



**Ards and  
North Down**  
Borough Council

**ARDS AND NORTH DOWN BOROUGH COUNCIL  
TOURISM EVENT GRANTS SCHEME 2022/2023**

**GUIDANCE NOTES AND SUPPORTING DOCUMENTS**

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## Ards and North Down Tourism Event Grants Scheme

**Closing Date**                      **Friday 12 November at 12noon**

**PLEASE NOTE WE WILL NOT ACCEPT LATE APPLICATIONS.**

The Tourism Event Grants Scheme is open to eligible events that will enhance the Ards and North Down Borough and attract visitors to the area.

The grant available through the Scheme, to successful applicants/events, is between £500 and £10,000.

### Aim of Tourism Events Grant Scheme

The funding is to be used to deliver events that will increase visitors and spend within the Ards and North Down Borough.

### Definition of a tourism event

A tourism event is defined as activity over consecutive days/nights i.e. with **NO** break in the event programme. However individual cases with exceptional programming may be considered as long as the events fall under one theme i.e. a summer festival over multiple weekends.

A tourism event will:

- encourage tourism by attracting visitors and participants, **especially from** outside the Borough;
- enhance the visitor experience in the Borough;
- have the potential to increase economic benefit to the Borough through bednight generation;
- contribute to a positive image of the Borough among both visitors and residents;
- promote sustainable tourism, for example through building in recycling or other eco-friendly event elements.

### ELIGIBLE EVENTS

To be eligible to apply for a tourism grant, an event must:

- be delivered within Ards and North Down Borough between 1 April 2022 and 31 March 2023;
- attract a minimum of 500 visitors (from within and outside the Borough);
- be open to all members of the general public, whether for free or paid-for elements (please note, if an event is not open to the general public, the case for a grant will be considered in light of that event's potential contribution to tourism, regardless of its more limited audience);
- meet defined tourism event criteria;
- demonstrate best value for money.

**Applications are accepted from organisations that:**

- are constituted\* community and voluntary organisations or Limited Companies;
- have a UK Bank or Building Society Account in the name of the organisation, which requires at least two signatures, of individuals with no familial relationship, on each cheque or withdrawal;
- can meet our requirements for event accounts/financial statements (please see page 6, What Happens Next for requirements);
- will spend the grant award on event related costs and within one year;
- have adopted appropriate policies in line with type of organisation.

NB Evidence of the above will be required if successful in securing an offer of grant.

\* A constituted organisation is one that has a simple set of rules (a constitution) to help make it clear to everyone involved what you intend to do and how you intend to operate.

**INELIGIBLE EVENTS:**

Applications are ineligible which are submitted by:

- Individuals or sole traders;
- Trade or professional conferences/conventions;
- Organisations not legally established in the UK.

Further, applications are also ineligible for:

- Ongoing operational costs
- Events which do not fall under the themes set out in this document;
- Retrospective event activity (events which have already taken place or where event expenditure was incurred before a grant award was confirmed);
- Any event that is perceived to support or promote any **one** religious or political dimension
- \*Events that are substantially fundraising vehicles, whether for the event organisation itself or to raise funds for transmission to a third party;
- Events where any surplus achieved will be transferred to a third party;
- Events that cannot demonstrate a financial need for public funding;
- Events that are not marketed to, at a minimum, a Northern Ireland-wide audience;
- Events that cannot demonstrate tourism benefits in terms of attracting visitors from outside the Borough and associated bednights;

**\*FUNDRAISING / DONATION EVENTS**

As per the Council's central grants policy, provision of funds to organisations to host fundraising / donation led events is not permitted.

## **THE APPLICATION PROCESS**

Ards and North Down Borough Council wish to support quality, unique events that align with the themes set out in its Integrated Strategy for Tourism Regeneration and Development, 2018-2030. Events must score well across a set of questions to be successful in receiving an award.

The following guidance should assist in completion of the application form. It is not enough to repeat what is written in the guidance within the answers of your application. It is important to be realistic and open in your responses as, if successful, the conditions within your Letter of Offer will be derived from your application.

