

ARDS AND NORTH DOWN BOROUGH COUNCIL

TOURISM EVENTS AND FESTIVALS FUND 2025/2026

APPLICATION FORM

**FOR TOURISM EVENTS AND FESTIVALS
taking place from 1 April 2025 – 31 March 2026**



**Ards and
North Down**
Borough Council

INTRODUCTION

Please answer this section fully and provide accurate details about your event/festival. Please read the Guidance Notes for further information on the Tourism Events and Festivals Fund and for specific advice on each question. **Applications must be completed in Arial font and size 12 only.** You must include all relevant information within the required word limit.

YOU AND YOUR ORGANISATION

Name of your Organisation, as it appears on your governing document or set of rules.

Please indicate your organisation type

Constituted Community Group (Please see Guidelines for a definition)

Limited Company

Charity

Please give Company/Charity Registration No.

Main Contact for your Organisation [this should be the person who can answer questions on your event/application form]

Name	
Position in Organisation	
Contact Address for correspondence	
Telephone Number	
E-mail address	
Website address for your organisation	

SECTION 1A: YOUR EVENT/FESTIVAL - INFORMATION

Event/Festival Name and Proposed Dates

What is the name of your event/festival?

Start date [day/month/year]

End date [day/month/year]

Venue and Location of event/festival

Have you confirmed this event/festival will not coincide with a Council delivered event

Yes

No

Will your event/festival require the use of Council Land?

Yes

No

Please note that a separate booking **must** be completed to hire the Council Land via the Compliance Section of Ards and North Down Borough Council. Please see details in Guidance Notes.

Is the event/festival open to the general public (please click)

Yes

No

Is this a new event/festival to Ards and North Down?

Yes

No

Is your event/festival free, ticketed or has elements of both?

Free

Ticketed

Both

SECTION 1B – YOUR EVENT/FESTIVAL – THE DETAIL

1.1 Please provide a description of your event/festival including the outline programme [for each day as applicable]. *max 400 words*

1.2 How does your event/festival increase attendee and visitor spend locally? For example, daily spend on activities, meals, bednights, visiting other attractions. *max 400 words*

1.3 How does running your event/festival contribute to additional spend in the borough? For example, partnerships with local businesses, transport, use of local suppliers. *max 400 words*

1.4 Will your event/festival attract participant bednights? Yes No

1.5 Will your event attract/festival attendee bednights? Yes No

1.6 Outline the measures you have taken for the safety and welfare of attendees and participants at your event/festival. *max 400 words*

1.7 Outline the measures you have taken to ensure your event/festival is one that is accessible and inclusive. Please refer to additional information on Disability and Inclusion in Annex A of the Guidance Notes. *max 400 words*

**1.8 Please detail how your event/festival can be developed in future years in terms of audience growth and activities for attendees.
OR If this is a first-time or one-off event/festival, how this event/festival will attract attendees? *max 300 words***

1.9 Does your event/festival provide any opportunities for volunteers?

If yes, please include the number of volunteers your event/festival will recruit, what roles are available and if there are capacity building and/or training opportunities for these volunteers *max 300 words*

1.10 Please detail what measures you will take to protect the environment during your event/festival. For example, consider waste, hazardous substances, travel to and from your event/festival. *max 300 words*

SECTION 2: BUDGET

The Event/Festival should demonstrate the ability to obtain financial support from other sources. This leverage of other funding will support the long-term sustainability of your event/festival as Ards and North Down Borough Council is not a core funder of events/festivals.

You may apply for up to 60% of your total event/festival costs. This 60% must be made up of eligible costs. The remaining 40% can include in-kind support but at least 20% must be made up from other funders, sponsorship/ticket sales/own funds.

Please refer to the Guidance Notes for information on calculating in-kind support, if applicable.

Event/Festival Budget:

Please detail all projected event/festival expenditure and income in the tables below. Please indicate where the income is coming from [e.g. in-kind support, ticket income etc], if the income is confirmed or not, and what you propose the grant award will be used for, if successful.

Please DO NOT include the request from the Tourism Events and Festivals Fund at this stage.

A basic completed example of the tables below is included in the Guidance Notes.

Table 2.1 – Projected Expenditure

EXPENDITURE	£
TOTAL EXPENDITURE	

Table 2.2 – Projected Income

INCOME	£	Confirmed? Y/N
TOTAL INCOME		

Table 2.3 – Summary

Total projected expenditure:	£
Total projected income: (not including AND Tourism Events and Festivals Grant Request)	£
Expenditure minus income	£
Tourism Events and Festivals Grant Request:	£

SECTION 3: ATTENDEES AND PARTICIPANTS

3.1 What is the projected number of attendees and participants at your event/festival?
Please enter figures from within and outside of the Borough.

Table 3.1

	Attendees (spectators to event)	Participants (those who run or are part of the event)	TOTAL
From Within the Borough			
From Outside the Borough			
Number of days attending event			

Please provide clear justification/evidence of how you have arrived at your figures above.
For example, by reference to previous years' attendance, similar events, previous tickets sold, clicker/PSNI counts. *max 300 words*

OR If your event is a first time or one-off event/festival, please indicate how you will attract these totals *max 300 words*

3.2 Please provide list of participant roles and a number for each role.

For example, 5 performers/competitors, 8 volunteers, 10 stall holders etc people involved in delivering the event/festival.

