

Festival & Events Funding Scheme

Comhairle Contae
Fhine Gall
Fingal County
Council



Guidelines

Comhairle Contae Fhine Gall
Fingal County Council

An Roinn Forbartha Eacnamaíochta,
Fiontraíochta agus Turasóireachta
Economic, Enterprise and
Tourism Development



1. IMPORTANT DATES

SCHEME OPENS

14th December 2021

CLOSING DATE FOR APPLICATIONS

4th February 2022

2. Introduction

Fingal County Council's Events Unit was established in 2010 to organise and support events happening within the County. Since its establishment, applications for events have increased substantially. The support programme is a combination of Fingal County Council's own events, events in partnership with other bodies that have similar objectives, and events organised by external organisations who receive funding directly from Fingal County Council through a financial assistance programme.

Festivals and Events are a celebration of creativity and diversity and have an immensely positive impact on the cultural wealth of Fingal. Every year, nearly 70 events occur across the county, from major music and theatre festivals to seafood festivals, local summer festivals, community run events and parades. They provide a platform for the arts, sports, food, history and entertainment and celebrate a wealth of lifestyle and passions. They offer a host of economic, social, and cultural benefits to communities. Economically, events stimulate the growth of the local economy and socially, embrace community pride, provide education and strengthen community relationships.

The scheme offers an opportunity for funding under three Strands for Festival & Events taking place in 2022.

The three strands of Events and Festivals funding are:

- S1:** Delivery and Programming of Small Scale & New Festivals & Events
- S2:** Delivery and Programming of Medium and Large-Scale Festivals and Events
- S3:** Festival and Events Economic Development and Sustainability



70
events

*Every year, nearly 70
events occur across
the county*

**2020 & 2021 challenged
us all to think differently
about how we serve our
community.**



3. Response to Covid-19

A note on Covid-19 Related Public-Health Guidance

In preparing your proposal, you should base it on the best public-health advice and guidance available at the time you are making your application.

You should ensure that what you are proposing is feasible or adaptable should social distancing and/or other public-health measures impact on all or part of the period to which this proposal applies.

In the event that your application is successful and you subsequently need to change or alter some or all of your proposal on the basis of changed public-health advice, you should contact Festivals & Events in advance to discuss.

Further information on Public Health Guidance is available on the HSE and Government websites and is updated frequently.

www2.hse.ie/conditions/covid19/



In response to COVID-19, applicants should also consider and set out elements that may be digitized in order to help mitigate against the risk of complete cancellation of a festival/event.

All applications must demonstrate consideration to the COVID-19 national guidelines and restrictions and have clear risk assessment procedures and implementation of Health and Safety method statements, which account for COVID-19 risk management.



4. Festival and Events Funding Scheme Strands

Strand 1 - Delivery and Programming of Small Scale & New Festivals and Events

The objective of Strand 1 is to support a diverse range of Festivals and Events from small, voluntary and community focused festivals and events. While the range of activities might be expressed in a variety of forms, the schemes focus is placed on public engagement and amination of public spaces.

The scheme will consider applications from Festivals and Events organisers seeking funding to be invested directly in cultural activities which complement and provide additional programming to other pre-existing Festival or Event activities which may not on their own be eligible.



Strand 1 – Delivery and Programming of Small Scale & New Festivals and Events

General Information



- ▶ All applications must be made before the closing date. Late/ incomplete applications will not be accepted
- ▶ The **maximum** amount of financial support which can be applied for under this grant is **€4,500**
- ▶ Small scale festivals and events are classed as those with previous, or expected audiences less than **1,000 people**

The scheme is open to groups or organisations that are organising Events and Festivals in 2022. To be eligible for funding the event must:

- ▶ Have a general audience appeal and be socially inclusive.
- ▶ Clearly demonstrate potential to generate local economic, social and/or cultural benefits including tourism impacts where appropriate
- ▶ Complement the County's calendar of events in relation to attracting overseas' visitors
- ▶ Animate public spaces in creative and innovative ways within the County
- ▶ Demonstrate financial sustainability and the capacity to develop the event.
- ▶ Have a clear PR and marketing plan including a social media strategy to actively promote the event
- ▶ Recognition of support on all promotional material (see brand guidelines)

Funding Criteria - Total mark available – **100 marks** (min 50 marks)

Festival or Event must prioritise opportunities for people to experience and access cultural activities in their local area.

