

**ARDS AND NORTH DOWN BOROUGH COUNCIL  
EVENTS AND FESTIVALS FUND 2024/2025**

**GUIDANCE NOTES**

**FOR EVENTS AND FESTIVALS  
taking place from 1 April 2024 – 31 March 2025**

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## **Ards and North Down Borough Council Events and Festivals Fund 2024-2025**

**Closing Date**                      **Friday 3<sup>rd</sup> November 2023 at 12noon**

**PLEASE NOTE LATE APPLICATIONS WILL NOT BE ACCEPTED.**

### **Aim of the Events and Festivals Fund**

The aim of the fund is to provide grant aid for events and festivals which can demonstrate a positive economic and/or social impact within the Borough of Ards and North Down. We particularly welcome applications from those events and festivals that foster Section 75 and Good Relations.

### **Background**

The Events and Festivals Fund was launched in 2022 as a new grant scheme replacing the AND Tourism Event Scheme and the Community Festivals Fund.

There are 3 levels of grant available within the Events and Festivals Fund (subject to budget from rates setting process). All organisations who wish to apply for a grant for any type of event (as per table below in bold, previously defined in 2022/23 as local, neighbourhood, medium and large) **MUST** submit an application in this grant call.

These are:

**Table 1**

<b>Event/Festival Type</b>	<b>Guidance attendee/participant numbers</b>	<b>Support available</b>
<b>Local</b>	Attracts up to 500 attendees and participants	Up to £1,000
<b>Neighbourhood</b>	Attracts between 501 and 2,000 attendees and participants	Between £1,000 and £4,000
<b>Medium/Large</b>	Attracts over 1,500 attendees and participants	Between £4,001 and £15,000

N.B. The recommended number of attendees and participants is only a guide to advise what level of support could be available. Applicants are advised to apply for the minimum level of grant they need to deliver their event/festival.

### **Eligibility Criteria**

Applicants must deliver an event or festival that meets the necessary criteria below.

An event or festival is defined as a one-off event or festival, or a series of related events delivered that must take place over a maximum of an 8-week period with no significant breaks and have a distinctive theme. A Theme is defined as topic or subject that run through your entire event/festival such as Maritime, or Art, or Music etc.

Organisations/groups can only apply for funding through **one** application, for **one** event. This is a competitive grants scheme and applications will be determined on the basis of merit and need.

- The Events and Festivals Fund is open for applications from appropriately constituted not for profit organisations, including Limited Companies and Charities.
- Applicants must deliver an event or festival in the Borough of Ards and North Down, between 1 April 2024 and 31 March 2025.

**An event/festival must:**

- Demonstrate either a positive economic or social impact within the borough (or both), as well as fostering Section 75 and Good Relations;
- Encourage tourism and local investment by attracting attendees and participants, including those from outside the Borough (for medium and large events and festivals);
- Enable communities to celebrate and encourage cultural expression, enhance community relations and promote community cohesion and social inclusion.
- Promote positive attitudes and encourage participation towards people with a disability;
- Support the development and capacity of the local events/community sectors
- Enhance community pride and wellbeing during a period of austerity.

**Ineligible Applications**

Applications will **not** be accepted from the following:

- Individuals or sole traders;
- Trade or professional conferences/conventions;
- Organisations not legally established in the UK;
- Events and festivals run on the same date as a Council run event that require the use of Council equipment/assets, are not eligible.

And for the following activity:

- Ongoing operational costs
- Retrospective activity (events/festivals which have already taken place or where expenditure was incurred before a grant award was confirmed);
- Any event/festival that does not promote equality of opportunity and good relations including political opinion, religious belief or racial group;
- Events/festivals that are substantially fundraising vehicles, whether for the event organisation itself or to raise funds for transmission to a third party.

**General principles which apply to the Events and Festivals Fund**

- Applications to this fund will be open to all events and festivals that can meet the general principles and criteria of the fund, irrespective of whether they are established or emerging events/festivals.
- Event/Festivals will be required to demonstrate a positive and measurable impact on the local community and/or economy.