3.3 If your event/festival projects overnight stays, resulting in bednights, please complete the table below indicating the projected numbers. Please leave blank if no bednights are projected. *max 400 words*

Type of accommodation	No. of visitor bednights	No. of participant bednights	Total
Commercial (hotel, GH, B&B, Self Catering)			
Registered camping/caravanning			
Family/friends			
Other (e.g. motorhomes)			

SECTION 4: MARKETING

Support from Ards and North Down Borough Council must be acknowledged.

Please refer to Guidance Notes for details of the types of proof that are accepted to demonstrate delivery of your marketing.

4.1 How do you intend to market your event/festival, within and outside of the Borough. Please describe how your marketing materials will be made accessible to a range of disabled people and those whose first language is not English. *max 300 words*

A basic completed example of the tables below is included in the Guidance Notes.

Table 4.2

Item/ Activity	Quantity/Channel/Publication	Reach (Within the Borough, NI, ROI, GB, EUROPE, REST OF WORLD)	Paid for or Not Paid for

Please include an estimated budget, showing a breakdown of all Marketing costs.

Table 4.3

Printed Materials	£
Advertising Activity	£
Online Activity (paid for)	£
Overall estimated marketing budget:	£
Budget % as part of overall estimated event/festival budget	%

DECLARATION

We require all applicants to enclose the following documents with your application. If not included the application will not progress.

Essential documentation

- Copy of Constitution or Memorandum of Association
- Most recent AGM Minutes / Inaugural minutes
- List of Office Bearers
- Copy of most recent audited Annual Accounts
- Most recent Bank Statement

Please tick to confirm that you have the following insurances/policies and procedures in place. If your application is successful, we will require evidence of these.

- Details of relevant Insurance relating to the event/festival (where appropriate)
- Safeguarding/Child Protection Policy/ Statement

Fundraising Declaration

As per Ards and North Down Grants Policy, provision of funds to organisations to host fundraising / donation-led events is not permitted. Therefore, if your event/festival would not go ahead without the collection of donations intended for retention by your organisation or distribution to third parties, you should not accept any grant offered.

I confirm the event/festival applied for is not a fundraising event as defined in the guidelines.

Freedom of Information

Ards and North Down Borough Council is subject to the provisions of the Freedom of Information Act 2000. This Act came into operation on 1st January 2005. Applicants should be aware that the information provided in the completed application document could be disclosed in response to a request under the Freedom of Information Act.

The Council will proceed on the basis of disclosure unless an appropriate exemption applies. No information provided by applicants will be accepted "in confidence" and Ards and North Down Borough Council will not accept liability for loss as a result of any information disclosed in response to a request under the Freedom of Information Act.

Ards and North Down Borough Council does not have a discretion regarding whether or not to disclose information in response to a request under the Freedom of Information Act, unless an exemption applies. Decisions in relation to disclosure will be taken by appropriate individuals in Ards and North Down Borough Council having due regard to the exemptions available and the Public Interest. Applicants should be aware that despite the availability of some exemptions, information may still be disclosed if the Public Interest in its disclosure

outweighs the Public Interest in maintaining the exemption. Applicants are required to highlight information included in the application documents which they consider to be commercially sensitive or confidential in nature, and should state the precise reasons, why that view is taken. In particular, issues concerning trade secrets and commercial sensitivity should be highlighted. Applicants are advised against recording unnecessary information.

In accordance with the Lord Chancellors Code of Practice on the discharge of public functions, Ards and North Down Borough Council will not accept any contractual term that purports to restrict the disclosure of information held by the Council in respect of the contract or grant process save as permitted by the Freedom of Information Act. The decision whether to disclose information rests solely with Ards and North Down Borough Council.

Ards and North Down Borough Council will consult with applicants, where it is considered appropriate, in relation to the release of controversial information.

Data Protection

Ards and North Down Borough Council values your right to personal privacy. We collect this information solely for the purposes of this application and do not share it with anyone. We comply with the DPA [Data Protection Act] 2018 and UK GDPR [General Data Protection Regulation], ensuring that information is collected fairly and lawfully, is accurate, adequate, secure, up to date and not held any longer than necessary.

For further information our Privacy Statement can be viewed at <https://www.ardsandnorthdown.gov.uk/privacy-and-cookies>

Equality of Opportunity, Section 75 and Good Relations.

Ards and North Down Borough Council is required to have due regard to the need to promote equality of opportunity between

- persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation
- men and women generally
- persons with a disability or without
- persons with dependants or without.

In addition, without prejudice to the obligations above, Council is required to have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.

Council is committed to fulfilling the Section 75 statutory duties across all functions [including service provision, employment and procurement]

Please tick the box to confirm you have read the Freedom of Information, Data Protection and Equality statements above

We declare that this application is made with the authority and consent of the above organisation and that the information provided is true, accurate and complete.

Name (in capitals):

Position held:

Signature (on behalf of the applicant):

Date:

Name (in capitals):

Position held:

Signature (on behalf of the applicant):

Date:

Completed application forms and supporting documentation should be submitted by no later than: **12noon on Monday 25 November 2024**. Please save your application as a PDF document and send preferable by email.

Please note: **Late or Incomplete applications will not be considered**

Applications will not be reviewed by the Grants Team until after the closing date and time.

Return to

Email (preferable) tourismgrants@ardsandnorthdown.gov.uk

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

You are advised to encrypt emails that contain sensitive data in order to keep you and your personal information safe.