



<b>Title of Report:</b>	<b>Tourism Event Funding Programme (TEFP) - Large Events Fund 2023-2024</b>
<b>Committee Report Submitted To:</b>	The Leisure & Development Committee
<b>Date of Meeting:</b>	21 February 2023
<b>For Decision or For Information</b>	For Decision

<b>Linkage to Council Strategy (2021-25)</b>	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity
Lead Officer	Head of Tourism and Recreation

<b>Budgetary Considerations</b>	
Cost of Proposal	£354,220.00 (within budget, subject to rates setting)
Included in Current Year Estimates	<b>NO</b> (budget planned for 2023/24)
Capital/Revenue	Revenue
Code	12201/2560
Staffing Costs	n/a

<b>Screening Requirements</b>	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 2023-2024.**

## **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.

Both funding programmes for 2023-2024 retain some of the relaxed parameters set out in the previous Tourism Event Fund Programme, to allow a phased return to the pre-COVID event criteria.

## **3.0 2023 - 2024 Application Process**

This process is facilitated by the Funding Unit, utilising Council's online funding hub. Advertisements were placed in local newspapers, the Council's website and social media channels. Mailshots were also distributed to Council's mailing lists.

The application process opened on 12<sup>th</sup> December 2022 with the following key dates and deadlines:

- 1-1 Sessions with Council's Events Team were available to applicants between 10<sup>th</sup> – 12<sup>th</sup> January 2023 to outline the changes to the fund criteria and answer questions pertaining to the parameters.
- Applications closed on 25 January 2023.

## **4.0 Event Funding Eligibility Criteria 2023-2024**

The Tourism Event Funding Programme provides two grant options, namely the Tourism Events Growth Fund and Tourism Large Events Fund. The outline criteria for both funds are listed below for information, with a relaxation of parameters around visitor numbers, return on investment and target market.

- 4.1 **Tourism Events Growth Fund** – Events with an overall budget of between £10,000 and £30,000 which attract more than 600 visitors to the Borough (previously 1,000), 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 branding and marketing activities. In addition, they must demonstrate economic support / benefit from hosting the event (in previous years an economic return of 3:1 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 £15,000.
- 4.2 **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 and appeal to international visitors. 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 January and 2 February 2023 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 achieved is detailed in **Table 1**.

Please note no applications were made to the Tourism Events Growth Fund.

**Table 1 – Large Events Grants 2023-2024:**

Application ID	Organisation / Project Title	Score	Total Cost	Amount Recommended
8943	Derry & District Youth Foyle Cup - O'Neill's Foyle Cup	65%	£180,000.00	£25,000.00
9817	Coleraine and District Motor Club Ltd – fonaCAB Nicholl Oils North West 200	67%	£1,041,500.00	£100,000.00
9834	Northern Ireland International Youth Football Tournament Ltd – Super Cup NI	67%	£845,000.00	£100,000.00
9998	North Antrim Agricultural Association - Ballymoney Show	65%	£63,990.00	£14,420.00
10040	Stendhal Festival Ltd	65%	£702,105.00	£99,800.00
10096	Armoy Motorcycle Road Races Club - The Race of Legends	66%	£203,900.00	£15,000.00
10185	Causeway Coast Truck Fest	47%	£58,800.00	£0.00
			<b>Total</b>	<b>£354,220.00</b>

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 £354,220.00

## 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** (subject to approval of the Budget setting process for 2023/24).