

Tipperary Festivals & Events Grant Scheme 2018

APPLICATION GUIDELINES

Closing Date for applications- Wednesday 6th December 2017 at 12 noon

Introduction

Festivals and events are crucial to the fabric of life in County Tipperary and they deliver a range of economic, social and cultural benefits. They entertain, they celebrate our communities and they showcase our villages and towns and are often an expression of identity and place. They represent arts, cultural, heritage and sporting assets and make a positive contribution in influencing the perception of County Tipperary.

Tipperary County Council aims to promote and support local festivals throughout the County that are not solely commercially focused, to support and assist those festival/events that have a tourism/cultural/artistic/sporting or community focus and which contribute significantly to quality of life.

The Tipperary Festivals and Events Strategy 2018-2020 defines Festivals and Events as follows:

A festival/event is defined as a coming together of a collection of similar events that celebrate a single or general theme and are promoted as one within this theme, and occur within a defined timeframe.

An event is defined as a celebration, activity, exhibition or staged performance that is open to the general public for a limited time (not necessarily free of charge).

An example of an event could be a St. Patrick's Day Parade, a community show/day, a community sports festival/event, public exhibition or showcase.

Funding Categories

Tipperary County Council now invites applications from Festivals and Events planned to take place **in Tipperary in 2018** under the following categories:

Category	Description	Maximum Level of Funding ¹
Community	Local festivals or events which are centered around a community. These may be annual or once off events, generally short in duration, (a one or two day event) and are most likely organised by volunteers. These festivals/events are important to the social fabric of the locality and County and generate civic and community pride.	€2,500
Municipal	<p>Municipal festivals or events are significant and attractive to both the local community and the wider community bordering the host community and held over at least two days. Municipal festivals/events generate civic pride and a sense of community and add to the vibrancy of an area. These festivals/events encourage visitors to an area to stay longer, add to a culturally rich location and are often specialised in their programming.</p> <p>In addition to supporting a range of festivals/events in this category through grant funding, it is envisaged that each Municipal District may support one or two festivals/events to develop their potential over a three year period as a <i>Municipal Festival/event in Development</i> -see guidelines for further information.</p>	€15,000
Premier	Premier festivals or events attract a large audience and participation and are usually held over at least three days. They are usually of a significant scale and/or ambition and contribute significantly to the local economy. These festivals/events usually have a positive	€30,000

¹ Please note that the maximum level of funding is NOT guaranteed as it is dependent upon the numbers applying and some events may not be funded due to excess numbers applying

	<p>regional and national profile, regularly achieving widespread media coverage. They are often specialised events with high elements of originality which encourages people to travel to attend these events. They are often professionally or semi-professionally run. It is likely that this Council would initially support a maximum of two such festivals/events in the County in the first three-year period of the scheme.</p>	
New/Emerging	<p>This purpose of this category is to enable a festival/event which emerges mid-year (after the deadline for that year) to seek support on an exceptional basis.</p> <p>These are festivals/events which are new or emerging and show signs of future potential to develop and can demonstrate that they link in with the objectives of the County Council. It is important that these festivals/events are supported as they will promote and encourage innovation and creativity and may have the potential to scale up over time to the premier category.</p> <p>Organisers of such festivals/events should contact festivals@tipperarycoco.ie to seek further information.</p> <p>These festivals/events may apply to either the Community or Municipal Category.</p> <p>A festival/event may only apply to this category in its first year.</p>	<p>€2500 if applying under the Community Category</p> <p>€15,000 if applying under Municipal Category</p>

Category 1 - Community

Community	
General Information	<ul style="list-style-type: none"> ➤ All applications to be made on the formal application form before the closing date. Late applications will not be accepted. ➤ The maximum amount which can be applied for under this category is €2,500 ➤ This is an annual application for funding. ➤ New festivals/events may apply under this category. ➤ Applications will be assessed by the District Administrator of the relevant Municipal District and recommendations will be brought to Municipal District members for decision.
Funding Criteria	<p>Funding Criteria- Total marks available- 100 marks</p> <ul style="list-style-type: none"> • Extent to which the proposed festival/ event engages the local community- 25 marks • Extent to which the festival/event demonstrates organisational capacity and track record (include track record of organisers in the case of a new festival/event)- 25 marks • Quality of Proposed programme for the festival/event – 30 marks • Quality and relevance of information supplied in application and feasibility of the proposal- 20 marks
Information required to draw down grant if successful	<p>A short written report on festival/event to include</p> <ul style="list-style-type: none"> ➤ attendance figures and method of collection of same ➤ benefits of the festival/event to community e.g. community/social/economic benefits etc ▪ Proof the festival/event took place- e.g. programme/brochure, press cuttings, photographs, promotional material etc. Max 3-5 pages/examples. ▪ Receipts for relevant expenditure to at least the value of the grant awarded. ▪ Proof of acknowledgement of support of Tipperary County Council- e.g. website screenshot/press cuttings/copy of posters etc.