Funding Criteria



- ▶ Demonstrate community benefit for the development of Festivals / Events in Fingal – **25 marks**
- ▶ Previous Experience of running an event, including Partnerships and engagements - **15 marks**
- ▶ Animate public spaces in creative and innovative ways – **15 marks**
- ▶ Feasibility of proposed budget and production schedule – **15 marks**
- ▶ Highlight how your festival / event will impact in the following areas - **20 marks**
 - (i) Social/Community
 - (ii) Cultural
 - (iii) Economic
 - (iv) Environmental
- ▶ Show how you plan to market the festival / event e.g. via social media & branding - **10 marks**

1. A completed Post Festival/Event evaluation form along with copies of any press and media coverage
2. A detailed statement of the related income and expenditure
3. Proof the event took place, e.g., programme/brochure, press cuttings, photographs, promotional material etc. Maximum 3- 5 pages of examples
4. Proof of acknowledgement of the support of Fingal County Council- e.g., website screenshot/press cuttings/copy of posters etc
5. Any further particulars or information as requested

Information required to draw contribution if successful



Festival and Events Funding Scheme Strands

Strand 2 – Delivery and Programming of Medium and Large-Scale Festivals and Events

Fingal has experienced the transformative effect of festivals and events in communicating a new set of values, offerings and identity to the world. Therefore, the objective of **Strand 2** is to support a diverse range of festivals and events to enhance the programming and delivery of festivals and events in Fingal. While these might be expressed in a variety of forms, the scheme's focus is firmly placed on public engagement and activities that feature culture strongly in their overall programme.

The scheme seeks applications from medium and large organisations, festivals and events including those proposing new festivals or events. The scheme will accept applications from those seeking funding to be invested directly in cultural activities which complement and provide additional programming to other pre-existing festival/event activities which may not on their own be eligible.



Strand 2 – Delivery and Programming of Medium and Large-Scale Festivals and Events

General Information



- ▶ All applications must be made before the closing date. Late/ incomplete applications will not be accepted
- ▶ The **maximum** amount of financial support which can be applied for under this grant is **€15,000**
- ▶ Strand 2 festivals and events area classed as those with previous or expected audiences of more than **1,000 people**
- ▶ Applicants must have a proven track record in the engagement of audiences, delivery of high-quality programmes that attract and support tourism development and the local economy
- ▶ Have a general audience appeal and be socially inclusive.
- ▶ Clearly demonstrate potential to generate local economic, social and/or cultural benefits including tourism impacts where appropriate
- ▶ Complement the County's calendar of events in relation to attracting overseas' visitors
- ▶ Animate public spaces in creative and innovative ways within the County
- ▶ Demonstrate financial sustainability and the capacity to develop the event.
- ▶ Have a clear PR and marketing plan including a social media strategy to actively promote the event
- ▶ Local economic benefit and tourism activity must feature strongly in the overall programme or the funding applied for must be specifically towards activities of this type. Local artisan markets that are a key objective of the festival or event must be to prioritise opportunities for locally sourced produce.
- ▶ Recognition of support on all promotional material (see brand guidelines)

Funding Criteria



Funding Criteria - Total mark available - **100 marks** (min 50 marks)

- ▶ Overall merit and benefit to the provision and development of Festivals and Events in Fingal County - **25 marks**
- ▶ Track Record: Professionalism, Partnerships and Management Capacity - **15 marks**
- ▶ Originality / innovation - **15 marks**
- ▶ Feasibility of proposed budget and production schedule - **15 marks**
- ▶ Impact - **20 marks**
 - (i) Social/Community
 - (ii) Cultural
 - (iii) Economic
 - (iv) Environmental
- ▶ Marketing, social media & Branding - **10 marks**