- Events/Festivals are encouraged to apply to other sources of support or if appropriate, maximise income through ticket sales and sponsorship to add value to the festival. They should develop a plan to improve their sustainability and reduce reliance on public funding.
- Events/Festivals should contribute to the promotion of a positive image of the Borough and organisers must take steps to avert anti-social behaviour.
- Organisations in receipt of public funding must comply with all statutory obligations regarding the safe delivery of and access to their events/festivals
- It is a prime responsibility of Government to ensure the proper and efficient use of and the accountability of public monies. To this end, festivals will be required to provide relevant supporting information when applying for funding.

## **THE APPLICATION PROCESS - GUIDANCE**

Ards and North Down Borough Council wish to support quality, unique events and festivals that can demonstrate a positive economic and/or social impact.

The following guidance will assist 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, some conditions within your Letter of Offer will be based on information in your application

### **SECTION 1A: YOUR EVENT - INFORMATION**

Please answer this section fully and provide accurate details about your event to include festival/event title, start and end date venue and location (including any specific event dates during the event festival period).

Events and Festivals should endeavour not to run on the same date as a Council delivered event. Check the dates and times of Council run events here by contacting [eventsandfestivalsgrants@ardsandnorthdown.gov.uk](mailto:eventsandfestivalsgrants@ardsandnorthdown.gov.uk) . You are asked to confirm you have checked by ticking the box.

If your event requires use of Council land, this must be booked at least 3 months in advance of your event to enable approval by Council. To apply for permission please contact the Compliance Section, [landrequests@ardsandnorthdown.gov.uk](mailto:landrequests@ardsandnorthdown.gov.uk) or telephone 028 91824075.

#### **Road Closures**

You should be aware that if a road is to be closed as part of your festival, that appropriate permission must be applied for. To seek further advice and apply for Road Closure permission please contact the Licensing and Regulatory Services Section, [david.brown@ardsandnorthdown.gov.uk](mailto:david.brown@ardsandnorthdown.gov.uk) or telephone 0300 013 3333

### **SECTION 1B: YOUR EVENT - THE DETAIL**

#### **1.1 Please indicate the primary aim of your event/festival, is it**

- **To encourage attendees to the event/festival and enhance local economic benefit**
- **To promote community cohesion/social inclusion**

Whilst some events/festivals may demonstrate they meet both aims, you must only tick one as your primary aim.

#### **1.2 How does running your event/festival achieve this aim? (scored 0-4)**

How does the event/festival encourage attendees and generate local economic benefit for the Borough? What opportunities there will be for attendees to spend money e.g. spending local by attendees or by using local suppliers for the delivery of the event, partnerships with local businesses, transport, or securing participant

overnight stays or attendees overnight stays? Have you engaged with local shops/businesses, or considered an arrangement with local shops/accommodation provider e.g., you show your event ticket to get a discount? Will the event promote the Borough bringing additional attendees/participants and spend.

OR

How your event promotes community cohesion/social inclusion e.g. equality and target poverty and social exclusion. Outline how your festival will enable communities to celebrate and encourage cultural expression whilst enhancing community relations and provide equality of opportunity and /or good relations.

**1.3 Please provide a description of your event/festival, i.e the programme (scored 0-4)**

What will an attendee see/experience? What are the timings for the event, e.g. start and finish times or timings of the different elements, Does the event/festival have a Unique Selling Point (USP) e.g. does it use performers from the Borough? Is it unique to the area? Does the event/festival utilise the natural and cultural assets of the Borough or tell a story about local historical or heritage sites. Can attendees get involved in the event/festival in terms of learning new skills or engaging in arts and crafts or a leisure activity? Does the theme/subject of the event/festival support positive community involvement and promote positive attitudes for those with a disability or mental and physical health? Is there a running theme throughout the duration of the festival/event eg music, maritime, art etc.

**1.4 Outline the measures you have taken for the safety and welfare of attendees and participants at your event, including accessibility and inclusivity. Please refer to additional information on Disability and Inclusion in Annex A. (Please include your event management plan and risk assessment. If you don't have one available and are successful, officers will assist with preparation) (scored 0-4)**

Please include the facilities at the location, the provision of toilets, seating and standing areas, a selection of food providers, ease and location of car parking and anything else you do at your event to support the safety and welfare of all. . How have you ensured all section 75 groups are able to attend your event/festival? If you have any policies in place to ensure your event is accessible and inclusive to all, please indicate these in this answer.

