



LOCAL FESTIVAL FUNDING CRITERIA

THE ROLE OF CORK COUNTY COUNCIL

Cork County Council continues to be a leader in the development of Cork's tourism product and in marketing Cork abroad as a must see visitor destination as well as being a significant financial contributor to many festivals held throughout Cork County each year. The significant role which Local Authorities play in tourism is now strongly recognised in National, Regional and Local Policy.

Festivals and events deliver a range of economic, social and cultural benefits. They entertain, they celebrate our communities and they showcase our villages and towns and are often an expression of identity and place. They help to stimulate local economic activity and enhance the visitor experience. Cork County Council will continue to promote and support festivals throughout the County.

WHAT IS THE LOCAL FESTIVAL'S PROGRAMME 2018?

This programme is aimed at supporting festivals 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 must generate a minimum of 500 visitor bednights in paid accommodation.
- The project has a minimum expenditure of €10,000.
- The Festival Programme must include high quality content and be professionally designed.

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.

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 will be comprehensive and professionally designed and motivating for the visitor.
- A clear Business Plan has been prepared to include a full income and expenditure budget for the festival, 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 Programme (30 Marks)

The Festival Programme must include high quality content and be professionally designed. 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 collaborates with the local community and other organisations/partners/networks to maximise the local and visitor potential of the festival.

3. Marketing & Digital (20 Marks)

How is the festival 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 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's financial sustainability will also be examined.

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

The synergy between the festival event and the host area's tourism strengths where the festival event is located in one of the following Fáilte Ireland Experience Brands will be evaluated. Does the festival build memorable visitor experiences and responds to the visitor need? How will the festival 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 Cork. 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.Fáilteireland.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.

ELIGIBLE FESTIVALS

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

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

INELIGIBLE FESTIVALS/EVENTS

The following festivals and events are not eligible for funding:

- Purely commercial events
- Events with limited tourism appeal

ELIGIBLE EXPENSES

The following costs are eligible expenses under this fund:

- Programme content – activities and events included in the festival 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 DETAILS

Objective: to show the festival's ability to grow domestic visitor numbers and make a positive contribution to the local area.

Requirements:

- The festival/event must be linked to the future growth of tourism in the local area.
- The festival 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 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/event, if an existing festival/event, must be demonstrated and submitted.
- The festival 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 visitor's stay in the area, increasing the profile/awareness of the area both nationally and internationally and providing high quality entertainment for visitors.
- The festival 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/event and how many nights they are staying in the local area must be provided.
- Festivals must generate in excess of **500 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 PROGRAMME

Objective: to assess the festival/ ability to create memorable experiences for targeted visitors based on the content of the Festival Programme.

Requirements:

- The festival programme must include high quality content.
- An outline festival 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 event programme must be comprehensive and professionally designed.

SECTION 3: MARKETING

Objective: to ensure that the festival 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 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.
- Festivals 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 ability to develop an on-line presence.

Requirements:

- The festival 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 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.
- The organisation/company must provide 6 captioned high resolution photographs for use by Cork County Council in newspapers, websites, social media and other media platforms.

SECTION 5: FINANCIAL DETAILS AND FUNDING REQUESTED

Objective: to determine the festival financial sustainability.

Requirements:

- Detailed Strategies and Objectives for the festival/event must be developed and submitted. Objectives and Strategies should include:
 - Vision and Mission Statement for the festival/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 was held previously.
- If the festival 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.
- Festivals must have the capacity to develop to a point where they do not require financial support from Cork County Council.

SECTION 6: ACKNOWLEDGEMENT OF CORK COUNTY COUNCIL AND FÁILTE IRELAND

Objective: to recognise the role of Cork County Council and Fáilte Ireland as a sponsor of the festival.

Requirements:

- The festival must demonstrate how Cork County Council will be publicly acknowledged for financially supporting the festival, e.g. the festival must invite the Mayor of County Cork or nominee of the Mayor to an official opening.
- Cork County Council and Fáilte Ireland's logo must appear on all publicity materials, as well as the festival 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. If festivals do not have one, Cork County Council's Child Safeguarding Policy will be available to use upon request.
- A detailed health and safety plan must be provided. For information on developing a plan visit:
<http://www.aofeonline.com/uplds/The%20Health%20and%20Safety%20Plan%20Final%202013-4.pdf>
- Details of adequate insurance cover must be provided.



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