Category 2 - Municipal

Municipal	
<p>General Information</p>	<ul style="list-style-type: none"> ➤ All applications to be made on the formal application form before the closing date. Late applications will not be accepted. ➤ The maximum amount which can be applied for under this category is €15,000. ➤ Applications will be assessed by a central Assessment panel made up of Local Authority specialists and recommendations will be brought to Municipal District members for decision. ➤ New festivals/events may apply under this category. ➤ Large scale St. Patrick's Day events are the only one day events which are eligible under this category. <p>There are two options for applicants under this strand.</p> <ul style="list-style-type: none"> ➤ <i>Municipal Funding</i>- This is an annual application for funding. ➤ <i>Municipal Festival in Development Funding</i>- 1-2 festivals/events in each Municipal District who wish to work to strategically develop their festival/event may be offered three year funding. These applicants must tick the relevant box on the application form and complete the additional questions on the application form. <p>Funding Criteria- Total marks available <i>Municipal Funding 100 marks</i> <i>Municipal Festival in Development Funding 120 marks</i></p> <p>Specific sectoral criteria (arts /heritage/sports/tourism/community) will apply, applicants must tick relevant box on application form and refer to Sectoral Criteria Section.</p> <ul style="list-style-type: none"> • Programme- Quality and ambition of proposed programme for the festival/event and the extent to which the proposal meets sectoral criteria (see Sectoral Criteria, page 9)-30 marks • Capacity- Extent to which the festival/event demonstrates organisational capacity and track record of festival/event -20 marks • Extent to which the festival/ event engages with audiences and the local community – 15 marks • Quality of the application in terms of budgeting and feasibility(festivals/events in this category must generate a minimum of 10% of own funds either through earned income/box office or sponsorship/fundraising) -15 marks • Links:- The extent to which the festival/event collaborates with other organisations/partners/networks to maximise the local and visitor potential of the festival/event -10 marks • Quality of the application in terms of marketing/promotion plan-10 marks <p>Municipal Festival in Development- additional funding criteria Quality of Strategic Plan- 20 marks</p>

<p>Information required to draw down grant if successful</p>	<p>A written report on festival/event to include</p> <ul style="list-style-type: none"> ➤ attendance figures and method of collection of same ➤ community/social/economic benefits etc ➤ how the festival/event met the relevant sectoral criteria ➤ marketing and PR report <ul style="list-style-type: none"> ▪ A copy of the programme and promotional material associated with the festival/event. ▪ Proof the festival/event took place- e.g. press cuttings, photographs, promotional material etc Max 5-7 pages/examples ▪ An income and expenditure report signed by two members of the organising committee accompanied by meeting minutes for same (which clearly identifies sources of income including earned income/box office and sponsorship/fundraising). ▪ Receipts for relevant expenditure to at least the value of the grant awarded. ▪ Proof of acknowledgement of support of Tipperary County Council- e.g. printed programme/posters/website screenshot/press cuttings etc. ▪ Verification of Tax Clearance Status (as required dependant on level of funding) ▪ <i>For Municipal Festival in Development Funding</i> – In addition to information required above -A request for continued funding to be submitted in years 2 and 3 of three-year agreement before the deadline for the relevant year.
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Category 3 - Premier