**1.5 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, how this event will attract attendees? (scored 0-4)**

How do you intend to attract a new audience. Have you added new elements to your event? Have you extended days, perhaps marketed to further afield to develop your audience?

OR

How will you market your event to your target audience?

If you have an audience development plan, please include this with the application.

**1.6 Does your event provide any opportunities for volunteers?**

**If yes, please include what roles are available and if there are capacity building and/or training opportunities for these volunteers (scored 0-4)**

What are your volunteer roles and what training will be provide e.g marshalling, first aid, Welcome Host training? How many volunteers will be recruited and how do you aim to do this?

**1.7 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. (Please detail but also include your Environmental Management Plan, if you have one) (scored 0-4)**

For example, environmental sustainability, waste, how does your event/festival promote sustainable transport such as bike parks, any partnership with Translink, park and ride services etc, encourage the use of public transport? How are you managing waste disposal/storage and recycling?

**SECTION 2: FINANCE**  
**(scored 0-4, weighted x2)**

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 as Ards and North Down Borough Council is not a core funder of events.

**New for 2024/25**

Organisers may apply for a percentage of total event costs. This percentage must be made up of eligible costs.

**MEDIUM/LARGE EVENT/FESTIVAL** applicants may apply for up to 60% of your total event 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 etc.

**LOCAL AND NEIGHBOURHOOD EVENT/FESTIVAL** applicants may apply for up to 80% of total event costs. The remaining 20% can include in-kind support/other funders, sponsorship/ticket sales/own funds etc.



In-kind support is a non-cash contribution of a good or service, provided instead of cash, that is necessary to deliver the event/festival.

In-kind contributions can include:

- Staff time: You can calculate this by using the minimum wage and multiplying by the number of hours worked.
- Donated equipment/goods: How much the equipment or goods would cost to purchase or hire
- Services donated from other companies or organisations: How much this service would cost if you were to pay for it
- Use of premises or office space for the event/festival

### Table 2.1

Please provide a realistic budget breakdown for your event, to include:

- Itemised Event/Festival Expenditure e.g. Marketing and advertising costs, performers fees, road closure fees etc.
- Expenditure and Income – please be as accurate as possible.
- Where is your Income coming from - Please indicate where you intend to secure your income from e.g this application to Council, your own funds, sponsorship, other grant (N.B. other Council funding cannot be used in conjunction with this application) income from ticket sales, in kind support etc.
- Offered/Awaiting Confirmation – for each source of income please advise if the funding is secured, awarded or if you are awaiting confirmation and if so when do you to expect confirmation.

### Table 2.2

Please detail

- total cost and income for your event i.e. Total expenditure/income in Table 2.1.
- The Total Grant sought from Council is the total amount of funding sought from Council as detailed in Table 2.1 above

The table below lists eligible and ineligible costs. Please note this list is not exhaustive

Eligible Costs	Ineligible Costs
Event Costs (including entertainment/performer costs, equipment hire, venue hire/ security / Health and Safety/First Aid/ any reasonable adjustment requests under the DDA 1995	Bank Fees/Bank Charges/ Interest Charges/ Bank Commission / Tax and VAT Payments /Accountancy Fees /Corporation Tax
Marketing– Advertising / PR Activities / Advertising Promotional Material/ Media Monitoring / Promoter fee / Market Research/Event Evaluation/ any	Staff salaries / freelance fees / consultancy fees

reasonable adjustment requests under the DDA 1995	
Judges' Fees/Accommodation/Travel	Hospitality – The cost of alcohol cannot be claimed in any context/circumstance.
Road closures (including licence, stewarding/traffic management costs)	Capital Repayments /Capital Expenditure e.g. equipment such as cameras or computers etc
Bidding Costs (for clarification, please contact the Grants Team)	Hospitality (such as sponsors dinners etc) Alcohol cannot be claimed in any context.
Prize Awards and Trophies (NOT cash prizes)	Cash Payments/Transactions including Petty Cash
Administration Costs (excluding wages)	Legal Fees
Event/Festival Insurance	Membership Fees
Participants and volunteers catering (NO alcohol)	Charitable Donations
	Liquor Licences
	Prize Fund - Cash
	Event Management Fees
	Rates/ Fuel /Electricity/Rent / Phone Bills