Information required to draw contribution if successful

1. A completed Post Festival/Event evaluation form along with copies of any press and media coverage
2. A detailed statement of the related income and expenditure
3. Proof the event took place, e.g., programme/brochure, press cuttings, photographs, promotional material etc. Maximum 3- 5 pages of examples
4. Proof of acknowledgement of the support of Fingal County Council- e.g., website screenshot/press cuttings/copy of posters etc
5. Any further particulars or information as requested

Festival and Events Funding Scheme Strands

Strand 3 – Festival and Events Economic Development & Sustainability

Strand 3 seeks to fund actions to support the long-term sustainability of festivals/events. This strand aims to support the development of organisational structures such as the carrying out of feasibility studies; business plan development; reviews of governance structures; development of new festival/event concepts; marketing and audience development strategies; brand development; clustering initiatives which support collaboration through shared resources and/or expertise amongst two or more festivals/ events and training opportunities.

Seeking applications for Strand 3 does not bind Fingal County Council to allocating this funding.



Strand 3 – Festival and Events Economic Development & Sustainability

General Information



- ▶ All applications must be made before the closing date. Late/ incomplete applications will not be accepted
- ▶ The **maximum** amount of financial support which can be applied for under this grant is **€7,500**
- ▶ If you wish to **ONLY** apply for Strand 3: Festival and Events Economic Development & Sustainability without applying for Strand 1 or 2, we ask you to contact our office directly. Please email: events@fingal.ie to register your interest

Culture, arts and / or spectacle activity must feature strongly in the overall programme or the funding applied for must be specifically towards activities of this type

- ▶ Have a general audience appeal and be socially inclusive.
- ▶ Clearly demonstrate potential to generate economic, social and/or cultural benefits including tourism impacts where appropriate.
- ▶ Complement the County's calendar of events in relation to attracting overseas' visitors
- ▶ Meet the Events Unit objective of compiling a varied programme of events throughout the year including content, seasonal and geographical spread
- ▶ Animate public spaces in creative and innovative ways within the County
- ▶ Demonstrate financial sustainability and the capacity to develop the event.
- ▶ Have a clear PR and marketing plan including a social media strategy to actively promote the event
- ▶ Recognition of support on all promotional material (see brand guidelines)

Funding Criteria



Funding Criteria - Total mark available – 100 marks (min 70 marks)

A key objective of the Festival or Event must be to prioritise opportunities for people to experience and access cultural activities in their local area.

Overall merit and benefit to the provision and development of Festivals and

- ▶ Events in Fingal County – 25 marks
- ▶ Track Record: Professionalism, Partnerships and Management Capacity – 15 marks
- ▶ Originality / innovation - 15 marks
- ▶ Feasibility of proposed budget and production schedule – 15 marks
- ▶ Impact - 20 marks
 - (i) Social/Community
 - (ii) Cultural
 - (iii) Economic
 - (iv) Environmental
- ▶ Marketing, Social media & Branding - 10 marks

Information required to draw contribution if successful

1. A completed Post Festival/Event evaluation form along with copies of any press and media coverage
2. A detailed statement of the related income and expenditure
3. Proof the event took place, e.g., programme/brochure, press cuttings, photographs, promotional material etc. Maximum 3- 5 pages of examples
4. Proof of acknowledgement of the support of Fingal County Council- e.g., website screenshot/press cuttings/copy of posters etc
5. Any further particulars or information as requested

5. Priorities of the Scheme

Priority will be given to proposals which:

