



TOURISM GRANT EVENTS GUIDELINES

**PLEASE NOTE: YOU ARE ADVISED TO READ THESE GUIDANCE
NOTES CAREFULLY BEFORE MAKING AN APPLICATION**

Tourism Events Grants Programme - Guidelines

The Tourism Events Grants Programme is a small grants programme funded by North Down Borough Council on a twice yearly basis for events from 1 April to 31 October and 1 November to 31 March.

The Programme fulfils the Council's Tourism Plan to ensure that the Borough will be in the top EVENT destinations in Northern Ireland.

Priorities

The main aim is to fund those tourism events which:

- Are tourism focused and held within the Borough of North Down
- Are in a position to provide at least 50% of project funding
- Give some degree of benefit to the residents of the Borough
- Promote Bangor and the Borough of North Down as Northern Ireland's premier events' location
- Produce direct or indirect economic benefits for the Borough, including the creation of bednights*

*[a bednight refers to one overnight stay per person]

We would also like the event to provide:

- Media coverage i.e. local, regional or national press, radio or television coverage
- Increased usage of hospitality facilities, such as accommodation, restaurants etc.
- Attraction of overseas visitors and domestic visitors
- Attraction of an audience or spectators

North Down Borough Council's Tourism Events Grants programme is competitive and we expect to receive many applications, therefore, fulfilment of the above priorities will not necessarily guarantee Council funding towards any particular event.

Important Information about Grants

Please read carefully

You must read and understand this section **BEFORE** completing the online Application Form for Tourism Event Grant Assistance.

Grant Agreement

If we make an award to your organisation, you must adhere to the following:

- comply with our terms and conditions by ticking the box within the application form in the first instance and by signing the conditions of offer documents
- comply with all relevant legislation affecting the way you carry out your project e.g. child protection

This does not guarantee that you will get an award but will help us pay any award quickly.

If you get an award you:

- must use it only for the project set out in the application form
- must not give the award, or assets acquired with it, to any other organisation or individual
- must spend the award within the events period to which it relates
- must comply with our monitoring and reporting requirements

Please do not try to influence the decision by lobbying any Council members or staff. **Please note that all decisions are final.**

When we assess your Grant Application we will apply the following Guidelines:

- Retrospective funding will not be considered [we cannot fund events which have already taken place]
 - The completed application form must show all other sources of funding i.e. any other external funding your Organisation has applied for
 - Any funding granted by Council must only be used for the purpose for which the Application was initially made, otherwise, the grant funding will have to be repaid to Council
 - All projects must be completed and grants must be claimed within the financial year to which they relate
 - Any member of Council or Officer involved in deciding or recommending grant assistance for any group/organisation must declare any/interest he/she has in that group or organisation
 - Council may choose to interview a representative of your Organisation in respect of your funding application and deal directly with the applicant's parent organisation
 - If your Organisation is awarded a Grant, you must notify the Council of any changes to the project content
 - Where possible, all bednights* should be booked through the Tourist Information Centre, Tower House, 34 Quay Street, Bangor, 028 9127 0069 using the unique reference allocated to your Event. If you know of any other bednights* booked externally, please advise the Tourist Information Staff
 - Grant Funding will be awarded only to bona-fide groups/organisations which can produce a copy of their adopted constitution and financial statements
 - Only one event per Organisation per year will be considered for Tourism Event Grant support
- *[a bednight refers to one overnight stay per person]

Criteria used by North Down Borough Council to assess final amount of Tourism Event Grants

BEDNIGHTS GENERATED	£1 per person per night
SPECTATOR NUMBERS	50p per spectator at event
POSITIVE PR*	£50 for every £1000 of PR achieved
DURATION OF EVENT	£100 per day

- The figures used to calculate grant award are those supplied by the Applicant on the Grant Application Form. These figures will have an impact on the Grant Award
- An event does not have to meet all four criteria in order to attract funding but can be any combination of the four
- Targets set by the Organisation against the criteria detailed above, which are not achieved, WILL result in a reduction in the balance of the post grant payment
- Targets set by the Organisation against the criteria detailed above, which are exceeded, will NOT have an impact on the original Grant award
- *Positive PR – is defined as advertising value equivalency [AVE] a measure used in the Public Relations' Industry. AVE's measure the size of the coverage gained, its placement, and calculate what the equivalent amount of space, if paid for as advertising, would cost. Please see Page 8 of the Application Form, which contains information to help you estimate PR coverage.

*[a bednight refers to one overnight stay per person]

We Will Not Fund:

- Projects deemed more relevant to any other Council Service Department
- Profit making ventures
- Those groups/organisations which do not submit the documentation required
- Individuals
- On-going costs
- Retrospective Events [events which have already taken place]
- Political events
- Equipment
- Salaries
- Fundraising events or activities
- Organisations not legally established in the UK

Who Can Apply?

You can apply for a Tourism Events Grant if you are a voluntary and/or community organisation and:

- you have a UK Bank or Building Society Account in the name of your organisation, which requires at least two unrelated signatures on each cheque or withdrawal
- you can meet our requirements for event accounts
- you can spend the Grant Award within one year
- the event will take place in the Borough of North Down
- you have adopted appropriate policies in line with your type of Organisation
- your Grant Award will pay for project related costs

Safeguarding policies and other legal requirements

We need to be sure that any children, young people under the age of 18 and vulnerable adults you may work with will be safe. If your project will be working with any of these people, you must have a policy [child protection policy] that explains how you make sure of this and be able to show that the policy is put into practice.