**N.B. THE FOLLOWING QUESTION IS ONLY FOR THOSE APPLYING FOR A MEDIUM/LARGE EVENT/FESTIVAL**

**2.3 If your event/festival is recurring, how do you plan to become more financially independent in future years? Eg securing other sources of funding, fundraising, donations, ticket sales etc**

Tell us how you intend to attract other sources of income to become increasingly finally independent?

**SECTION 3: ATTENDEES AND PARTICIPANTS**

**3.1 Projected attendee and participant numbers**

Please enter your attendee and participant numbers in table 3.1.

**Please provide a clear justification of how you have arrived at your projected attendee and participants figures above. (scored 0-4)**

For events/festivals that have taken place before, draw on past years to provide the justification/evidence 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, clickers/drone footage?
- did you conduct surveys at previous events/festivals (please mention sample size, when survey took place etc)?

**OR If your event is a first time or one-off event, please indicate how you will attract these totals** If your event is a first time or a one-off event, you could benchmark against similar events/festivals to gauge the potential attendance for your event. Take into consideration the capacity of the event venue/site.

### 3.2 Participant numbers and roles and a number for each role

A participant is someone who is there to run the event/festival or is part of the event/festival. Participants may include: performers/competitors, marshals, media/journalists, crew, production staff, volunteers

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

### **N.B. THE FOLLOWING QUESTION IS ONLY FOR THOSE APPLYING FOR A MEDIUM/LARGE EVENT/FESTIVAL**

#### 3.3 How does your event encourage local spend within the Borough (scored 0-4)

This could include encouraging attendees and participants to **spend locally**, including **partnerships with local businesses**, transport, use of **local suppliers**, overnight stays resulting in **bednights**. You must clearly state how you hope to achieve this and give specific examples and data as available or relevant. Please list all relevant to your event/festival and explain how the event does this.

If bednights will be achieved, please clarify if these are for attendees/and or participants, the projected number and how these will be achieved e.g. participants attending from beyond Borough, marketing beyond borough and partnerships with local accommodation provider. You should give a **breakdown of numbers and types of bednights** in your response. The below table should assist you calculate the bednights total.

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

1 bednight = each attendee or participant who stays overnight in the borough.

If other category is used, you must clearly define the type and bednight calculation.

## SECTION 4: MARKETING

In **Section 4**, we ask how you intend to market your event/festival, within and outside of the Borough. Please consider how your marketing materials will be made accessible to a range of disabled people and those who's first language is not English. **(scored 0-4)**

Appropriate logos should be on all printed or online material associated with your Event/Festival

### N.B. THE FOLLOWING QUESTION IS ONLY FOR THOSE APPLYING FOR A MEDIUM/LARGE EVENT/FESTIVAL

**Table 4.1**

Please complete table 4.1 with details of how you plan to market your event/festival to achieve its aim (Q1.1), examples have been provided in the table and below.

#### Item/Activity

<p><b>Print Opportunities, such as:</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, such as:</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, such as:</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, such as:</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>

#### Quantity/Channel/Publication

If you are providing print materials such as flyers, posters etc, please indicate the quantity you will be printing.

For advertising, please let us know the publication/radio station/TV station etc. For example, press ad in the Chronicle, 20 second radio ad on Q Radio running over 2 weeks, TV ad on UTV over 2 weeks

#### Reach

This is the amount of people that will see/hear the advertising indicated and where. For example, a press ad in the Chronicle for 1 week, the reach could be 200,000

weekly readers throughout the Borough. Or Facebook posts for 3 weeks leading up to the event, the reach could be 3,000 followers.

**Paid for or NOT Paid for**

Examples of Paid For marketing could be adverts on the radio/TV, sponsored Facebook posts, press ads.

