

Causeway Coast and Glens Borough Council

To: Council

Tourism Events Grant Programme Recommendations

23rd June 2015

For Decision

Report to Council

Linkage to Interim Corporate Plan	
Strategic Themes	Transition and Transformation Prosperity. Cohesive Community. Health and Wellbeing.
Lead Officer	Richard Baker - Director of Leisure & Development
Cost: (If applicable)	£166,265

The purpose of this report is to recommend grant awards to be made through the Tourism Events Grant Programme for 2015-16.

Background

The Tourism Manager (Moyle) and Events Manager (Coleraine) liaised to oversee the new Tourism Events Grants Programme for Causeway Coast and Glens Borough Council. The Programme opened on Tuesday 5th May 2015 and closed on Monday 18th May at 4pm. The fund is designed to support events occurring within the Borough between 1 July 2015 and 31 March 2016 that aim to drive visitor numbers and increase spend in the local economy and generate positive PR for the Borough.

At L&D committee in June 2015 Council agreed that due to the timeframe for assessment of the applications, that applications would be presented directly to the full Council meeting in June, bypassing the Leisure and Development Committee.

There are two separate event fund programmes available:

Small Tourism Events Fund - Events with a budget of less than £15,000, that attract visitors to the Borough and take place over 1 full day (7 hours) to 3 days duration and which demonstrate economic benefits for the area. Applicants will be required to prove that their event attracts visitors /overnight stays from outside the Borough.

Large Tourism Events Fund – Events with a budget of more than £15,000, that attract more than 5,000 visitors and take place over at least 2 days with overnight stays. Applicants will be required to prove that their event has attracted these numbers of people and commercial overnight stays from outside the Borough.

A total of 17 grant applications were received, 8 for the small tourism event grant programme and 9 for the large tourism event grant programme.

In addition, two further events that occur in the period 1st April – 30th June that received funds in 14/15 submitted applications for funding after the initial call. These 2 events are detailed in Annex A.

Total grant funding for 2015/16 is based upon a 5% reduction in comparison to 2014/15 which has been applied accordingly.

The completed applications underwent an assessment process as follows:

Applications were permitted to pass Stage 1 in order to proceed to stage 2. Applicants were required to attain a score of at least 65% in stage 2 in order to be eligible for funding as per Councils agreed Grant Funding Policy. A summary of the applications received, the assessment scores and the recommended amounts of funding is attached at Annex A & Annex B.

Stage 1 Assessment:

Stage 1 applications were scored against the following Stage 1 Assessment Criteria:

1. Main objectives of organisation.
2. Constitution/ governing document in place.
3. Evidence provided of proper and timely accounting records with submission of annual accounts and bank statements for the last quarter:
4. Board or management committee - Officers in place, elected at AGM, range of skills and expertise.
5. Up to date insurance certification.
6. Minutes from the latest Annual General Meeting and submission of Annual Report.

Stage 2 Assessment:

Stage 2 applications were scored against the following Stage 2 Assessment Criteria:

1. Number of participants/spectators attending the event 20%
2. Media impact and marketing activity 20%
3. Number of visitors staying in paid accommodation 10%
4. Number of nights staying in paid accommodation 10%
5. Ability of group to effectively deliver 10%
6. Event management 10%
7. Realistic Budget 10%
8. Capacity for growth and sustainability 5%
9. Ability to extend the current tourist season between the months of September – March 2.5%
10. Other economic benefit e.g. benefits to local trade 2.5%

Recommendations

Recommendation 1: Tourism Events Small Grants of £20,170 are awarded as per table in Annex A.

Recommendation 2: Tourism Events Large Grants of £143,095 are awarded as per table in Annex B.

Unsuccessful applications

The following groups were not successful in the small and large tourism events grant programme as they did not meet the Tourism Events Grant Programme criteria as detailed above. These are:

Small Events Programme.

Ballymoney Drama Festival, Ballymoney.
Ballymoney Motorcycle Show, Ballymoney.
Charlie Gaile Festival of Darts, Limavady.
NI Ploughing Festival, Limavady.

Large Events Programme.

County Londonderry Agricultural Show, Limavady.
Portrush Summer Theatre, Coleraine.

However, it is recognised in this transitional year that whilst these events do not meet the criteria and are therefore ineligible, the broad aims and objectives of these events are in line with Council's corporate themes.

Recommendation 3: A discretionary payment of £500.00 is paid to each unsuccessful applicant in this transitional year, which will not set a precedent for future years.

ANNEX A - Causeway Coast and Glens Borough Council Tourism SMALL events fund 2015-16

Summary of applications and proposed grants to be awarded

ANNEX B - Causeway Coast and Glens Borough Council Tourism LARGE events fund 2015-16

Summary of applications and proposed grants to be awarded

