



# **Penrith Town Council**

## **SIGNATURE EVENTS FUND 2023-2027**

## **1. What is the Signature Event Fund?**

The Signature Event Fund provides support for annual events that drive the primary criteria of economic impact and visitor expenditure.

## **2. Purpose of Funding**

The fund is intended to provide support for the key large-scale events that take place in Penrith. A large-scale event requires coordination with multiple authorities, service providers and/or vendors; entails large numbers of people; and typically involves the following:

- Music or a concert
- Commercial vendors and charity stalls
- Food and beverage sales
- Funfair
- Merchandise sales
- Equipment rentals
- Processions
- Road closures, risk assessments and consents
- Security, medical and parking coordination

A large event often anticipates more than 500 people

## **3. Our overarching aims are to:**

- a. Provide support to enable a programme of major supported events across Penrith.
- b. Assist established events and or event organisations who can evidence a previous track record in delivering events with a demonstrable economic impact to Penrith.
- c. Assist established events/event organisations who can evidence a previous track record in delivering events with a social and community impact to Penrith.
- d. Enable a unique and distinctive co-ordinated events programme to showcase Penrith and maximise the opportunity presented by the combination and variety of events and festivals
- e. Assist the locally based arts, culture, heritage, tourism, and events, sporting organisation/active recreation sector.
- f. Drive social and community outcomes, including community pride, celebrating and promoting our ethnic and culture diversity, and cohesion.

## **4. Who Can Apply?**

- a. A not-for-profit constituted community organisation based in or servicing Penrith for arts, culture, heritage, tourism, sporting organisation/active recreation and events; or
- b. An events provider or business based in or servicing Penrith.

**5. Events (*Please note that this is not an exhaustive list of all ineligible events and costs*) considered to be ineligible that:**

- a. Organisations that do not have a current operational bank account for funding to be paid into.
- b. Organisations that have a delinquent debt to Council or any outstanding matters/concerns with Council.
- c. Organisations that have failed to adequately acquit, manage, or deliver outcomes from previous Council funding.
- d. Organisations that have access to funds generated from permanently licensed premises or onsite gaming machines.
- e. Political organisation or political party.
- f. Religious or worship group.
- g. Exclude or disadvantage anyone wishing to attend, or attending, the event".
- h. Have already been undertaken or commenced.
- i. Could present a hazard to the community or environment.

**6. Funding cannot be sought for the following purposes:**

- a. Ongoing operational costs (e.g. electricity bills, rates, insurance etc).
- b. Capital or equipment costs (with the exception of hiring temporary equipment).
- c. Ongoing salary costs.
- d. Trophies/prizes/prize money.
- e. Administration expenses/sundries.

**7. Criteria for Support**

- a. Events must take place in Penrith.
- b. Provide opportunities to increase the number of people attending major events.
- c. Attract external visitation specifically generating overnight visitor expenditure.
- d. Demonstrate economic benefits.
- e. Develop a legacy.
- f. Maintain and enhance the profile and appeal of Penrith.
- g. Demonstrate financial sustainability.
- h. Demonstrate environmental sustainability.
- i. Are beneficial to the health, wellbeing and social and community cohesion of the residents of Penrith.

## **8. Requirements**

- a. Applications must demonstrate that the funds applied for will deliver the criteria above. This must be in the context of enhancing or developing an existing major event based on a previous track record.
- b. Applicants must have delivered major events in Penrith, have previously received tourism event sponsorship/grants from Penrith Town Council and successfully demonstrated economic impact.
- c. Applications must demonstrate the potential of the proposed activity to deliver additional profile for Discover Penrith with the aim of driving increased tourism.
- d. Any level of grant offered must be supported by a clear business case that justifies the request, meets the objectives above and demonstrates the likely outcomes and outputs, both social and economic.
- e. All recipients must provide the information required.
- f. It is not intended that an award from this fund will provide the majority of funding for any programme of activity.
- g. An application must demonstrate match funding of 25%- in cash and in kind from other sources, including private sector and/or ticket sales.
- h. An award cannot be used to fill a budget gap created by the withdrawal of another funding source.

## **9. Communications Programme**

- a. Funded events will be required to work proactively to achieve maximum impact, promoting Penrith to specific audiences, and increasing participation in Penrith events.
- b. Communications should encourage the private sector to join together to capitalise on the opportunities afforded through joint working.

## **10. Process**

- a. Event providers will complete one application supported by both a robust business case for the first year and a means of measuring outcomes.
- b. Applications will be considered once in a Council term.
- c. If successful, the Council and event provider will enter into a business term agreement, which will be reviewed, annually via a Funding Service Level Agreement and evidence of economic impact. The term will align with the four-year term of the Council.
- d. At the next four-year Council term, providers will be expected to re-apply.

## 11. Assessment

- a. Applications will be assessed against the Council's Arts and Culture Framework, this Guideline, and the information provided in the application.
- b. When assessing against this guideline, applications will be scored on their ability to demonstrate alignment to the following six (6) key selection objectives.
- c. It is recommended that you provide a response to each objective to ensure your application is assessed on the highest score possible.