- ▶ Demonstrate an overarching impact socially, culturally, and economically
- ▶ Nurture and encourage diversity and inclusion to ensure all members of our communities are equally valued.
- ▶ Reflect Fingal's Brand **www.fingal.ie/fingal-county-council-brand-guidelines**
- ▶ Have a proven capacity to engage with diverse audiences through high quality programming
- ▶ Is focused on developing demonstrable, measurable local economic, social and/or cultural benefits including tourism impacts where appropriate
- ▶ Animate public spaces in creative and innovative ways within the County
- ▶ Meet the Events Unit objective of compiling a varied programme of events throughout the year including content, seasonal and geographical spread
- ▶ Include Covid contingency planning and consider elements that may be digitized in order to help mitigate against the risk of complete cancellation of a festival/event
- ▶ Adhere to the COVID-19 national guidelines and restrictions and have clear risk assessment procedures and implementation of Health and Safety method statements, which account for COVID-19 risk management.
See Covid Officer guide:
www.fingal.ie/council/service/event-safety-management
- ▶ Promote the Irish language in particular during Seachtain na Gaeilge
- ▶ Support the delivery of the Fingal Tourism Development Strategy
www.fingal.ie/council/service/tourism-fingal
- ▶ Demonstrate and promote Green Festival delivery methodologies towards the preservation of our environment
www.fingal.ie/council/service/event-safety-management
- ▶ Reflect Fingal County Council's commitment to supporting fair and equitable remuneration of artists and culture professionals in our funding programmes and schemes and in our partnerships and working relationships

6. Assessment Process: What happens when you submit your application?

An Assessment Panel will assess all applications

Your application will be initially categorised and reviewed to ensure that it meets with the criteria and eligibility criteria of the funding scheme. Any applications that clearly fall outside the eligibility guidelines will be eliminated at this point. Applications will then be assessed by an Assessment Panel appointed by Fingal County Council.

The Assessment Panel will meet to assess and make recommendations on all eligible applications. Their recommendations will be brought to Full Council for approval before any formal offers will be issued. Applicants will be contacted directly in writing and notified of the outcome of their application.

The Assessment Panel, at their discretion, may redirect any applications to another appropriate Fingal County Council Department for consideration, should it be deemed beneficial to the applicant to do so.

Fingal County Council endeavours to assess applications as quickly as possible, applicants will be informed in an appropriate period of time.

Those awarded funding will have their Festival/ Organisation name along with the sum allocated published on Fingal.ie and will be included on the Council's Calendar of Events for 2022.



7. Eligible Costs

Statement of Principles for Funding

Fingal County Council are governed by the *Statement of Principles for Grant Aid* issued by the Government Department of Public Expenditure and Reform. This is in place to ensure the management and accountability for grants from Exchequer Funds.

Eligible Costs

1. Festivals and Events located in Fingal County Council administrative area only.
2. The activities proposed must take place in **2022**
3. **Programming** – the cost of selected programming activity where the programme element has not received other Grant Aid and is considered to deliver benefits to the local area.
4. **Marketing** – the cost of selected marketing activities that have not received Grant Aid from other organisations
5. **Cross County Boarder Events** – only that portion of the project that takes place in Fingal can be considered for funding
6. **Clustering** - Two or more festivals seeking to cluster or pool resources may apply to be considered on their application
7. **Insurance** - Cost relating to the event are allowable

Ineligible Costs

1. Proposals from commercial organisations that share out profits to members.
2. Activities that have been or are being grant-aided by other sources of funding.
3. Charity fundraising events
4. Festivals/Events with the sole purpose of celebrating a religious or political event/commemoration
5. Sporting events which cannot be classified under cultural heritage
6. Festivals/Events intended to take place outside of Fingal County
7. Day to day operational costs and overheads, specifically salaries, rent, non-festival related phone, supplies, postage, photocopying and food for staff or accommodation
8. Capital Costs - for example:
 - a. Building expenses including purchase, works and maintenance
 - b. Purchase of equipment, which is not solely for the purpose of producing and delivering the Festival/Event.
9. Travel and related accommodation costs incurred by or on behalf of the event delivery teams/organisers unless expressly approved in writing in advance by Fingal County Council
10. Activities which do not relate directly to the festival/event or which do not have clearly identifiable benefits for social, cultural, environmental and economic benefit to Fingal.
11. Unpaid expenditure or loans
12. Cash expenditure
13. In-kind contributions. Expenditure paid for by a person other than the Grantee, unless and to the extent that such expenditure has been reimbursed by the Grantee
14. Fines, penalty payments, legal costs, audit fees, financial consultancy fees, trade association membership fee or equivalent
15. Payment of a contribution may not be in respect of payment of former debts