## **DEADLINE**

The Tourism Event Grants Scheme will close at **12noon on Friday 12 November 2021**. Applications received after this time will NOT be considered.

## **Return to**

Email (preferable) [TourismGrants@ardsandnorthdown.gov.uk](mailto:TourismGrants@ardsandnorthdown.gov.uk)

By post to: **Visitor Information Centre, Tower House, 34 Quay Street, Bangor, BT20 5ED.**

## **TIMETABLE**

<b>Closing Date</b>	<b>Friday 12 November 2021</b>
<b>Acknowledgement of completed Application Forms</b>	<b>On receipt of form</b>
<b>Assessment by Grants Panel</b>	<b>w/c 22 November 2021</b>
<b>Ratification of awards by Council</b>	<b>w/c 24 January 2022</b>
<b>Notification of Grant Award (subject to normal rates setting process)</b>	<b>w/c 7 February 2022</b>

All electronic applications received will receive receipt of acceptance.

## **WHAT HAPPENS NEXT:**

If your Application is successful, we will:

- arrange a meeting with Council officers to discuss and agree the proposed **Letter of Offer (LoO)** conditions and our requirements for the evaluation of your event. Evaluation expectations will be in line with the level of your grant award.
- send you a LoO confirming the amount of the award and detailing the conditions attached to the award. The Form of Acceptance within the LoO must be signed and returned within 4 weeks of the date printed on the LoO.
- Along with your LoO acceptance, you will be required to submit:
  - your organisation's Constitution/Memorandum of Understanding;
  - annual accounts/draft accounts (if your organisation has been operating for fewer than 12 months, please include a bank statement for January 2022 or evidence as outlined below);
  - signed Council Safeguarding Policy (please see below);
  - a January 2022 bank statement or evidence of your event's financial position prior to application. If your event's bank account has a balance of more than £2,000 you must provide us with a **statement of current financial commitments** to tell us what that balance is to be used for. We will not/cannot provide grants to organisations which cannot demonstrate a need for public funds.
- You will be required to provide appropriate insurance, risk assessments and an event management plan (EMP) **at least** 3 months before the start of your event, or as soon as possible after receiving confirmation of a grant (Council officers will provide a template for the EMP or your risk assessment if required). Insurance must include Public Liability Insurance to a minimum value of £5 million.
- All organisations must produce a set of accounts relevant to the event on its completion together with original invoices/receipts and, original bank and credit card statements, corresponding with the expenditure detailed on the event budget.

You should expect a visit from a Council officer during the event who will observe/check that you are compliant with any relevant conditions within your LoO.

## **SAFEGUARDING**

Individuals and organisations working with children, young people and/or adults who may be vulnerable must have an existing policy that ensures good practice guidelines are followed.

You can adopt the Council's Safeguarding policy if your organisation does not have a policy in place by signing and returning the **Confirmation of Safeguarding arrangements** form at Appendix 1 of the Council's Safeguarding Policy.

This is available to download at: [www.ardsandnorthdown.gov.uk/about-the-Council/safeguarding](http://www.ardsandnorthdown.gov.uk/about-the-Council/safeguarding).

The signed form should be returned along with your acceptance of the LoO.

## **ANNEX 1: THE QUESTIONS – WHAT WE NEED TO KNOW**

### **GLOSSARY:**

VISITOR: A Visitor is someone who is attending your event, a spectator. They buy a ticket or gain free entry to attend the event. Visitors may be from within or outside Ards and North Down borough.

PARTICIPANT: A participant is someone who makes the event happen; someone who participates in, runs or promotes the event such as an event organiser, media/journalists, performer/artist, volunteer, security provider, contractor, stall holder etc.

Participants who are known to be staying overnight, in paid accommodation, can also be counted as visitors within your overall visitor number.

BEDNIGHTS: 1 bednight is defined as one night spent in paid accommodation by one visitor or participant.

### **THE APPLICATION FORM**

*You will see some answer boxes indicate a word count. **Only these words** will be taken into consideration when scoring the application. Any words over the allowed amount will **not be included**.*

**SECTION 1** of the application gathers information on you, the applicant, and your organisation. This section is not scored.