Premier	
General Information	<ul style="list-style-type: none"> ➤ This is an application for funding for a three-year period. (The same amount will be allocated each year over three years). ➤ The maximum amount which can be applied for under this category is €30,000 per annum. ➤ Applications will be assessed by a central Assessment panel made up of Local Authority specialists and recommendations brought to Municipal District members for decision. ➤ All applications to be made on the formal application before the closing date. Late applications will not be accepted. ➤ Tipperary County Council envisages a maximum of 1 to 2 Premier festival/events may be funded in the first three years of the scheme in the county. ➤ Applications to this strand will only be accepted from festivals/events which have run a minimum of three festivals/events.
Funding Criteria	<p>Funding Criteria- Total marks available- 100 marks</p> <p>Specific sectoral criteria (arts /heritage/sports/tourism/community) will apply, applicants must tick relevant box on application form and refer to Sectoral Criteria Section.</p> <p>Priority will be given to applications which demonstrate the following:</p> <ul style="list-style-type: none"> • Quality of strategic vision, originality and ambition for the festival/event and its capacity to attract national and international audiences through programming.- 30 marks • Extent to which the proposed festival/ event strategically develops and engages with audiences and the local context. -20 marks • Extent to which the festival/event demonstrates organisational capacity and track record-15 marks • Quality of the application in terms of budgeting, feasibility and capacity- a three-year financial plan is required and festivals/events in this category must generate a minimum of 20% of own funds either through earned income/box office or sponsorship/fundraising) 15 marks • Links- The extent to which the festival/event collaborates with other organisations/partners/networks locally, nationally and internationally to maximise the local and visitor potential of the festival/event -10 marks • Quality of three year marketing plan- 10 marks <p>Please also refer to sector specific requirements for drawdown on page 12</p>

<p>Information required to draw down grant if successful</p>	<p>A detailed written report on festival/event to include</p> <ul style="list-style-type: none"> ➤ attendance figures and method of collection of same ➤ detailed community/social/economic benefits using relevant examples etc ➤ how the festival/event met the required sectoral criteria ➤ marketing and PR report across all media platforms ➤ Evaluation and/or report on audience research conducted <ul style="list-style-type: none"> ▪ A copy of relevant programmes and promotional material associated with the festival/event. ▪ Proof the festival/event took place- e.g. press cuttings, photographs etc ▪ Letter of support from 2-3 local businesses detailing the contribution of the local business to the festival and the reciprocal benefit of the festival to the local community. ▪ An income and expenditure account signed by two members of the organising committee accompanied by meeting minutes for same and a copy of formal signed final accounts at financial year end. (reports should clearly identify sources of income including earned income/box office and sponsorship/fundraising). ▪ Receipts for relevant expenditure to at least the value of the grant awarded. ▪ Proof of acknowledgement of support of Tipperary County Council- e.g. printed programme/posters/website screenshot/press cuttings etc. ▪ Verification of Tax Clearance Status (as required dependant on level of funding) ▪ In addition to information required above -A request for continued funding to be submitted in years 2 and 3 of three-year agreement before the deadline for the relevant year.
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Sectoral Criteria

The assessment panel will prioritise applications which meet the following criteria specific to the relevant sector and which demonstrate:

Arts Criteria

- Artform development (where the festival/event clearly supports the development of individual artforms or art practices)
- Fair remuneration of artists
- Opportunities for access to and engagement with the arts
- Audience Development for the arts
- How the festival/event meets the objectives of the Tipperary Arts Strategy 2017-2021
- Professional artists must be used by groups who intend to work with artist/s and artists CV or biog **must** be included with application.

Heritage Criteria

- How the festival/event meets the objectives of the Tipperary Heritage Plan 2017-2021
- Opportunities for access to and engagement with Built, Cultural, Natural or Intangible Heritage within the county.
- Opportunities for access to and engagement with traditional skills and practices.
- Note: If festivals take place in a recorded monument (RMP) site or Natura 2000 sites i.e. SAC/SPA sites consents/licence maybe needed, please consult Heritage Officer.

Sports Criteria

- How the festival/event meets the objectives of the Tipperary Sports Partnership(TSP) Strategic Plan 2016-2020
- How the festival/event clearly supports participation opportunities in Sport and Physical Activity
- Demonstrates inclusiveness
- Targets at least one of the key target groups as set out by TSP
- Is supported by relevant National Governing Body of Sport (if applicable)
- Appropriate safe guarding measures in place for events with children or vulnerable adults.

Tourism Criteria

- How the festival/event meets the objectives of the Tipperary Strategic Tourism Plan 2016-2021
- How the proposed festival/event organisers plan to work with local accommodation providers, chamber of commerce or town centre forums (where they are in place) to promote the festival/event and seek to build special offers to encourage visitor dwell time in the area
- Proposed bed nights generated by festival/event.
- How the proposed festival/event plans to align with Fáilte Ireland's destination brand for the area, i.e. Ireland's Ancient East where appropriate (this may not be possible for every festival/event) and plans to utilise relevant marketing platforms.