Appendix 1: Terms and Conditions & Submitting your application

Terms and Conditions of Funding

- All grants awarded in this round are for Festivals/Events taking place in 2022
- You must demonstrate in your application efforts to secure income from other sources
- Where a funding is awarded under this scheme, Fingal County Council will seek evidence of insurance of that festival or event. Fingal County Council recommends that festival and event organisers ensure that adequate insurance is in place prior to the commencement of any festival or event
- Where a contribution is awarded under this scheme, Fingal County Council will not be responsible for the Health & Safety arrangements of that festival or event. Fingal County Council recommends that festival and event organisers ensure that they are in compliance with all relevant Health & Safety legislation and relevant codes of practice
- Where a contribution is awarded under this scheme, Fingal County Council will not be responsible for the Public Health arrangements of that festival or event. Fingal County Council recommends that festival and event organisers ensure that they are in compliance with all relevant Public Health Advice in place at the time of the event, particularly in relation to COVID-19. Further information is available at www.hse.ie
- Applicants should please note that there are always more applications for funding than it is possible to support and this is a competitive scheme. Fingal County Council reserves the right not to support festivals and events that may have received funding in the past
- All Fingal County Council Funding must be identified as 'Fingal County Council Festival and Events Funding' and shown separately on the income/receipts side of the accounts.
- Any granted proposals for which it becomes necessary to re-schedule the activity to another date within the approved timeframe or require a significant change to the planned activity should contact Fingal County Council at events@fingal.ie immediately with the revised proposal. Activities that cannot be rescheduled in the approved timeframe will not be entitled to draw down funding
- Please note the only method of payment of any funding contribution will be by Electronic Funds transfer to the organisation's named bank account
- A list of successful applicants will be published on www.fingal.ie
- Fingal County Council is proud to support and be associated with high quality work produced by festival and events practitioners based in Fingal. Our logos will be provided to successful applicants, and we ask that it is included on all print and online material, including websites, apps, videos, blogs, posters, brochures, invitations and advertisements associated with the project being funded. Fingal County Council and Fingal Events have a large following on our social media channels i.e. Facebook and Twitter. Please forward or tag us in any posts you would like us to share on social media, remembering to include photographs
- Fingal County Council may publicly share information about all funded festivals/events and include information about these projects in reports, publications and publicity. All creative rights remain with the applicants

Guidelines for Submitting your application

- Before making an application, read the Guidelines Document carefully to ensure you understand the criteria and terms of the three strands in the funding scheme. By reading and understanding the Criteria and eligibility Guidelines, you give yourself the best chance of being successful
- Each section and requested supporting material items are related to specific marking criteria, make sure you provide the assessment panel with relevant information that will allow them to evaluate your proposal and assign marks for each section
- Read all questions thoroughly before you answer them
- Do not assume the assessment panel know you or your Festival/Event – treat each application as if it were your first
- Remember that several people will be involved in the decision-making so ensure your application is clear
- Please ensure you complete both the income and expenditure sections of the application
- Remember your application is assessed on the basis of all information supplied within a competitive context of many other applications. Therefore, it is important to provide evidence of any claims made in the application e.g. audience figures, secured funding, partnerships
- Have a clear and realistic idea of what you want and how much your proposal costs
- Provide a timeline if appropriate and evidence that the project will be fully realised within the stated time frame
- Ensure that you attach/upload all requested documentation
- A second opinion is always welcome so ask someone else to read over your application before submitting!