If your Organisation has not adopted a policy of this type, you will be required to adopt the Council's Child Protection Policy for the duration of the event.

REMEMBER!

- to upload your application in advance of the closing date as we cannot accept any late applications.
- to upload all documentation or provide hard copy format in support of your application which must be in the full correct name of your organisation, as set out, for example, in your governing document. Hard copy supporting documentation must be with NDBC, Tower House, 34 Quay Street, Bangor, before the closing date.
- if you omit to upload or provide hard copy of the information we require with your initial submission, prior to the closing date, we will contact you to request the missing information, giving you 5 working days to provide this. If we do not receive this information within the time period specified, the grant application will not be assessed and will be withdrawn from the process.

Voluntary and community organisations must have a written governing document [for example, a constitution, set of rules or trust deed] and at least three people on their governing body or management committee who are not related to each other.

Bank or Building Society Accounts

You must have a UK based bank account in the name of the organisation that applies for a grant and will carry out the project.

We require at least two unrelated people who sign cheques or make withdrawals

If any signatories are related or live at the same address we need written confirmation from your bank or building society that these people cannot authorise payments together.

You will also need to complete the Council Payment System Form, [BACS] which is incorporated within the Application Form.

Accounts or income and expenditure projections

REMEMBER!

- All voluntary and community sector organisations must produce a set of accounts at the end of their event.
- All Grant Applicants must produce a projected income and expenditure budget for the event
- Event accounts must be in the full correct name of your organisation, as in your governing document and signed as approved by an office holder.
- All Grant Applicants must provide evidence of all expenditure by enclosing invoices/receipts

Referees

Before you submit your online application to us, Page 13 regarding Referees must be completed.

Your referee must have known your organisation and its work for at least one year. If you are a new organisation, your referee should be aware of what you are trying to do and have known your organisation since it started.

They must not be:

- A current member, a trustee or a member of staff of your organisation
- A member of staff of your parent organisation, if your organisation is a branch of a larger organisation
- Related to someone in one of these positions
- Formerly [that is within the last two years] held one of these positions
- Someone who will directly benefit if you get an award
- Someone who provides a service whether paid or unpaid to your organisation

What happens next?

Submitting your application

Once you have read the guidance notes and completed your application form you must submit it together with all other required documentation.

The Assessment Process

Your application form and support documents will be acknowledged within five working days of the closing date for the grant applications. We will check to see if your application is complete. You should use the checklist on page 15 of the application form to make sure that the application you are submitting is complete.

If your application:

- is complete we will assess your application – please see next page for details
- is incomplete and you have omitted to upload all the information we require with your initial submission, prior to the closing date, we will contact you to request the missing information, giving you 5 working days to provide this. If we do not receive this information within the time period specified, your Grant Application will not be assessed and will be withdrawn from the process.
- When your completed application has been considered by the Assessment Panel, and if it meets the Tourism Events Grants requirements, a decision will be made with regard to the Grant Award.
- You will be notified of the result after Council has ratified the Assessment Panel's outcome although no awards will be paid until after 1 April.

Successful applications

If your Application is successful WE WILL:

- send you a letter confirming the amount of the award
- send you Conditions of Offer forms, which need to be signed with one copy returned to this Office and one copy retained for your records. Upon receipt of this completed form 50% of the grant will be released after 1 April or within two months of the event taking place. The balance of the grant will be paid after a full evaluation of the event.
- send you an Evaluation Form, which should be completed after your event has taken place and returned to this Office with:
 - a copy of the report,
 - a copy of the event accounts together with all invoices/receipts for expenditure
 - original copies of all press cuttings and any other media coverage achieved e.g. written record or cd/dvd recording of radio/television coverage, giving programme and broadcast times.
- send payment to the UK Bank or Building Society account given in your application form – 50% of the grant to be paid after 1 April or two months before the event takes place and the balance after a full evaluation of the event.

Once your event has taken place, you will have to provide:

- A REPORT on the event within one month of the event date
- Event ACCOUNTS and INVOICES/RECEIPTS FOR ALL EXPENDITURE within three months of the event date
- Completed EVALUATION FORM

We will then carry out a full evaluation of the event.

If your project changes in any way, you need to contact the Council as soon as possible.

Monitoring

Events will be randomly monitored. Please be aware that you may receive a visit from a Council Officer, carrying out an audit during your event.

Unsuccessful Applications

If your application is unsuccessful we will let you know why and this may help you to decide whether or not to apply in the future. The Appeals procedure below is in place should you wish to avail of this course of action.

Stage 1

Applicants must appeal in writing within 10 working days of receipt of the written Council decision. At this stage you will be advised of the basis for the decision. A meeting with the relevant officer/assessment panel will be arranged if further clarity is required.

Stage 2

If you are still not satisfied, the matter will be referred to the Chief Executive.

If you are unclear about anything concerning your Application or require any help, especially if you are a first time applicant, please contact

anne.poots@northdown.gov.uk - 028 9127 8048, OR
karen.browne@northdown.gov.uk - 028 9127 8084

REMEMBER! - please print and keep a copy of your Application for your records.

Any changes to the Tourism Grant Event Application Process
is at the sole discretion of North Down Borough Council