916	£18,646	£10,140	£13,270	£6,635
Hughes Insurance Foyle Cup	69	£130,000	£116,000	£3,800	£14,000	£7,000
Pirates of Portrush	67	£25,000	£12,500	£9,750	£12,500	£6,250
Danny Boy Jazz & Blues Festival	67	£20,000	£10,000	£0	£10,000	£5,000
World Surf Kayaking Championships	77	£66,922	£33,750	£0	£33,176	£16,588
Ballycastle Food Festival	51	£63,135	£29,000	£0	£0	£0
Total		£716,533	£555,496	£18,605	£126,906	£63,453

Small Event Grants 2017-2018	Score	Event Total Cost	Income	Award 2016	Requested	Recommendation
Roe Valley Folk Festival	68	£14,970	£7,500	£6,290	£7,400	£3,700
Portrush Food & Beer Festival	78			£4,842	£5,000	£2,500
County Derry Fleadh 2017	66	£11,980	£8,980	£2,730	£3,000	£1,500
Portrush Raft Race	43	£11,350	£4,000	£0	£0	£0
Ballymoney Motorcycle Show	55	£14,045	£7,050	£0	£0	£0
Total		£37,375	£20,030	£13,862	£8,000	£7,700

Large Event Grants 3 year awards 2016-2018	Score	Event Total Cost	Income	Award 2016	Requested	
NW200	86	£834,000	£760,500	£72,000	£72,000	
Armoy Road Race	77	£142,000	£128,200	£10,785	£10,785	
Super Cup NI	86	£344,000	£258,500	£85,500	£85,500	
The Royal Scottish Pipe Band Association of NI	67	£23,938	£13,200	£10,688	£10,688	
Total				£178,973	£178,973	Committed

Recommendation		
Score	Receive	
80 - 100%	65%	
65 – 79 %	50%	
less than 65%	zero	
Total Cost	£250,126	Events delivered within budget