Technical Requirements

Applications are to be made on the on-line portal at www.fingalcoco.submit.com/show/20
You will need to create an account in the first instance. Please note that only applications that have been fully completed and **submitted** online to Fingal will be considered. Therefore, please ensure that you receive an **email** of receipt of your application. If you experience any technical issues please **contact events@fingal.ie**

Checklist for Support Documentation

We strongly recommend that additional support materials that are relevant to your application are included (a list of suggested support materials is provided below)

List of suggested support materials:

- Where your proposal involves collaboration with others, you should submit details with their permission/support for your application
- Detailed project proposal
- Project timeline
- Budget breakdown (P & L account)
- Portfolio of previous Festivals/Events delivered; Portfolio of previous work (in the case of new festival's/events)
- Business Plan/Strategy Plan
- Memorandum and Articles of Association (for new organisations)
- Audience Evaluation/Audience Development Strategy/Marketing Strategy
- Risk Assessment and Health and Safety Statement

Successful & Unsuccessful Applicants

Successful Applicants

Following Fingal County Council's selection process of applications, successful applicants will receive an email and must submit the following documentation **at least six weeks in advance of the event**.

- Event Application Form - Find It Here: www.fingal.ie/council/service/event-safety-management
- Event Management Safety Plan - Find It Here: www.fingal.ie/council/service/event-safety-management
- Indemnification of Fingal County Council on all Event Insurance including site specific location details. Evidence that adequate insurance cover will be provided / obtained for all aspects of the event, if successful.
- Engagement with your relevant Fingal County Council Operation Teams

Balbriggan/Swords	BalSwoOpArea@fingal.ie
Castleknock/Mulhuddart	CasMulOpArea@fingal.ie
Malahide/Howth	HowMalOpArea@fingal.ie

Successful applicants must also attend Fingal County Council's Festival and Events training module (to be held in March 2022) which will include topics such as marketing, communications and insurance, Fingal County Council brand guidelines, Submission of event guidance and health and safety.

Post Event

The approved contribution will be released by Fingal County Council when the following documentation has been submitted by the event organisers to Fingal County Council's Events Unit:

1. Completed Post Event Report.
2. Evidence that the event has taken place, e.g., photographic evidence

Unsuccessful Applicants

Unsuccessful applicants will receive notice of the outcome of their application electronically.



Appendix 2: Processing of Personal Data

Freedom of Information

Fingal County Council is covered by Freedom of Information Act 2014, which provides members of the public with the rights to access information held by public bodies to the greatest extent possible, consistent with the public interest and right to privacy. This means that details contained in applications and supporting documents may, on request, be released to third parties.

Data Protection Statement

Any personal information you give us will be processed, stored and managed in strict accordance with the EU General Data Protection Regulation.

The purpose for processing your data is to process your application for the Festivals and Events Financial Assistance Funding Scheme 2022, in line with the criteria of this award. The information you provide will be assessed by an Assessment Panel. Your information will be retained in accordance with the Fingal County Council GDPR policy and the National Retention Policy for Local Authority Records. If you do not furnish the personal data requested, Fingal County Council will not be able to process your application.

You have the following rights, in certain circumstances and subject to applicable exemptions, in relation to your personal data:

- the right to access the personal data that we hold about you, together with other information about our processing of that personal data
- the right to require us to rectify any inaccuracies in your personal data
- the right to require us to erase your personal data
- the right to request that we no longer process your personal data for particular purposes
- the right to object to our use of your personal data or the way in which we process it

Please note that to help protect your privacy, we take steps to verify your identity before granting access to personal data.

If you would like to exercise any of these rights, please submit a request to our Data Protection Officer outlining the specific details of the request. Email: dataofficer@fingal.ie or visit www.fingal.ie/council/service/data-protection

All valid requests will be processed without undue delay and in any event within one month of receipt of the request. This period may be extended by up to two further months where necessary.



HOW TO APPLY

Applications are accepted via our online portal:

www.fingalcoco.submit.com/show/20

Closing Date for applications - 4th February 2022

Late / Incomplete Applications will not be accepted

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