Tipperary Festivals & Events Grant Scheme 2020

APPLICATION GUIDELINES

Closing Date for applications – Wednesday 11\textsuperscript{th} December 2019 – 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, 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 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:

\begin{itemize}
  \item A festival 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.
  \item 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).
\end{itemize}

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

Tipperary County Council now invites applications from organisations planning Festivals and Events to take place in County Tipperary in 2020.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Maximum Level of Funding¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Local festivals or events which are centred around a community. These may be annual or one off events, generally short in duration, (a one or two day event) and are most likely organised by volunteers. These events are important to the social fabric of the locality and County and generate civic and community pride.</td>
<td>Up to €2,500</td>
</tr>
<tr>
<td>Municipal</td>
<td>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 events encourage visitors to an area to stay longer, add to a culturally rich location and are often specialised in their programming.</td>
<td>Up to €15,000</td>
</tr>
<tr>
<td>Premier</td>
<td>Premier festivals or events attract large audiences, offer wide opportunity for 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 events usually have a positive regional and</td>
<td>Up to €30,000</td>
</tr>
</tbody>
</table>

¹See guidelines pages 5 & 6 for further information.
national profile, regularly achieving widespread media coverage. They are often specialised events with high elements of originality which encourage people to travel to attend them. They are often professionally or semi-professionally run. It is likely that this Council would initially support a maximum of two such events in the County.

| New/Emerging | The purpose of this category is to enable an event which emerges mid-year (after the festival deadline for that year) to seek support on an exceptional basis. These are events/festivals which are new and show signs of future potential and can demonstrate that they link in with the objectives of the County Council. It is important that these events are supported as they will promote and encourage innovation and creativity and may have the potential to scale up over time to become premier events. Organisers of such events should contact martina.ryan@tipperarycoco.ie to seek further information. These events may apply to either the Community or Municipal Category. A festival or event may only apply to this category in its first year. |
| Up to €2,500 if applying under the Community Category |
| Up to €15,000 if applying under Municipal Category |

¹ Please note that the maximum level of funding is NOT guaranteed, as it is dependent upon the number of applications received for a limited pool of funding. Some events may not be funded due to excess numbers applying.
## Category 1 - Community

<table>
<thead>
<tr>
<th>Community</th>
<th></th>
</tr>
</thead>
</table>
| **General Information** | ➢ All applications must 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 strand is **€2,500**  
➢ This is an annual application for funding.  
➢ New festivals or 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 a decision. |
| **Funding Criteria** | Funding Criteria - Total marks available - 100 marks  
*Specific sectoral criteria (arts/heritage/sports/tourism/community) will apply in this category. Applicants must tick the relevant box on the application form and refer to Sectoral Criteria Section (pages 9 & 10).*  
➢ Extent to which the proposed festival or event actively engages the local community - 30 marks  
➢ Extent to which the festival/event demonstrates organisational capacity and track record (include the track record of organisers in the case of a new event) - 25 marks  
➢ Quality of proposed programme for the festival or event – 25 marks  
➢ Quality and relevance of information supplied in the application as it relates to the ethos of this funding scheme and the feasibility of the proposal - 20 marks |
| **Information required to draw down grant if successful** | 1. A short written report on the festival or event to include:  
➢ attendance figures and method of collection of these  
➢ benefits of the festival or event to the wider community e.g. community/social/economic benefits  
2. Proof the event took place- e.g. programme/brochure, press cuttings, photographs, promotional material etc. Maximum 3-5 pages of examples.  
3. Receipts for relevant expenditure to at least the value of the grant awarded.  
4. Proof of acknowledgement of the support of Tipperary County Council- e.g. website screenshot/press cuttings/copy of posters etc. |
## Category 2 - Municipal

<table>
<thead>
<tr>
<th>Municipal</th>
<th>General Information</th>
<th>Funding Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>➢ All applications must be made on the formal application form before the closing date. Late applications will not be accepted.</td>
<td>There are two options for applicants under this strand.</td>
</tr>
<tr>
<td></td>
<td>➢ The maximum amount which can be applied for under this strand is <strong>€15,000</strong>.</td>
<td>➢ <strong>Municipal Funding</strong> - This is an annual application for funding.</td>
</tr>
<tr>
<td></td>
<td>➢ New festivals or events may apply under this category.</td>
<td>➢ <strong>Municipal Festival in Development Funding</strong> - 1-2 events in each Municipal District who wish to work to strategically develop their festival 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. (New festivals/events are not eligible to apply for 3 year funding).</td>
</tr>
<tr>
<td></td>
<td>➢ Large scale St. Patrick’s Day events are the only one day events which are eligible under this category.</td>
<td>Funding Criteria - Total marks available</td>
</tr>
<tr>
<td></td>
<td>➢ Applications will be assessed by a central Assessment Panel made up of Local Authority specialists and recommendations brought to Municipal District members for decision.</td>
<td><strong>Municipal Funding</strong> - 100 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Municipal Festival in Development Funding</strong> - 120 marks</td>
</tr>
</tbody>
</table>

Specific sectoral criteria (arts/heritage/sports/tourism/community) will apply in this category. Applicants must tick the relevant box on the application form and refer to Sectoral Criteria Section (pages 9 & 10).