NB The definition of a constituted organisation is one that has a simple set of rules (a constitution) to help make it clear to everyone involved what you intend to do and how you intend to operate.

**SECTION 2A** of the application form compiles information on the event, including its name, location and dates etc. This section is not scored.

Events for which the proposed date(s) conflict with any Council-run or supported event will be looked at on a case by case basis.

As event planning has been disrupted while the Council monitors the impact of the pandemic, we have no schedule yet for events in 2022. This will be published on the Council website as soon as confirmed. In the meantime, please contact the Events Officer at [tourismgrants@ardsandnorthdown.gov.uk](mailto:tourismgrants@ardsandnorthdown.gov.uk) for guidance on dates.

## **SECTION 2B: CONTENT OF YOUR EVENT**

### **2b.1 What are the main elements of your event?**

What is the detail of the programming and content of the event? What will a visitor to your event expect to see if they attend? How will the programming encourage visitors to attend?

### **2b.2 Outline measures you have taken to facilitate the welfare of visitors and participants at your event.**

Ensure good provision of toilets and disabled facilities, seating and standing areas, a selection of food providers, ease and location of car parking etc.

### **2b.3 Does the event have an authentic theme/aspect/aspect/location?**

Does the event have a Unique Selling Point (USP)? For example, does it use performers from the Borough? Is it unique to the area, i.e. nothing else like it in the Borough and/or Northern Ireland? Does the event/the performers tell a story of the Borough? Does the location form part of the reason for visitors to attend your event? Does the event utilise the natural and cultural assets of the Borough?

(If your event is unique within Northern Ireland, that will carry extra weight.)

### **2b.4 Which theme/themes best represent your event and why?**

The themes are:

- **Maritime** - Building on the Borough's maritime and loughshore aspects by providing opportunities to engage spontaneously in activities on, in and beside the water.
- **Heritage** - Tapping into the increased interest in tangible historic heritage such as sites, buildings, monuments and cultural landscapes, as well as the intangible aspects of heritage - the living heritage of oral traditions, customs and practices.
- **Creative - Including** Arts, Crafts and Creative content which take visitors into the hearts, minds, workshops, galleries, studios, stages and creative kitchens of the people who are shaping the Borough's artistic and creative future.
- **Food** - Exploiting the availability of authentic artisan produced food, agricultural and seafood products, food / farmers' markets, restaurants with a demonstrated focus on local sourcing, new and emerging craft breweries and showcasing the provenance, heritage and quality of the Borough's food offer.
- **Live Music** - Programming artists that will appeal to your audience, who that offer a unique NI experience or who simply have 'pulling power'.
- **Sporting** - Providing opportunities for health benefits, participation and social inclusion. Sporting events should ideally be under a governing body.

**2b.5 Does your event provide any opportunities for volunteers? If yes, please state through what roles and whether there are any training opportunities for these volunteers?**

Any role that the event requires a volunteer should be mentioned here, no matter how small. Please be sure to include number of volunteers you have recruited/intend to recruit.

**2b.6 Please detail how your event incorporates proactive environmental management. (including your Environmental Management Plan, if you have one)**

We would like to know if your event meets any of the following Council priorities and how:

- Reduce, reuse and recycle
- Responsible use of water, fuel and energy
- Minimise the use of pollutants
- Reduce environmental impact of goods bought (both by the organiser for use in the event and for goods sold to visitors)

If you have a standalone Environmental Management Plan, or it forms part of your Event Management Plan, please mention this in the answer and submit the relevant document with your application.

**2b.7 Please detail how you will promote sustainable travel to and from the event? For example, promotion of public transport, park and ride facilities etc**

Mention elements your event provides that promote sustainable transport such as bike parks, any partnership with Translink etc

**2b.8 Please detail how your event has a positive impact on health and wellbeing?**

Does your event have various sites that you can walk between? Are these advertised? Do you promote other walks/activities in the vicinity while your event is taking place? Are there healthy eating elements? Is responsible drinking promoted? Can visitors get involved in the event in terms of learning new skills or engaging in arts and crafts or a leisure activity? Does the theme/subject of the event support positive mental and physical health?

