



## Tipperary Festivals & Events Grant Scheme 2022

### APPLICATION GUIDELINES

**Closing Date for applications – Friday 28<sup>th</sup> January 2022 – 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 defines Festivals and Events as follows:

***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.

***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 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 2022.**

### A note on Covid 19-related Public Health Guidance

You should base your proposal on the best public health advice and guidance available at the time you are making your application. You should ensure that what you are proposing is feasible or adaptable should social distancing and/or other public health measures impact on all or part of the period to which this proposal applies. In the event that your application is successful and you subsequently need to change or alter some or all of your proposal on the basis of changed public health advice, you should contact the Arts Office in advance to discuss this. Further information on Public Health Guidance is available on the HSE and Government websites and is updated frequently. <https://www.gov.ie/en/> <https://www.hse.ie/eng/>

Category	Description	Maximum Level of Funding <sup>1</sup>
<b>Community</b>	A festival or event which is centred around a community. It may be an annual or once-off event. It is generally short in duration, a one or two day event and is most likely organised by volunteers. These events are important to the social fabric of the locality and County and generate civic and community pride.	<b>Up to €2,500</b>
<b>Municipal</b>	<p>A festival or event that is staged for local people as a celebration of an occasion, but which is significant and attractive to the wider community bordering the host community and is held over at least two days. Municipal events generate civic pride and a sense of community and add to the vibrancy of an area. While these events may be initially aimed at residents, they encourage visitors to an area to stay longer, add to a culturally rich location and are often specialised in their programming.</p> <p>It is envisaged that each Municipal District would support a minimum of one such event to develop it's potential over a three-year period as a MD in Development event (MDD) - see <i>guidelines pages 5 &amp; 6 for further information.</i></p>	<b>Up to €15,000</b>





## Category 2 – Municipal

Municipal	
<p><b>General Information</b></p>	<ul style="list-style-type: none"> <li>➤ All applications must be made on the formal application form before the closing date. Late applications will not be accepted.</li> <li>➤ The maximum amount which can be applied for under this strand is <b>€15,000</b>.</li> <li>➤ New festivals or events may apply under this category.</li> <li>➤ Large scale St. Patrick’s Day events are the only one day events which are eligible under this category.</li> <li>➤ Applications will be assessed by a central Assessment Panel made up of Local Authority specialists and recommendations brought to Municipal District members for decision.</li> </ul> <p>There are two options for applicants under this strand.</p> <ul style="list-style-type: none"> <li>➤ <i>Municipal Funding</i>- This is an annual application for funding.</li> <li>➤ <i>MD in Development (MDD) Funding</i> - 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 three-year funding).</li> </ul>
<p><b>Funding Criteria</b></p>	<p>Funding Criteria - Total marks available</p> <p style="padding-left: 40px;"><i>Municipal Funding</i> - <b>100 marks</b></p> <p style="padding-left: 40px;"><i>MD in Development (MDD) Funding</i> - <b>120 marks</b></p> <p><b>Specific sectoral criteria</b> (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 &amp; 10).</p> <ul style="list-style-type: none"> <li>➤ Programme - Quality and ambition of the proposed programme for the festival or event and the extent to which the proposal meets sectoral criteria - <b>25 marks</b></li> <li>➤ Capacity - Extent to which the festival or event organisers can demonstrate organisational capacity and a track record of festival or event management - <b>20 marks</b></li> <li>➤ Extent to which the festival or event actively engages with a range of audiences and the local community – <b>20 marks</b></li> <li>➤ 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) - <b>15 marks</b></li> </ul>



## Category 3 - Premier

Premier	
<p><b>General Information</b></p>	<ul style="list-style-type: none"> <li>➤ This is an application for funding for a three-year period. The same amount will be allocated each year over three years.</li> <li>➤ The maximum amount which can be applied for under this strand is <b>€30,000</b> per annum.</li> <li>➤ Applications will be assessed by a central Assessment Panel made up of Local Authority specialists and recommendations brought to Municipal District members for decision.</li> <li>➤ All applications must be made on the formal application form before the closing date. Late applications will not be accepted.</li> <li>➤ Tipperary County Council envisages that this Council would initially support a maximum of two such events in the County over the course of this strategy.</li> <li>➤ Applications to this strand will only be accepted from festivals or events that have already taken place a minimum of three times.</li> </ul>
<p><b>Funding Criteria</b></p>	<p>Funding Criteria - Total marks available –<b>100 marks</b></p> <p><b>Specific sectoral criteria</b> (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).</p> <p>Priority will be given to applications that demonstrate the following:</p> <ul style="list-style-type: none"> <li>➤ Quality of strategic vision, originality and ambition for the festival or event and its capacity to attract national and international audiences through its programming – <b>30 marks</b></li> <li>➤ Extent to which the proposed festival or event strategically develops and engages with audiences and the local context –<b>20 marks</b></li> <li>➤ Extent to which the festival or event organisers demonstrate organisational capacity and a track record of festival or event management – <b>15 marks</b></li> <li>➤ 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</li> </ul>

**Funding Criteria continued**

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

through earned income such as ticket sales or through sponsorship or fundraising. – 15 marks

- 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 2022 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.
- 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
- 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 2016-2022.
- 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
- 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 2022.
- 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, 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 an event 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 Nascent/Emerging category in its first year.
- An application under the Nascent/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 [artsoffice@tipperarycoco.ie](mailto:artsoffice@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](http://www.whatsonintipp.ie) on notification of successful application.
- All applicants must be registered with the Public Participation Network (PPN) [www.ppntipperary.org](http://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 prize funds, prizes etc.
- 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.
- Where a grant is awarded under this scheme, Tipperary County Council will not be responsible for the Public Health arrangements of that festival or event. Tipperary County Council recommends that festival and event organisers ensure that they are in compliance with all relevant Public Health Advice in place at the time of the event, particularly in relation to COVID-19. Further information is available at [www.hse.ie](http://www.hse.ie)
- 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 2022 and addressed to:

Martina Ryan  
Arts Office  
Tipperary County Council  
Civic Offices  
Nenagh  
Co. Tipperary  
E45 AO99

**By Hand:** Applications should be clearly marked- TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2022 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

**By E-Mail:** Applications should be clearly marked- TIPPERARY FESTIVALS & EVENTS GRANT SCHEME 2022 and e-mailed to [artsoffice@tipperarycoco.ie](mailto:artsoffice@tipperarycoco.ie)

**Closing Date for applications – Friday 28<sup>th</sup> January 2022 – 12 noon**

**Late applications will not be accepted**