Community Criteria

- The extent to which the proposed festival/event maximises community and citizen engagement
- The extent to which the proposed festival/event is inclusive of all members of the community
- The extent to which the proposed festival/event targets key disadvantaged groups i.e. disadvantaged Young People (aged 15 – 24), disadvantaged women, lone parents, low Income workers/Households, new communities, people living in disadvantaged communities people with disabilities, migrants, travellers, Roma, the unemployed, the disengaged from the labour market (Economically Inactive)

General Guidelines & Eligibility

- Festivals/events must take place in County Tipperary
- Festivals/events must take place between 1st January and 31st December 2018
- All applicants must be not for profit entities (confirmation will be required e.g. Articles of Association, Copy of Committee rules etc)
- All applicants must submit a current Bank Statement which clearly shows the name of the applicant organisation/group.
- All applicants must complete and submit an application form in advance of the closing date for the scheme.
- Late applications will not be accepted.
- Fundraising or charitable festivals/events are not eligible to apply. (*For clarity - Festivals or events whose purpose is to raise funds for other causes or charities are ineligible to apply. Any profits arising out of festivals must be reinvested to support relevant activities organised by the community group in question.*)
- Festivals/events may only apply to one category i.e. Community, Municipal or Premier
- The selection panel may move an application to another category if it is deemed to be more suitable to another category.
- The assessment panel may offer a festival/event less funding than has been applied for.
- Please note that the maximum level of funding is NOT guaranteed as it is dependent upon the numbers applying and some festivals/events may not be funded due to excess numbers applying.
- A festival/event may only apply to the New/Emerging category in its first year.
- An application under the New/Emerging category is only relevant where a festival/event emerges mid-year after the deadline for that year on an exceptional and agreed basis. Please contact festivals@tipperarycoco.ie to seek approval to submit an application to this category.
- Applications should be realistic and proportionate i.e. if a festival/event is seeking a significant increase in funding a strong rationale and business model should be submitted/case made in the application.
- Details of all festivals/events must be uploaded on to www.whatsonintipp.ie on notification of successful application.
- All applicants must be registered with the PPN (Public Participation Network) www.ppntipperary.org

Sector Specific Drawdown Requirements:

Heritage

- Heritage week events are eligible however this scheme cannot support festivals/events that are being organised during Heritage week as a requirement for other grant funding.

Tourism

- All funded festivals/events must report on bed nights achieved.
- All funded festivals/events must carry the Tipperary Tourism logo in addition to the Tipperary County Council logo and will be promoted in return by Tipperary Tourism on its online platforms.
- Tourism related festivals/events must align with Fáilte Irelands destination brand for the area, i.e. Irelands Ancient East where appropriate (this may not be possible for every festival/event) and make use of this marketing platform, this should involve including the IAE logo on promotional material and linking with IAEs social media to increase the reach of the festival/event.

The following items of expenditure are not eligible for funding under this scheme:

- Capital and infrastructural projects
- Spends on alcoholic beverages, food, fines, legal costs, penalty payments

Payment of grants awarded:

- Verification of Tax Clearance status will be required for all grants of €10,000 or more within any 12 month period.
- All successful applicants must return a completed acceptance form for 50% of the approved grant amount to festivals@tipperarycoco.ie . The remaining 50% will be paid once the festival/event is completed and required information for final payment has been submitted.
- Successful applicants will be required to acknowledge the assistance of Tipperary County Council in any promotional material relating to the festival/event. Proof of acknowledgement must be supplied when requesting final payment of the grant. A copy of our logo is available on request.
- Where a grant is awarded under this scheme, Tipperary County Council will not be responsible for the insurance of that festival/event. Tipperary County Council recommends that festival/event organisers ensure that adequate insurance is in place prior to the commencement of any festival/event.
- Applicants should please note that there are always more applications for funding than it is possible to support and this is a competitive scheme. Tipperary County Council reserves the right not to support festivals that may have received funding in the past.

How to Apply

By Post:

Applications should be clearly marked- **TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2018** and addressed to:

Denise Kearney,
Tipperary County Council,
Civic Offices,
Clonmel,
Co. Tipperary.

By E-mail:

Applications should be clearly marked- **TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2018** in the subject line and sent to:

festivals@tipperarycoco.ie

By Hand:

Applications should be clearly marked- **TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2018** and delivered to:

Any of Tipperary County Council's Customer Service Desks as follows:-

- Clonmel Civic Offices, Clonmel
- Nenagh Civic Offices, Nenagh
- Cashel-Tipperary Municipal District Offices, Rosanna Road, Tipperary Town
- Templemore-Thurles Municipal District Offices, Castle Avenue, Thurles
- Carrick-on-Suir Municipal District Offices, New Street, Carrick on Suir

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