**2b.9 Please detail how you intend to grow your audience compared to previous years. (Please include your audience development plan, if one exists)**

If your event has been run previously, based on your learning from other years, how do you intend to attract a new audience.

**OR If this is a first-time or one-off event, what do you think will attract visitors to attend your event?**

What elements of your event will be the key to its appeal to visitors, how will you market to your target audience?

## SECTION 3a: ECONOMIC – FINANCE

We require a budget breakdown for your event to enable scoring of your application. Please be careful to provide a realistic estimation of your budget requirements.

In-kind support is an important element of running an event, but its value should NOT be represented in your budget.

**Expenditure:** We require a full income and expenditure statement for your event. The table below shows the eligible and ineligible items for the purpose of calculating any grant award you may receive.

Eligible Costs	Ineligible Costs
Event Production	Legal Fees
Health and Safety	Staff salaries / freelance fees / consultancy fees
Marketing– Advertising / PR Activities /Press Launch / Advertising Promotional Material/ Media Monitoring	Hospitality – The cost of catering for participants and volunteers can be claimed. Other hospitality (such as sponsors’ dinners) cannot be claimed. <b><u>The cost of alcohol cannot be claimed in any context/circumstance.</u></b>
Venue costs, including hire of venue	Bank Fees/Bank Charges/ Interest Charges
Judges’ Fees/Accommodation/Travel	Capital Repayments
Prize Awards and Trophies	Tax and VAT Payments
Production	Freight Costs
Security	Membership Fees
Event Evaluation	Phone Bills
Bidding Costs (including site visits, visits to headquarters of organising body, preparation of marketing material to secure event, preparation of bid document etc)	Charitable Donations
Market Research	Insurance

Performers' Fees	Bank Commission
Administration	Liquor Licences
Road closures (including licence, stewarding/traffic management costs)	Prize Fund - Cash
	Promoter Fees/Event Management Fees
	Accountancy Fees
	Corporation Tax
	Capital Expenditure e.g. equipment such as cameras or computers etc
	Rates/ Fuel /Electricity/Rent
	Ceremonial Costs
	In-kind support

### **OTHER FUNDING**

Please advise of any other funding you have applied for, and if this has already been awarded or you are awaiting confirmation. If you know when to expect confirmation, please state this.

### **SURPLUS**

- You must declare any profit/surplus made during your event at the time you submit your grant claim.
- If your event delivers a surplus, the Council may consider allowing some or all of this to be rolled over to develop your event in the following year (this does not commit the Council to a grant in the following year, however).
- A limit on retention of surplus 10% of the total event budget or up to £2,000 (whichever is the highest) may be allowed. However, each event will be looked at on a case by case basis and the event organiser will need to demonstrate a need to retain a surplus at the time of the post-event evaluation of their grant claim
- The event organiser must confirm that any retained surplus will be used for the future event only and for no other purpose.
- Any surplus accrued over the agreed retention limit will be deducted from the grant balance payable.
- Any surplus retained must be shown as income/retained surplus in the event account in the following year.
- Should the event not go ahead in the following year, or fail to attract a grant, the Council may require repayment of the retained surplus.

**This applies to all applicants including not for profit organisations, charities, limited companies and community organisations.**

### **THREE YEARS' FUNDING**

The Council's ambition is that the events it supports through tourism grants will grow and become self-sustaining over time. Once an organisation has received a tourism grant award on three or more occasions, the event organiser must be able to demonstrate clearly, within their application, how the event has been developed to include new elements capable of building the audience.

## **SECTION 3B: ECONOMIC - VISITORS AND PARTICIPANTS**

**3b.1 Please indicate which priority visitor category/categories your event will attract or appeal to (or have the potential to attract/appeal to) and detail how.**

Referring to the list of categories below and the characteristics associated with each, please state which visitor category/categories your event will appeal to and explain how the content of your event will attract your chosen category(ies).

