



## **LOCAL FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME - FUNDING GUIDELINES 2018**

*Completed applications can be posted to Clare County Council, Tourism Department, Áras Contae an Chláir, New Road, Ennis, Co Clare or emailed to [economicdev@clarecoco.ie](mailto:economicdev@clarecoco.ie)*

*Closing date for receipt of completed applications is **5pm on Tuesday, 3<sup>rd</sup> April 2018.** Applications received after this date will not be considered.*

### **THE ROLE OF CLARE COUNTY COUNCIL**

Clare County Council is now administering the Regional Festival & Participative Events Programme in 2018. This new funding arrangement will replace Fáilte Ireland's existing annual Regional Festivals and Participative Events Programme from 2018.

**The Local Festival & Participative Events Funding Programme for County Clare 2018** aims to support festivals and participative events that will drive domestic tourism, stimulate local economic activity and help to improve the visitor experience in Clare.

### **WHAT IS THE LOCAL FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME 2018?**

This programme is aimed at supporting festival and participative events which drive domestic tourism and help to improve the visitor experience. The maximum available funding is €6,000 under this programme.

### **WHAT ARE THE QUALIFYING CONDITIONS & MINIMUM ELIGIBILITY THRESHOLDS FOR 2018?**

- The Festival and Participative Events must generate a minimum of 300 visitor bednights in paid accommodation.
- The project has a minimum expenditure of €10,000.
- The Festival & Participative Events Programme must include high quality content and design.

Note: There is no guarantee of funding for applications which achieve the minimum eligibility requirements. The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out.

In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Clare County Council.

## **WHAT MUST SUCCESSFUL APPLICANTS DO WELL?**

- Help to build memorable visitor experiences in the locality, by adding vibrancy and colour to the area.
- The proposed festival and participative events will be comprehensive and professionally designed and motivating for the visitor.
- Provide a clear Business Plan, to include a full income and expenditure budget for the festival/participative event, and a comprehensive Marketing and Promotions plan.
- Use digital technology to widen reach and impact.
- The profile of the organisers is appropriate to manage the calibre of the proposed event.

## **WHAT ARE THE EVALUATION CRITERIA (Total Marks 100)**

### **1. Festival & Participative Events Programme (30 Marks)**

The Festival & Participative Events Programme must include high quality content and design. This is the festival's ability to entertain tourists and grow visitor numbers to the host area by extending the season and dispersing tourists outside of the core location.

### **2. Collaboration (25 Marks)**

The extent to which the festival/participative event collaborates with the local community and other organisations/partners/networks to maximise the local and visitor potential of the festival/participative events.

### **3. Marketing & Digital (20 Marks)**

How is the festival/participative event going to be marketed to generate interest for the festival, and possibly sold to tourists? We will also evaluate how the festival will be presented online and through digital marketing channels to generate tourists and how the festival creates and shares motivating digital content.

### **4. Delivery Team Capacity & Budget (15 Marks)**

Extent to which the festival/participative event demonstrates organisational capacity to deliver the festival and quality of the application in terms of budgeting. The experience and ability of the organisers will be evaluated to ensure the event is effectively managed and delivered. The festival/participative events financial sustainability will also be examined.

### **5. Fáilte Ireland's Experience Brand Fit (10 Marks)**

The synergy between the festival/participative event and the host area's tourism strengths where the festival/participative event is located in one of the following Fáilte Ireland Experience Brands will be evaluated. Does the festival/participative event build memorable visitor experiences and respond to the visitor need? How will the festival/participative event highlight the local features of Fáilte Ireland programme areas?

- **The Wild Atlantic Way** – Ireland's first long-distance touring route, stretching along the Atlantic coast from Donegal to West Clare. The overall aim of the project is to develop a route that will achieve greater visibility for the west coast of Ireland in overseas tourist markets.

For more information visit: <http://www.Failteireland.ie/Wild-Atlantic-Way.aspx>

- **Ireland's Ancient East** – The overall aim is to attract visitors to the East and South of Ireland. It will bring international attention to the vast cultural and heritage attractions located here. Designed primarily to appeal to the Great Escaper and Culturally Curious market segments, the brand is all about history, heritage and storytelling.

For more information visit: <http://www.Failteireland.ie/Ireland-s-Ancient-East.aspx>

### **WHO CAN APPLY?**

Groups, companies and individuals who have a business address and a current Tax Clearance Access Number in the Republic of Ireland.

There is no guarantee of funding for applications which achieve the minimum eligibility requirements. The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out. In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Clare County Council.

### **ELIGIBLE FESTIVALS**

To be eligible for funding, festivals/participative events must fit into one of the following categories:

- General Festivals (literary, historic, traditional culture or family focused)
- Arts, Music and Theatre Festivals
- Food and Drink
- Sports and Outdoors
- Business and Education

### **INELIGIBLE FESTIVALS/EVENTS**

The following festivals and events are not eligible for funding:

- Purely commercial events with limited tourism appeal
- Agricultural shows and countryside fairs with limited tourism appeal
- Circuses and carnivals
- Christmas fairs and markets

### **ELIGIBLE EXPENSES**

The following costs are eligible expenses under this fund:

- Programme content – activities and events included in the Festival & Participative Event Programme
- Marketing – local and national marketing and promotional activity including advertising, online marketing and public relations costs.
- Training and Development – costs associated with training courses, festival branding, and feasibility studies.