Examples of Not Paid For marketing could include a press release that is sent to a number of publications, Facebook posts on the event/festival Facebook page, mentions on sponsors websites, adverts in free publications.

**Table 4.2 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.**

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>

## **SCORING**

The answers to each of the questions above will be given a score out of 4 using the matrix detailed in the Table below. NB weighting will be applied to the Finance Section only

<b>Measure</b>	<b>Score</b>
Excellent response that fully answers the question. Indicates an excellent response with detailed supporting evidence and no weaknesses	4
A good response to the question with good supporting evidence.	3
A response with reservations. Lacks convincing detail to demonstrate that the proposed response answers the question	2
An unacceptable response with serious reservations. Very limited detail to demonstrate that the proposed response answers the question.	1
The applicant failed to address the question.	0

## **DEADLINE**

The Events and Festivals Fund will close at on **Friday 3<sup>rd</sup> November 2023 at 12noon**. Incomplete applications or those received after this time will NOT be considered.

### **Return to**

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

## TIMETABLE

<b>Closing Date</b>	<b>12noon Friday 3<sup>rd</sup> November 2023</b>
<b>Acknowledgement of completed Application</b>	<b>Within one week of the closing date</b>
<b>Assessment by Grants Panel</b>	<b>w/c 27 November 2023</b>
<b>Ratification of awards by Council</b>	<b>Early February 2024</b>
<b>Notification of Grant Award (subject to rates setting)</b>	<b>Mid-February 2024</b>

## WHAT HAPPENS NEXT

If your application is unsuccessful, you will be notified via email You will be sent a copy of Council appeal procedure which you should follow if you feel you disagree with the outcome of the assessment.

If your Application is successful, we will:

- arrange a meeting with Council officers to discuss and agree the **Letter of Offer** (LoO) conditions and our requirements for the evaluation of your event/festival. Evaluation expectations will be in line with the level of grant.
- 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.
- You must provide appropriate insurance, risk assessments and an event management plan (EMP) **at least** 3 months before the start of your event/festival, 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).

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

When your event is complete, we will provide templates for monitoring. These include:

- Attendee and participant numbers
- Lessons learned
- Marketing
- Budget
- Section 75 monitoring arrangements

## **ADDITIONAL INFORMATION**

### **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.

### **DISABILITY ACCESS AND INCLUSION**

The Disability Discrimination Act 1995 (DDA) aims to ensure that disabled people are not treated less favourably than people who are not disabled. It covers access to goods, services, facilities, education and transport. This means that you have a duty to anticipate that disabled people will want to use your services and you should make changes accordingly to increase accessibility.

The DDA also requires employers not to discriminate against disabled people and to make reasonable adjustments for applications and in the workplace.

We expect all applicants to be familiar with the DDA and have made reasonable adjustments that aim to provide equality of access, dignity and choice.

### **SECTION 75 CATEGORIES**

Section 75 categories are:

Religious belief, political opinion, racial group, age, marital status, sexual orientation, men and women generally, disability and dependents

### **TOOLKIT**

Ards and North Down Borough Council have developed a Toolkit to assist in organising a safe and successful event. The toolkit and other relevant templates can be accessed at

[Event Management Toolkit](#)



## **GOVERNMENT FUNDING DATABASE (GFD)**

Ards and North Down Borough Council has adopted the Northern Ireland Executive's Best Practice Principles to reduce bureaucracy through the use of the Government Funding Database. The GFD requires the Council to input details of all successful applicants onto the database. The information entered on to the Government Funders Database can then be shared across funding organisations. All subsequent funders who wish to fund the same voluntary/community organisation can then access this information, rather than applicants providing multiple copies to each funder.

Please contact [eventsandfestivalsgrants@ardsandnorthdown.gov.uk](mailto:eventsandfestivalsgrants@ardsandnorthdown.gov.uk) if you need any more information on the Government Funding Database.

## **CONTACTS**

Email

[eventsandfestivalsgrants@ardsandnorthdown.gov.uk](mailto:eventsandfestivalsgrants@ardsandnorthdown.gov.uk)

By post to:

**Visitor Information Centre, Tower House, 34 Quay Street,  
Bangor, BT20 5ED.**