### **Aspiring Families**

- Strong family focus
- Activities very important, especially to suit children as well as the whole family
- Planners, do a lot of research
- Pay attention to price, seeking value, but not afraid to pay for quality if it is worth it
- Most likely 35-44, have children under 16

### **Natural Quality Seekers**

- Quality of event important
- Nature lovers, enjoy the outdoors
- Preference for gentle activities
- Enjoy planning and like clear itineraries
- Older, average age 55, more likely to be male and have older children

### **Social Instagrammers**

- Buzz and atmosphere seekers, seeking nightlife, great pubs etc
- Shorter breaks are an important part of life
- Want to broaden the mind
- Getting a good deal and engaging in events are important
- Youngest segment with age range 18 to 34
- Least likely to have children and more likely to be female

The following segments have been defined for visitors coming from the Republic of Ireland (ROI) or Great Britain.

### **Great Escapers**

- In serious need of time out from busy lives and careers
- Interested in rural holidays, getting physical with nature
- Appreciate peace and quiet between activities
- Want to explore more remote places actively, on foot or by bicycle

### **Culturally Curious**

Choose their holiday destinations carefully and are independent “active” sightseers looking to visit new places and expand their experience by exploring landscapes, history and culture.

They:

- invest in activities, not just relaxation
- expect hassle free, convenient experiences
- expect safety, cleanliness and value
- aged 40+

### **Open to Ideas**

- willing and inclined to try new things, go to new places and open to new experiences.
- greater focus on activity, the outdoors and nature.

### **3b.2 Events in the Borough always attract a high proportion of visitors who live here, however how will your event attract visitors from outside the borough in particular?**

Will the programming or content of your event make people want to travel within and, especially, from outside the Borough to attend your event? Will you market it to areas outside of the immediate event area to attract as many people as possible?

### **3b.3 How will your event generate economic benefit for the Borough through increased spend by visitors?**

Please indicate what opportunities there will be for visitors to spend money at your event – for example what stalls/providers do you have? Have you surveyed the visitors in the past and asked how much they spend at the event? Or surveyed traders to see what potential income they make at your event? Have you engaged with local shops/businesses, or perhaps considered an arrangement with local shops whereby you show your event ticket to get a discount?

### **3b.4 and 3b.5 Total visitor and participant numbers and justification**

A Visitor is classed as anyone who goes to your event to spectate

Visitor numbers

If your event is a first time or a one-off event, you could benchmark against similar events to gauge the potential attendance for your event. Take into consideration the capacity of the event venue/site.

For events that have taken place before, draw on past years to provide the justification for your estimates, for example:

- have you measured attendance at your event in the past, via ticket sales (don't forget complimentary tickets) competition giveaways or police counts?
- did you conduct surveys at previous events (please mention sample size, when survey took place etc)?
- have you considered the capacity of the venue/site?

### **3b.6 Participant numbers and roles**

A participant is someone who is there to run the event or is part of the event. Participants may include:

- marshals
- media/journalists
- crew
- production staff
- volunteers
- performers

Please provide us with a list of expected participants and the roles they will take in the event.

### **BEDNIGHTS**

Events which have genuine potential to deliver bednights will attract the most favourable grant awards.

### **3b.7 Does your event deliver, or have the potential to deliver, bednights?**

Does the event involve programming of content over a number of days, promotion in partnership with accommodation providers or any other packages to encourage overnight stays?

### **3b.8 Please detail how you came to your bednight figure.**

We will expect to see how you have calculated the bednight figure you provide in response to the previous question. This could be by reference to previous events, bookings through visitor information centres, uptake on packages with accommodation providers etc.

Or, if your event is a first-time or a one-off event, what benchmarking/research on similar events have you done to come up with your figure?

## SECTION 4: MARKETING

In **Section 4**, we ask for your Marketing Plan – how you intend to market the event within and outside of the Borough and what opportunities this marketing has for acknowledgement of Ards and North Down Borough Council support, such as logo placement and promotion of ANDBC. Your Marketing Plan will contribute to the overall grant awarded to your organisation so make its goals clear and reachable.

