



Application Guidelines

FESTIVALS & PARTICIPATIVE EVENTS
PROGRAMME FOR COUNTY KERRY



Fáilte Ireland
National Tourism Development Authority



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Applicants are advised:

- The Festivals and Participative Events Programme is a competitive grant process.
- 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 this document.
- **The project must have a minimum expenditure of €10,000.**

1. Background

A funding arrangement is in place between Fáilte Ireland and Local Authorities to drive the implementation of tourism focused festivals and participative events. This funding arrangement replaces Fáilte Ireland's Regional Festivals and Participative Events Programme. Kerry County Council will be administering this funding programme for festivals and events in County Kerry.

2. What is the Festivals and Participative Events Programme?

This Programme is aimed at supporting festivals and participative events which drive domestic tourism and help to improve the visitor experience by animating destinations in Ireland. Under this programme €75,250 was allocated in 2018 by Fáilte Ireland to support festivals and participative events in Kerry to achieve these aims.

Grants awarded in 2019 will be subject to available funding and the amount of applications approved.

3. What are the Qualifying Conditions and Minimum Eligibility Thresholds?

To be considered for funding, applicants need to demonstrate the following:

- **The project has a minimum expenditure of €10,000.**
- Festivals must generate a minimum of **500** visitor or tourist bed nights in paid accommodation.
- Participative events must generate a minimum of **800** visitor or tourist bed nights in paid accommodation.
- In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Kerry County Council.

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.

4. 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/event programme 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 event.
- A comprehensive marketing and promotions plan.
- Where possible use digital technology to widen reach and impact.
- The profile of the organizers is appropriate to manage the caliber of the proposed event.
- Organizers of festivals/participative events awarded funding must be available to brief Kerry County Council Tourism staff in advance about the event.

5. Who is the Programme aimed at?

The Festival and Participative Events Programme is aimed at festivals and participative events that fit into one of the following categories:

- General festivals (i.e. literary, historic, traditional, culture or family focused)
- Arts, Music and Theatre
- Food and Drink
- Sports and Outdoors
- Business and Education
- Other

The following categories of festival and participative events are ineligible for this programme, due to their limited tourist appeal:

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

6. What are the Evaluation Criteria?

Applications that meet the Festivals and Participative Programme's qualifying conditions will be assessed under four evaluation criteria:

(a) Experience Brand Fit:

As a result of significant market research Fáilte Ireland has determined that in a very competitive market place, Ireland can best achieve a higher profile and growth by putting tourism propositions of scale in front of potential visitors. This approach consisting of three key geographically based areas has been adopted to present Ireland to overseas tourists. The Experience Brands are Dublin, Ireland's Ancient East and Wild Atlantic Way. As Kerry is located on the Wild Atlantic Way, the synergy between the festival/participative event and the host area's tourism strengths will be evaluated. Does the festival/participative event build memorable visitor experiences and does it respond to the visitor need?

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.

(b) Link to The County Kerry Tourism Strategy & Action Plan 2016-2022:

The County Kerry Tourism Strategy and Action Plan 2016-2022 aims to maximize in a sustainable manner, tourism's contribution to the quality of life, economy, employment and local community development, paying particular attention to nurturing and protecting the natural, built, cultural and linguistic heritage of the county. It sets out the priorities and investment plans for the county over the period 2016 to 2022. Whilst the Strategy was developed by the Tourism Unit and adopted by Kerry County Council, it has involved extensive engagement with tourism providers and business interests in Kerry, community groups, the state sector, Fáilte Ireland and the local government sector. Events and festivals are an extremely important part of Kerry tourism and are an integral part of what we have to offer as a destination whilst affording an opportunity for local communities to attract increased visitors and revenue. They provide opportunities to showcase culture, people and places thereby greatly improving the visitor experience of Ireland. Fifteen key actions for festivals have been

included and applicants should be cognisant of these when planning a festival or participative event.

See www.kerryournaturalescape.ie to view an online version of the County Kerry Tourism Strategy & Action Plan 2016-2022.

(c) Tourism Impact

This is the festival/participative event'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 (where possible).

(d) Marketing (including Digital Marketing):

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

(e) Delivery Team:

The experience and ability of the organizers will be evaluated to ensure the event is effectively managed and delivered. The festival/participative event's financial sustainability will also be reviewed.

7. Who Can Apply?

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

Only those applications that meet the programme's minimum eligibility criteria will be assessed for funding. It is important to note that applications will be evaluated on a competitive basis – there is no guarantee of grant assistance even if the qualifying conditions are met.

