



Title of Report:	Tourism Event Funding Programme (TEFP) - Large Events Fund 2022-2023
Committee Report Submitted To:	Full Council
Date of Meeting:	5 April 2022
For Decision or For Information	For Decision

Linkage to Council Strategy (2021-25)	
Strategic Theme	Local Economy
Outcome	Council contributes to an increasing tourism spend per visitor per trip
Lead Officer	Head of Tourism and Recreation

Budgetary Considerations	
Cost of Proposal	£356,979.00 Revenue Cost (within budget)
Included in Current Year Estimates	YES
Capital/Revenue	Revenue
Code	
Staffing Costs	n/a

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

1.0 Purpose of Report

The purpose of this report is to present the results of the assessment process for the Tourism Event Funding Programme – Large Events Fund 2022-2023.

2.0 Background

The Tourism Event Fund is administered as a competitive process via the Council's online funding hub. The fund is established for the purpose of supporting new and existing event organisers, with outputs that align with the broad aims and objectives of the Council's Destination Management Strategy.

In October 2021 Council approved the parameters, criteria and timeframes for the Tourism Event Funding Programmes. Subsequently Council agreed to explore a sponsorship option to replace the Large Tourism Events Fund. At the Leisure and Development Committee meeting held in February 2022, it was agreed to proceed with the programme for the Large Events Fund in accordance with the Council's grant funding policy.

New event applicants who met the criteria could apply to this fund as it returned to an 'Open Call' for funding. The Large Events Fund for 2022-2023 still retains some of the relaxed parameters set out in the previous Tourism Event Recovery Fund but is fundamentally a return to the pre-COVID event funding programme.

3.0 2022 - 2023 Application Process

The application process opened on 8 March 2022 with the following key dates and deadlines:

- Mandatory Training Workshop for Applicants was held on 14 March 2022 to outline the changes to the fund criteria.
- Applications closed on 29 March 2022.

4.0 Event Funding Eligibility 2022-2023

The outline criteria for this fund is listed below for information, with a relaxation of parameters around visitor numbers, return on investment and target market to enable sustainable transition from the impact of COVID-19.

4.1 Tourism Large Events Fund – Events with an overall budget in excess of £30,000 which attract more than 3,000 visitors to the Causeway Coast and Glens Borough (previously 5,000), takes place over a minimum of 2 consecutive days (minimum of 5 hours on each day) and encourages overnight stays. Applicants must demonstrate how they will promote the Borough as a tourism destination through marketing activities. In addition they must demonstrate economic support / benefit from hosting the event (in previous years an economic return of 5:1 was expected), and how they will promote the area to the domestic market. The level of grant award available is up to 50% of total project costs, up to a maximum grant award of £100,000.

5.0 Assessment Process

The assessment panel made up of Officers from the Tourism Events Team and the Funding Unit met on 30 & 31 March 2022 and applications were assessed on a number of criteria, including full event details and delivery (including event management plan), event sustainability and skills retention, economic support / benefit, media and marketing impact (including marketing plan), options for further event development and enhancing the visitor experience connected with the event.

Each criteria within the scoring matrix is weighted and minimum threshold pass rate is applied at 65% as per Council policy. Successful applicants must attend a project initiation meeting and are offered feedback on their application and areas that could be improved on in the

future. Unsuccessful applicants are offered an opportunity for feedback on improvement if they wish to apply in the future.

6.0 Summary of Applications

A summary of the applications received with scoring is detailed in **Table 1**.

Table 1 – Large Events Grants 2022-2023:

Appl ID	Organisation / Project Title	Score	Total Project Cost	Amount Requested	Amount Recommended
8925	Coleraine and District Motor Club Ltd – fonaCAB Nicholl Oils North West 200	69%	£991,400.00	£100,000.00	£100,000.00
8926	North Antrim Agricultural Association - Ballymoney Show	65%	£58,859.00	£13,866.00	£13,866.00
8928	Northern Ireland International Youth Football Tournament Ltd - STATSports SuperCupNI	70%	£625,672.00	£100,000.00	£100,000.00
8934	Stendhal Festival Ltd	76%	£683,918.00	£99,918.00	£99,918.00
8935	Armoyn Motorcycle Road Races Club - The Race of Legends	66%	£131,445.00	£18,195.00	£18,195.00
8941	Derry & District Youth Foyle Cup - O'Neill's Foyle Cup	70%	£170,000.00	£25,000.00	£25,000.00
8942	Danny Boy Jazz and Blues Festival, Limavady	50%	£38,600.00	£31,550	£0.00
			Total		£356,979.00

Council received a total number of 7 applications. There were 6 successful applications (scoring 65% and above), therefore the amount of grants requested through eligible and qualifying applications for the Large Events Fund was £356,979.00

7.0 Recommendation

Elected Members are asked to approve the allocation of the Tourism Event Funding Programme to successful Large Events Fund applicants as detailed in **Table 1**.