- Programme - Quality and ambition of the proposed programme for the festival or event and the extent to which the proposal meets sectoral criteria - 25 marks
- Capacity - Extent to which the festival or event organisers can demonstrate organisational capacity and a track record of festival or event management - 20 marks
- Extent to which the festival or event actively engages with a range of audiences and the local community – 20 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
**Funding Criteria continued**

- income/box office or sponsorship/fundraising) - 15 marks
- Links - The extent to which the festival or event collaborates with other organisations/partners/networks to share skills and resources and maximise the local and visitor potential of the festival or event - 10 marks
- Quality of the application in terms of a plan for marketing and promotion - 10 marks

**Municipal Festival in Development - additional funding criteria**

- Quality of Strategic Plan - identifying clear goals and methods for achieving them, realistic allocation of resources and any timescales involved - 20 marks

**Information required to draw down grant if successful**

1. A written report on the festival or event to include:
   - Attendance figures and method of collection of these.
   - Benefits of the festival or event to the wider community e.g. community/social/economic benefits.
   - How the festival or event met the relevant sectoral criteria
   - Marketing and PR report.
2. A copy of the programme and any promotional material associated with the festival or event.
3. Proof the event took place - e.g. press cuttings, photographs, promotional material etc - Maximum 5-7 pages of examples.
4. An income and expenditure account for the 2020 event signed by two members of the organising committee.
5. Receipts for relevant expenditure to at least the value of the grant awarded.
6. Proof of acknowledgement of support of Tipperary County Council - e.g. printed programme/posters/website screenshot/press cuttings.
7. Verification of Tax Clearance Status (as required dependant on the level of funding).
8. For Municipal Festival in Development Funding - A request for continued funding to be submitted in years 2 and 3 of the three year agreement before the deadline for the relevant year.
## Category 3 - Premier

| Premier |  
|---|---|
| **General Information** |  
| - 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 strand 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 must be made on the formal application form before the closing date. Late applications will not be accepted.  
| - Tipperary County Council envisages a maximum of 1 to 2 Premier events or festivals may be funded in the first three years of the scheme in the County.  
| - Applications to this strand will only be accepted from festivals or events that have already taken place a minimum of three times. |

### Funding Criteria

Funding Criteria - Total marks available ~100 marks

**Specific sectoral criteria** (arts/heritage/sports/tourism/community) will apply, applicants must tick the relevant box on the application form and refer to Sectoral Criteria Section (pages 9 and 10).

Priority will be given to applications that demonstrate the following:

- Quality of strategic vision, originality and ambition for the festival or event and its capacity to attract national and international audiences through its programming – 30 marks
- Extent to which the proposed festival or event strategically develops and engages with audiences and the local context - 20 marks
- Extent to which the festival or event organisers demonstrate organisational capacity and a track record of festival or event management – 15 marks
- Quality of the application in terms of budgeting, feasibility and capacity. A three year financial plan is required and festivals or events in this category must generate a minimum of 20% of the funding for the activity either through earned income such as ticket sales or through sponsorship or fundraising. – 15 marks
| Information required to draw down grant if successful | ⊳ Links - The extent to which the festival or event collaborates with other organisations/partners/networks locally, nationally and internationally to share skills and resources and maximise the local and visitor potential of the festival/event – 10 marks
 ⊳ Quality of three year marketing plan – 10 marks

A detailed written report on festival/event to include
 ⊳ Attendance figures and method of collection of these.
 ⊳ Details of the benefits of the festival or event to the wider community e.g. community/social/economic benefits, using specific examples or case studies to show this.
 ⊳ How the event met the required sectoral criteria
 ⊳ Marketing and PR report across all media platforms
 ⊳ Evaluation - report on specific impacts or outcomes and any audience research conducted.
 ⊳ A copy of relevant programmes and promotional material associated with the event.
 ⊳ Proof the event took place - e.g. press cuttings, photographs etc.
 ⊳ An income and expenditure account for 2020 signed by two members of the organising committee and copy of final accounts at financial year end.
 ⊳ 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)
 ⊳ A request for continued funding to be submitted in years 2 and 3 of the three year agreement before the deadline for the relevant year.

Please also refer to the sector specific requirements for draw down detailed on page 12 of these Guidelines.
Sectoral Criteria

The Assessment Panel will prioritise applications which meet the following criteria specific to the relevant sector.

Arts Criteria

- Artform development - where the festival or 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 or event meets the objectives of the Tipperary Arts Strategy 2017-2021
- Professional Artists must be used by groups who intend to work with an artist and any relevant Artists’ CVs or biographies must be included with the application.