**Do not include items in your marketing plan that you are unlikely to achieve / do not expect to achieve**

### **Reach of Marketing Plan**

Your marketing plan should be aimed at Northern Ireland-wide channels and, where possible, Republic of Ireland and Great Britain channels, to ensure a maximum reach and boost visitors.

Additional points will be allocated to those events with an appropriate GB / ROI focused marketing plan.

Ards and North Down Borough Council will prioritise financial support for those events that actively demonstrate promotion of the Borough to visitors outside NI.

<p><b>Print Opportunities could include:</b></p> <ul style="list-style-type: none"> <li>• Flyers</li> <li>• Brochures</li> <li>• Billboards</li> <li>• Adshels</li> <li>• Telephone box advertising</li> <li>• Bus advertising</li> </ul>	<p><b>Paid for Advertising Opportunities could include:</b></p> <ul style="list-style-type: none"> <li>• Press advertising</li> <li>• Magazine advertising</li> <li>• Television advertising</li> <li>• Radio advertising</li> <li>• Online advertising</li> </ul>
<p><b>PR Opportunities could include:</b></p> <ul style="list-style-type: none"> <li>• Press releases in newspapers</li> <li>• Photo opportunities</li> <li>• Speaking at launch events</li> <li>• Press releases in magazines</li> <li>• Radio interview</li> <li>• Television interview</li> <li>• Television coverage/programmes</li> <li>• Outside broadcasts</li> </ul>	<p><b>Online Opportunities could include:</b></p> <ul style="list-style-type: none"> <li>• Facebook advertising</li> <li>• Twitter posts</li> <li>• Facebook posts</li> <li>• Blogs</li> <li>• Ezines</li> <li>• Website listing / banners</li> </ul>
<p><b>Branding Opportunities could include:</b></p> <ul style="list-style-type: none"> <li>• Branding launch event</li> <li>• Entrance and exit branding</li> <li>• Stage branding</li> </ul>	<p><b>Acknowledgement of Ards and North Down Borough Council:</b></p> <p>Although it won't impact on the scoring of your application, the Council would appreciate</p>

<ul style="list-style-type: none"> <li>• Onsite branding</li> </ul>	<p>acknowledgement of its support wherever you have an opportunity to do so within your marketing.</p> <p>Within this section describe how your event will promote Ards and North Down and help further the Council’s tourism objectives. This may be something like logo placement on adverts and banners at the event or something that is quirky and different from traditional marketing activity. For example the opportunity for the Council to host corporate activity on a Tall Ship, or for a Council team to participate in an event.</p> <p>For ticketed events, please state the number of tickets you will make available to the Council for your event</p>
<p><b>Marketing Outside Northern Ireland could include:</b></p> <ul style="list-style-type: none"> <li>• Social media ads with targeting outside of NI</li> <li>• Media partnerships</li> <li>• Press/ magazine / TV / radio advertising in GB / ROI</li> <li>• Distribution of literature outside NI</li> </ul>	

**Please include an estimated budget showing the breakdown of the event Marketing costs. We would expect that a minimum of 10% be spent on marketing and PR.**

**Example:**

Printed Materials	£5,000
Advertising Activity	£5,000
Online Activity (paid for)	£2,000
<b>Overall estimated marketing budget:</b>	<b>£12,000</b>
<b>Budget % as part of overall estimated event budget</b>	<b>10%</b>

### **Supporting Evidence**

Evidence will be required to show how your event has delivered **all** elements within your marketing plan. Email copies, screenshots, proofs from advertisers etc are all accepted forms of evidence.

As many radio / TV programmes delete their online content on a monthly basis, we recommend that you alert us to any coverage as it happens to allow it to be credited against your advertising and marketing plan.

Email correspondence between you and a media provider requesting and/or confirming interviews or coverage will also be accepted as evidence.

### **Deductions**

Deductions may be made from the final grant award where an organisation cannot provide evidence on any **hard copy print** (which the organisation has control over) which publicises the event, or where appropriate evidence is not submitted to support the completion of the marketing plan.

If you do not provide evidence to support your claim this will result in deductions being made up to a maximum of 10% of the total grant offered.