8. How and when to apply?

The application form can be accessed on Kerry County Council's website:

www.kerryournaturalescape.ie

Incomplete applications and applications received after the closing date of 4pm on Friday 15th February 2019 will not be considered for grant assistance.

9. What can be funded?

Eligible Expenses

The following costs are eligible expenses and may be funded under the programme:

- **Marketing Activity:** The cost of marketing activities with a local, regional and national reach. This may include advertising, public relations, digital marketing and similar activities. Eligible costs may also include the cost of site-branding the location during the event. Local marketing is not eligible.
- **Programming of Events/Activities associated with the Festival/Participative Event:** Expenditure incurred on elements which has not received grant aid from other public bodies (e.g. Arts Council) and is considered to deliver significant benefits to tourism.
- **Development Activities:** For example, feasibility studies, training and branding consultancy activities may be covered once it is clearly of long-term benefit and/or raises the festival or participative event's profile. If a grantee intends claiming for Development Activity it must be agreed in advance and noted in the Letter of Offer.

Ineligible Expenses

The following costs are ineligible for funding:

- Unpaid Expenditure.
- In-kind contributions.
- Hospitality costs.
- Expenditure paid for by a person other than the grantee.
- Operational costs/overheads/administrative expenses e.g. salaries, rent, phone, office supplies, postage, photocopying, food, accommodation and subsistence for the festival delivery team.
- Capital costs.
- In general, the cost of items for resale are ineligible, except where it can be demonstrated that they will deliver significant tourism benefits and where they have been expressly allowed in the letter of offer.
- Different elements of an event which have been or are being grant-aided by other public sources (except where this co-funding arrangement has been acknowledged and expressly allowed in the letter of offer).
- Travel and related costs of committee members/festival-event team members.
- Activities that duplicate activities that Kerry County Council/ Fáilte Ireland is already undertaking.
- Activities not specifically related to and required for the festival/participative event.
- Activities undertaken outside the dates as specified in the Letter of Offer.
- Recoverable VAT.
- Fines, penalty payments, legal costs, audit fees, financial consultancy fees.
- Trade Association membership fees or equivalent.
- Cash expenditure.

All applicants must be aware that the documentation required for any grant awarded, including current Tax Clearance Access Number, bank statements and claim documentation must be in the name of the grantee

10. What else do you need to know?

- **Ineligible Applications:** If an application form is from an ineligible category or fails the minimum eligibility thresholds it will not be evaluated and the applicant will be notified of this.
- **Unsuccessful Applicants:** Applicants will be notified if their application is evaluated but there is no recommendation for funding.
- **Grant Letter of Offer:** Successful applicants will receive a grant letter of offer. The grant letter of offer will form the contract between Kerry County Council and the applicant. The grant letter of offer will detail all conditions and requirements attached to the grant. Any possible grant offer can only be made to the party identified and named in the application form.
- **Grant draw-down requirements:** Grant payments will only be made to the body specified as the grantee. Expenditure paid by a third party, unless reimbursed by the grantee, will not be grant-aided. In order to receive the payment, the successful applicant must complete a short Post Event Report Form (provided with our Letter of Offer) and will detail the following information:
 - Original Receipts for the full costs
 - Details of number of attendees and their origin (Local, Domestic, Overseas)
 - Evidence that the event has taken place (e.g. photographic evidence, press clippings etc)
 - A minimum of 5 digital photos of visitors attending and/or participating in a festival or event.
 - Evidence that the logos of the sponsors have been used on promotional material and websites/social media.
 Funding not claimed by the agreed deadline will be cancelled.

Payment will only be made after the event has taken place. However, subject to the business case, a portion of the grant may be paid in advance depending on the success of previous events organized by the applicants and the level of local contribution(s) and/or sponsorship(s) committed. Please note that a minimum of 30 days notice in writing is required to be given to Kerry County Council if a portion of the grant allocation is being requested.

Kerry County Council reserves the right to withhold this facility. Any remaining amounts will be paid after the festival/event has taken place and when the grant claim (for the full amount) has been

verified by Kerry County Council.

In the event of any delays in payment of the grant the responsibility on the part of Kerry County Council or the exchequer to make good any shortfall. The grant will be released subject to Kerry County Council being in receipt of sufficient funds.