Heritage Criteria

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

Sports Criteria

- How the festival or event meets the objectives of the Tipperary Sports Partnership (TSP) Strategic Plan 2016-2020
- How the festival or 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 are in place for events with children or vulnerable adults.
Tourism Criteria

- How the festival or event meets the objectives of the Tipperary Strategic Tourism Plan 2016-2021
- How the proposed festival or event organisers plan to work with local accommodation providers, the Chamber of Commerce or Town Centre Forums (where they are in place) to promote the festival or event and seek to build special offers to encourage visitor to stay longer in the area
- Proposed bed nights generated by the festival or event – how many people use accommodation in the area, and for how many nights, because they are visiting your festival or event.
- How the proposed festival or event plans to align with Fáilte Ireland’s destination brand for the area, i.e. Ireland’s Ancient East or Ireland’s Hidden Heartlands where appropriate (this may not be possible for every festival or event) and plans to utilise relevant marketing platforms.

Community Criteria

- The extent to which the proposed festival or event maximises community and citizen engagement
- The extent to which the proposed festival or event is inclusive of all members of the community
- The extent to which the proposed festival or event targets key disadvantaged groups i.e. disadvantaged Young People (aged 15 – 24), disadvantaged women, lone parents, low income workers or households, new communities, people with disabilities, migrants, Travellers, Roma, the unemployed or the disengaged from the labour market.
General Guidelines & Eligibility

- Festivals or events must take place in County Tipperary.
- Festivals or events must take place between 1st January and 31st December 2020.
- All organisations applying must be not for profit entities (confirmation will be required e.g. Articles of Association, Committee Rules)
- All organisations applying must submit a current Bank Statement which clearly shows the name of the organisation or group.
- Applications from organisations demonstrating the need for financial support will be prioritised over those applications from organisations with significant financial reserves, in cases where other grant criteria are met and where limited funding is available.
- All organisations applying must provide an income and expenditure statement for their most recent festival or event (2019), signed by two committee members.
- All organisations applying 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 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 a festivals activity must be reinvested to support relevant activities organised by the festival/event in question.
- Festivals or 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 an applying organisation less funding than has been applied for.
- Please note that the maximum level of funding is NOT guaranteed, as it is dependent upon the number of applications received for a limited pool of funding. Some events may not be funded due to excess numbers applying.
- A festival or event may only apply to the New/Emerging category in its first year.
- An application under the New/Emerging category is only relevant where an event emerges mid-year after the festival deadline for that year on an exceptional and agreed basis. Please contact martina.ryan@tipperarycoco.ie for details of how to apply to this category.
- Applications should be realistic and proportionate. For example, if a festival or event is seeking a significant increase in funding, when compared with previous years, a strong rationale and business model for the increase should be submitted and a sound case made for it in the application.
Details of all festivals and events must be uploaded to www.whatsonintipp.ie on notification of successful application.

All applicants must be registered with the Public Participation Network (PPN) www.ppntipperary.org

Applicants intending to work with or provide programmes for children or young people must provide an up to date Child Protection Policy as a supporting document.

The selection panel may refer an application to another scheme if deemed more suitable for an alternative funding scheme.

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

- Capital expenditure and infrastructural projects – i.e. money to allow an organisation to acquire or maintain fixed assets, such as land, buildings and/or equipment.
- Spends on gifts, alcoholic beverages, food, fines, legal costs or penalty payments.
- Spends on events that have no wider community impact, but are limited to a small pool of members, for example a celebration event at a club or an event confined to members. Any organisation applying, in any category, must demonstrate that they will actively seek to engage as wide a public participation as possible in their activities and must state how their proposed festival or event will contribute to the quality of life for people in their area; stimulating the local economy and/or enhancing the social and cultural wellbeing of the community in its broadest sense.

Sector Specific Drawdown Requirements

Tourism

- All funded festivals or events must report on the bed nights achieved.
- All funded festivals or events must carry the Tipperary Tourism logo in addition to the Tipperary County Council logo and will be promoted in return by Tipperary County Council on its online platforms.
- Tourism related festivals or events must align with Fáilte Ireland’s destination brand for the area, i.e. Ireland’s Ancient East or Ireland’s Hidden Heartlands where appropriate (this may not be possible for every festival or event) and make use of this marketing platform, this should involve including the relevant logo on promotional material and linking with the relevant social media to increase the reach of the festival or event.
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** to the relevant Municipal District Office as outlined in their **Grant Offer** letter.
- Successful applicants will be required to acknowledge the assistance of Tipperary County Council in any promotional material relating to the festival or 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 or event. Tipperary County Council recommends that festival and event organisers ensure that adequate insurance is in place prior to the commencement of any festival or event.
- Where a grant is awarded under this scheme, Tipperary County Council will not be responsible for the Health & Safety arrangements of that festival or event. Tipperary County Council recommends that festival and event organisers ensure that they are in compliance with all relevant Health & Safety legislation.
- 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 2020 and addressed to:

Martina Ryan  
Arts Office  
Tipperary County Council  
Civic Offices  
Nenagh  
Co. Tipperary

**By Hand:** Applications should be clearly marked- TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2020 and delivered to any of Tipperary County Council’s Customer Service Desks as follows:-

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

Please note applications by e-mail will not be accepted.

Closing Date for applications – Wednesday 11th December 2019 – 12 noon

Late applications will not be accepted