### **INELIGIBLE EXPENSES**

Expenses not covered by the fund include:

- The cost of items for resale
- Unpaid expenditure
- Fines, penalty payments, legal costs, audit fees, financial consultancy fees, insurance fees.
- Un-vouched expenditure

## **SECTION 1: FESTIVAL/PARTICIPATIVE EVENTS DETAILS**

**Objective:** to show the festival/participative events ability to grow domestic visitor numbers and make a positive contribution to the local area.

### **Requirements:**

- The festival/participative event must be linked to the future growth of tourism in the local area.
- The festival/participative event must demonstrate how it can add to the reputation of the local area as a tourist destination and add to the tourist experience.
- The festival/participative event must **attract extra domestic tourists** to the area, rather than just providing something extra for visitors already in the area to see and do.
- Details of the **past/projected economic impact** of the festival/participative event, if an existing festival/participative event, must be demonstrated and submitted.
- The festival/participative event must support the local area's tourism objectives. Objectives include: attracting visitors to the **Wild Atlantic Way or Ireland's Ancient East**, increasing domestic visitors to the area, increasing visitors' stay in the area, increasing the profile/awareness of the area both nationally and internationally and providing high quality entertainment for visitors.
- The festival/participative event will have potential for **sustainable local gains** and legacy benefits, e.g. economic benefits to local businesses, increased visitors at local hotels, B&B's and restaurants and increased awareness/media coverage of the local area both regionally and nationally as a result of the festival/event.
- Details of the current size of the festival/event, if already in existence, must be submitted to demonstrate the potential of the festival/event to grow regional, national and overseas visitor numbers. **Attendance surveys** must be completed by visitors and a sample of these surveys must be submitted after the event. Surveys must include email addresses for verification purposes.
- Details of how many people are expected to attend the festival/participative event and how many nights they are staying in the local area must be provided.
- Festivals/participative events must generate in excess of **300 bed nights within 50km** of the venue. Bed nights from accommodation providers includes: Fáilte Ireland approved and non-approved accommodation, motor homes, campsites, self-catering accommodation and Airbnb guests.

## **SECTION 2: FESTIVAL & PARTICIPATIVE EVENT PROGRAMME**

**Objective:** to assess the festival/participative events ability to create memorable experiences for targeted visitors based on the content of the Festival & Participative Event Programme.

### **Requirements:**

- The Festival & Participative Event Programme must include high quality content.

- An outline Festival & Participative Event Programme must be submitted with the application, where programme content is not confirmed, an outline of the proposed content or festival theme is required.
- The Festival & Participative event Programme must be comprehensive and well designed.

### **SECTION 3: MARKETING**

**Objective:** to ensure that the festival/participative event can generate additional visitor numbers and increase sales for tourism businesses in the local area.

**Requirements:**

- Details of a Marketing and Promotions Plan to attract additional visitors to the festival/participative event must be developed and submitted. This includes: details of the promotion of the festival and how visitors will be made aware of the event, for example: posters, flyers, website and advertising.
- Festival/ participative events must demonstrate **local and business partnerships**. This involves creating relationships with the local community for support of the festival and with local businesses to create cross-selling packages for visitors, for example, packages with accommodation providers, restaurants, attractions and activity providers.

### **SECTION 4: DIGITAL CAPABILITY**

**Objective:** to show the festival/participative events ability to develop an on-line presence.

**Requirements:**

- The festival/participative event must have an on-line presence and use social media channels to generate interest among regional, national and overseas tourists.
- Social media channels include Facebook; Twitter; Blogs; Website and Instagram.
- The festival/participative event should develop opportunities to create and share motivating digital content. This is content – videos and photos - that can be downloaded and shared by visitors to your website on their own social media sites.

### **SECTION 5: FINANCIAL DETAILS AND FUNDING REQUESTED**

**Objective:** to determine the festival/participative events financial sustainability.

**Requirements:**

- Detailed Strategies and Objectives for the festival/participative event must be developed and submitted. Objectives and Strategies should include:
  - Vision and Mission Statement for the festival/participative event.
  - Marketing and Promotions Plan.
  - Full income and expenditure breakdown.
  - Projected minimum expenditure of €10,000.
  - Details of funding sources both private and public.
- Yearly review reports to be provided to highlight how projected growth of the festival was achieved, if the festival/participative event was held previously.

- If the festival/participative event has previously been held, accounts must be submitted.
- Details of outside sources of funding, if any, must be submitted.
- A long-term Financial Sustainability Plan must be developed and submitted.
- Festival/ participative events must have the capacity to develop to a point where they do not require financial support from Clare County Council.

## **SECTION 6: ACKNOWLEDGEMENT OF CLARE COUNTY COUNCIL AND FÁILTE IRELAND**

**Objective:** to recognise the role of Clare County Council and Fáilte Ireland as a sponsor of the festival/participative events.

### **Requirements:**

- The festival/participative event must demonstrate how Clare County Council will be publicly acknowledged for financially supporting the festival/event, e.g. the festival/event must invite the Mayor of County Clare or nominee of the Mayor to an official opening.
- Clare County Council and Fáilte Ireland's logo must appear on all publicity materials, as well as the festival/events website and social media pages.

## **SECTION 7: SUPPORTING DOCUMENTS**

Please provide documents stated in application form.

- A Child Protection Policy and Procedures Plan must be developed and submitted, if applicable.
- A detailed health and safety plan must be provided.
- Details of adequate insurance cover must be provided.

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