Guidance Document to accompany Event Grant Application Form

The following document has been compiled to offer assistance and ensure the application process is fully explained to the Event Organiser.

**The Purpose of Funding**

TDC wishes to encourage and support a diverse range of high quality, innovative and ambitious events that engage local residents and visitors alike. This fits with our corporate plan priorities of working with voluntary and community sector organisations and establishing Thanet as a destination to visit.

**When to Apply**

The Events Grant Funding operates on a rolling programme and applications for 2016-17 (financial year starting 1 April 2016) can be made during two periods within this time.

**APPLICATION PERIOD 1**  Monday 14th December to Friday 29th January

**APPLICATION PERIOD 2** Friday 26thAugust to Friday 23rd September

You will need to complete your Application Form and **submit this by 12 noon on the closing date.**

**2016-17 Priorities and Criteria for Funding**

TDC has established four priorities in 2016-17 to support events that;

1. Enable and empower local groups to organise effective events that widen community participation, develop a sense of local pride and inspire communities to come together.
2. Assist Thanet’s role as a creative and cultural centre including arts, music and heritage.
3. Help people to spectate or engage in sport and active recreation.

1. Establish Thanet as a visitor destination, creating an economic impact of people visiting from outside the area and putting Thanet on the map.

**Criteria**

Each event application will need to justify how their event meets one or more of the priorities and the following criteria will also be used by the events funding panel.

1. **Event Management**
* An outline of how the event will be run.
* Detail of the people that are responsible for delivering each element of the event and the experience that they have.
* Explanation of the set-up of the organisation.
* Engagement with the relevant agencies.
* Risk assessments and policies and procedures that are in place.
* Public Liability Insurance.
1. **Promotion**
* The event will be marketed/promoted in advance to ensure it is accessible by general public.
* There will be ways of celebrating the event afterwards.
* The event organisers will promote Thanet and the District Council’s contribution.
* Where relevant, the event will target visitors from outside of the district.
1. **Economic Impact**
* It will support local businesses.
* There will be an increase to the footfall to the area.
* People will use local accommodation.
* Encouragement for people to use different modes of transport.
1. **Community Involvement**
* Volunteers will support the planning, organisation and delivery of the event, including schools, youth groups and minority groups.
* Consideration of the estimated number of participants/attendees that will attend.
1. **Sustainability / Value for money**
* Planning how the costs of the event will be met.
* Additional funding that has already been secured.
* Plans of how the event will generate income.
* Demonstrates value for money.

**Exclusions from TDC’s Events Grant Funding**

* Retrospective applications.
* Activities designed for profit making, commercial events or trade fairs.
* Any event or activity which does not match the Thanet District Council priorities and criteria for awarding funding.
* Events previously receiving money and not complying with terms and conditions within the Grant Agreement.

**Completing the form**

* Read the form thoroughly before completing so you know where to put the relevant evidence.
* Make sure you answer all of the questions. Given the oversubscription for funding there may not be time to chase applicants for further details. Clarification may be sought on some occasions however.
* Please ensure that you do not rush the form as more time spent on this will ensure a better quality application. Seek advice if you are unsure, do you have any friends or colleagues who may have been involved with similar projects?
* If you are unsure about certain arrangements/elements for your event, put down what you think will happen and state a timescale of when you hope to have resolved this by.
* If you need additional space for any questions please use a continuation sheet and clearly mark which question it relates to.
* If you have any other funding applications pending or secured please include details as this will demonstrate that you are proactive and exploring all possibilities. Applications with other income sources will be prioritised over those totally reliant on TDC funding.
* If you are considering partnering with another organisation or project this could prove an advantage to your application success. Also think how you can show that your project/event is sustainable for the future.
* After the completion of the Event Grant Application form you must ensure that the application along with any documentary evidence required is submitted and received by the deadline which has been advised.
* Use the checklist at the end of the form to make sure you have included all relevant evidence.

Send **completed applications** to events@thanet.gov.uk OR

Events Team

Thanet District Council

Cecil Street

Margate

Kent, CT9 1XZ

**How the funding is awarded**

We provide funding each year to go towards events being run in the district. The money is split between the three towns and the villages. Ramsgate and Broadstairs Town Councils are given the money for their areas to distribute. This guidance and application form relates to applications coming to TDC for **Margate and the Villages**

Once the applications period closes all forms are considered by a cross political party ‘Events Funding Panel’. They consider each application against the set priorities and criteria and decide on whether to award (in full or part) or whether not to award. Applicants are then informed by TDC officers of the decisions made usually 4 weeks after the closing date.

**What happens next?**

If the application is successful then the Event Organiser will be required to sign and agree a **Grant Agreement**, this is a binding agreement with the Event Organiser and Thanet District Council legally confirming the commitments they have both agreed. It will include relevant information which the Event Organiser has included in the application form and state the obligations for both parties including what is required for evaluating success after the event.

When the Grant Agreement has been sanctioned and authorised the payment to the Event Organisation will then be arranged. It should be noted that if an event is successfully funded in one year this does not mean it is guaranteed to receive funding the following year.

When funding has been secured through Thanet District Council there will be a requirement that any advertising material should include the Thanet District Council logo and/or have a Thanet District Council banner on display at the event.

After the event the Event Organiser is required to submit an Evaluation Form for the Event Grant; this should be sent no later than 8 weeks following completion of the event. If there are any invoices, evidence and publicity material/press releases concerning the event these should be submitted with the Evaluation Form.