

Tourism and Recreation Event Grant Programme	13th February 2018
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity
Lead Officer	Head of Tourism and Recreation
Cost: (If applicable)	£250,000 Revenue Cost (within forecast budget)

The purpose of this report is to present the process for assessment / scoring of applications made to Council's Tourism and Recreation Event Grant Funding Programme for April 2018 - March 2019. Approval is sought from Members to allow the allocation of funding to successful applicants as detailed in Table 1.

Background

This is the third year of Causeway Coast and Glens, Tourism and Recreation Event Grant Funding Programme. In November 2015, Council's Leisure and Development Committee agreed an approach for the future management and development of Council's Tourism and Recreation Events remit. 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 2017-18 the budget for the Tourism Event Fund was £250,253. Within that allocation, a figure of £178,863 was ring fenced to fund the 3-year funding agreements with NW200, Super Cup, Armoyn Road Races and the North West Pipe Band Championships.

This is the final year of the 3-year funding agreements, and a similar figure is required to be set aside for the aforementioned events in the 2018-19 budget. Further details are attached in Table 1.

2018 / 2019 Application Process

Facilitated by the Funding Unit and through utilising Council's online funding hub, invitations to the competitive process were issued in December 2017. Advertisements were placed in local newspapers, the Council's website and social media channels. Mailshots were also distributed to Council's mailing lists.

Council Officers organised a series of information events on the 4th and 5th December (4 in total). These information events were organised to provide more in-depth assistance and guidance for applicants to the Council's grant funding programmes. The Tourism and Recreation (large and small events) application process opened on 4th December 2017 and closed Friday 12 January 2018.

Event Funding Eligibility

The outline criteria for each fund is listed below for information.

Small Tourism Events Fund – Events with a budget less than £15,000 which attract more than 1000 visitors to the Borough, takes place over 2 days and includes overnight stays. Events must have a start and end date and run for consecutive days. Applicants are required to prove that their event attracts visitors / overnight stays from outside the Borough, promotes the area and demonstrates a contribution to the local economy.

Large Tourism Events Fund – Events with a budget greater than £15,000 which attract more than 2,000 visitors, takes place over at least 2 days generating overnight stays. Events must have a start and end date and run for consecutive days. Applicants will be required to prove that the event attracts visitors / overnight stays from outside the Borough. The large events must demonstrate their return on investment on the funding requested, and how they will promote the Causeway Coast and Glens Borough Council area.

Applicants

A total of 15 grant applications were received, 11 in the large event grant programme and 4 in the small tourism event grant category.

At Stage 1 of the process, 1 event was deemed ineligible to proceed to Stage 2.

At Stage 2 the remaining 14 events were subject to the pass rate of 65% (as per Council policy), the minimum threshold for a grant funding award. 11 of the 14 applicants scored above the threshold and were successful. 3 applicants failed to meet the threshold of 65%.

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

For Consideration:

In the period 17/18 the allocated budget for the Tourism and Recreation Event Grant Programme was £250,253. The following allocations are based upon the assumption that this sum remains the same for 18/19.

After assessment of all applicants a shortfall of £47,844 has been identified. Consistent to 17/18, officers have applied a fair and equitable approach to reducing the monies applied for.

Proposed reductions

A sliding scale of a percentage reduction has been applied to all successful applications as detailed in Table 1. For applications that scored between 80 and 100, a 30% reduction was applied. For applications that scored between 65 and 79 a 40% reduction was applied.

The Rate Setting process for 18/19.

Subject to the Rate Setting process, if the Tourism and Recreation Event Grant Programme is reduced beyond the 17/18 sum of £250, 253, it is proposed that a pro-rata reduction is applied accordingly to the Large Event Grants (3 Year Awards) – NW200, Super Cup NI, Armoy Road Races and The Royal Scottish Pipe Band Association of NI.

It should be noted that all other successful applicants have already had a reduction of 30% to 40%.

Recommendation

Council's approval is sought to allocate Tourism Event Funding to successful applicants for the Tourism and Recreation Events Grant Programme as detailed in Table 1, and subject to the reductions outlined.

TABLE 1

Large Events Grants 2018-2019	Score	Event Total Cost	Requested	Recommendation
Stendhal Festival	75%	£338,700	£42,700	£25,620
Ballymoney Show	67%	£54,030	£8,065	£4,839
Heart of the Glens Festival	69%	£32,749	£21,389	£12,833
Hughes Insurance Foyle Cup	65%	£151,000	£17,000	£10,200
Pirates of Portrush	72%	£30,000	£15,000	£9,000
Total			£104,154	£62,492

Small Event Grants 2018-2019	Score	Event Total Cost	Requested	Recommendation
Northern Ireland Potato Festival	65%	£15,000	£7,500	£4,500
Roe Valley Folk Festival	66%	£14,970	£7,470	£4,482
Total			£14,970	£8,982

Large Event Grants 3 year awards 2018-2019	Score	Event Total Cost	Requested	Recommendation
NW200	82%	£964,000	£72,000	£72,000
Armoy Road Race	75%	£116,500	£20,000	£10,785
Super Cup NI	67%	£392,500	£90,000	£85,500
The Royal Scottish Pipe Band Association of NI	67%	£24,238	£10,688	£10,688
Total				£178,973
				Committed

Recommendation	
Score	Receive
80 - 100%	70%
65 – 79 %	60%
less than 65%	zero
Total Cost	£250,447
Events delivered within budget	