- **Tax Clearance:** The need for a current Tax Clearance Access Number applies to all grants awarded under this scheme. Successful applicants will be required to submit these details in advance of receiving payment under this scheme.
- **Public Procurement:** Please note that National and EU public procurement procedures must be followed where applicable. For further information refer to: <http://www.etenders.gov.ie/generalproguide.aspx>
- **Freedom of Information:** Applicants should note that under the Freedom of Information Act, 2014, information provided by them in their application maybe liable to be disclosed. Applicants are asked to consider if any of the information supplied by them in their application should not be disclosed because of its confidentiality or commercial sensitivity. If applicants consider that certain information should not be disclosed due to confidentiality or commercial sensitivity, they must clearly identify such information and specify the reasons why it is confidential or commercially sensitive. Any information not identified as confidential or commercially sensitive is liable to be released in response to a Freedom of Information request without further notice to the applicant. Kerry County Council will, where possible, consult with applicants about confidential or commercially sensitive information so identified before making a decision on a request received under the Freedom of Information Act.
- **GDPR:** All personal data collected is in compliance with the requirements of the General Data Protection Regulations (GDPR) 2016 and the Data Protection Acts 1988-2018. Please refer to the Privacy Notice for the Tourism Unit which is available to view at www.kerrycoco.ie/home3/data-protection-gdpr/
- **Confidentiality:** Kerry County Council acknowledges its statutory duty of confidentiality to the applicant in respect of all the information received in regard to the proposed festival/participative event and undertakes not to disclose such information without prior written consent from the applicant or as required by law.
- **Canvassing:** Applicants who canvass and/or seek to influence the grant award process maybe disqualified.

CONDITIONS OF FUNDING

- Grantees must notify Kerry County Council in writing if the date(s) of the event have been changed.
- Grantees have a period of 30 days to make post-event returns. Before the event date(s), Kerry County Council will forward the relevant post-event form and list of requirements to the organizer.
- Successful applicants will be required to acknowledge the financial assistance of Kerry County Council and Fáilte Ireland, including the display of their logos on all printed matter including sports gear i.e. Kerry County Council logo, Kerry Brand logo, Fáilte Ireland logo and Wild Atlantic Way logo (see below). These logos are available to download from: www.kerryournaturalescape.ie



Reference must be made to Kerry County Council and Fáilte Ireland in all publicity relating to the festival/participative event.

- The successful applicant is obliged to invite An Cathaoirleach and/or An Leas Cathaoirleach and/or An Cathaoirleach of each relevant Municipal District of Kerry County Council, and a representative of the Tourism Unit, Kerry County Council, to all grant-aided festivals and participative events.
- The funding offered must only be used for the purposes specified in the application and in the letter of offer and any alterations to the proposed use of the grant must be approved in advance by Kerry County Council.
- Applicable grantees should hold adequate public liability insurance and, where necessary, Employers Liability Insurance and should ensure that any Contractor employed by them has an adequate level of cover. Kerry County Council will not be responsible in any way for insurance of grant aided festivals and participative events.
- Where applicable, applicants should ensure they have completed and submitted the below forms to their relevant Municipal District Office and a copy of these forms, showing a 'received date stamp' will be required before funding is released:
 - Application form for a 'Casual Trading Licence'
 - Application for 'Permission to hold an event on Kerry County Council Property/Land'
 - 'Permission for Temporary Signage' form
 - 'Agreement for use of Council Properties'
- Where relevant, successful applicants must have in place a policy and proper procedures regarding working with children and young people prior to the draw down of funding. Evidence of compliance with Child Protection legislation may be required.
- Groups may choose to combine funding from this funding scheme, with other sources of financial assistance. However, this funding scheme will not become a substitute for other existing funding programmes.
- It is a requirement of Kerry County Council that the applicant group has a dedicated Bank/Credit Union Account.
- A Tax Reference No. and Revenue Access No. (as included on eTax Clearance Certificate) is required for all projects. Audited accounts will be required for grant allocations over €10,000.

For further information visit www.kerryournaturalescape.ie

You may also email or phone the Tourism Unit, Kerry County Council, Aras an Chontae, Rathass, Tralee, Co. Kerry should you have any queries,

Email: tourismoffice@kerrycoco.ie Phone: 066 7183591

Have an event in Kerry you would like to promote? Log onto our Kerry What's On Event

Guide at <https://tockify.com/kerryournaturalescape> where you will be able to submit any tourism related event which you would like promoted through our social media platforms.

Connect with us on Social Media: **Kerry Your Natural Escape**