Key Selection Criteria		
Objective		Score
1	Drives social and community outcomes, including community pride and cohesion	10
2	Enhance the profile and appeal of Penrith	10
3	Generates economic activity in Penrith	10
4	Demonstrates financial sustainability	10
5	Demonstrates environmental sustainability	10
6	Attracts external visitation specifically generating overnight visitor expenditure	10

## 12. Council may:

- a. Request further information to assist with the assessment or to substantiate any claims made.
- b. Contact any parties mentioned/listed within the application for verification.
- c. Liaise with other funding organisations to determine if other funding has been sourced and the status of this funding.
- d. Exclude applications from the assessment process that:
  - Are incomplete or
  - Are received after the closing date (advertised on Council's website).

### **13. Unsuccessful Applications**

Unsuccessful applicants will be notified in writing.

### **14. Appealing Decisions**

All decisions made by Council resolution are final and cannot be appealed.

### **15. Successful Applications**

Successful applicants will be notified in writing and be required to enter into a Funding Service Level Agreement as a precondition for receipt of the funding.

### **16. The following will be the responsibility of the applicant:**

- a. Ensuring bank account details in Council's data base are kept up to date as approved funding amounts will be deposited directly into the nominated bank account.
- b. Expend funds within the timeframes given for the purpose for which the grant was awarded.
- c. Submit an impact report after the event.
- d. Obtain all appropriate permits, approvals, licences, insurances etc to undertake the project.
- e. Comply with the terms and conditions applying to the funding.

### **17. By submitting an application the Applicant consents to Council:**

- a. Advertising projects that have been successfully funded by Council (i.e. media release, social media); and
- b. Advertising successful recipient details on Council's website (including but not limited to, project description, name of recipient, amount funded).

### **18. Funding**

- a. Applications will be accepted all year round (six (6) months prior to the event).
- b. The amounts allocated each financial year will be determined by Council's annual budget.
- c. Once budget allocations have been expended, no further applications will be considered that financial year, unless a budget revision is endorsed via a Council resolution.
- d. Funding must only be used for the approved purpose.

**19. Council may:**

- a. Approve funding amounts less than what has been requested.
- b. Pay approved funding amounts in instalments and apply conditions where necessary.
- c. Not fund organisations that have already secured funding (monetary or in-kind) from within Council or external to Council for the same event.
- d. Not fund events that duplicate other events, services, or programmes within Penrith, unless evidence of demand is provided and agreed upon.

**20. Funding Agreements**

- a. Successful applicants will be required to enter into a Funding Service Level Agreement with Council.
- b. The Agreement will include (but not limited to) the benefits agreed to, payment terms, performance required, acknowledgements of funding and evaluation methods.
- c. Each party will bear their own costs of the Agreement, which will be drafted by Council at Council's expense.

**21. Acknowledgements**

- a. All applicants will be required to acknowledge Council's support.
- b. The way Council is acknowledged will be clarified in writing to successful applicants.
- c. Any additional promotional material referencing Council or containing the Council logo must be submitted for approval prior to printing, production, publication, and distribution.
- d. Council will provide an approved logo.

**22. Timeframes**

- a. All applications received will initially be assessed at an officer level (with appropriate delegation) within:
  - Four weeks after the closing date; or
  - Where no closing date is advertised, four weeks from the date the application was received.
- b. Note that a Council decision may take up to 12 weeks.

### **23. Completion Process**

- a. Funding recipients will be required to submit an event review and impact report within eight (8) weeks after the project is completed.
- b. Failure to submit the review and impact report and any information/documentation requested, will influence future funding eligibility through Council, or result in Council requesting some, or all of the funding to be paid back to Council.

### **24. Quality Assurance**

Council representatives may from time to time undertake quality assurance checks (including site audits) to ensure funding allocations have been spent according to the information provided.





# **Penrith Town Council**

# **SIGNATURE EVENT FUND APPLICATION FORM**

**YOUR ORGANISATION:**

**AMOUNT REQUESTED:**

**DATE OF SUBMISSION:**

## **Information to Assist you in Preparing your Application**

### **Aim of the Event**

- ✓ Type of funding required (monetary or in-kind)?
- ✓ How will the funding be used?
- ✓ What is likely to be achieved?
- ✓ How will the event meet the objectives of the fund?
- ✓ How will the event be measured to determine if it is a success?
- ✓ Estimated number of attendees and target audience?

### **Need of the Event**

- ✓ What is the need for this event?
- ✓ How has the need been identified?
- ✓ What will the benefits be?
- ✓ Will the event benefit other groups, businesses, or wider community?

### **Supporting Documentation (Mandatory)**

- ✓ Current Audited Financial Statements and most recent Profit & Loss Statement.
- ✓ Cash Flow Forecast.
- ✓ Income & Expenditure (Event Specific)
- ✓ Certificate of Public Liability
- ✓ Event Plan/Plan of Activities.
- ✓ Marketing/ Communication Plan.
- ✓ Sponsorship Proposal.
- ✓ Organisation Strategic Plan.
- ✓ Risk Assessment Strategy.
- ✓ Child/Vulnerable persons policy.
- ✓ Equal opportunities, diversity, sustainability, and accessibility policies.
- ✓ Event Location and Licences Approval e.g. booking confirmation, approval from landowner (if the applicant is not the landowner). Please note that approval is required before funds can be released or paid.

### **Supporting Documentation**

#### **Association Costs**

- ✓ Breakdown of costs to complete the event.
- ✓ Costs are to relate to financial contribution only.
- ✓ All amounts are to be VAT exclusive.
- ✓ Obtain quotes where necessary.

#### **Acknowledgements**

How is the organisation going to acknowledge the Councils financial contribution (if successful)?

## **IMPORTANT APPLICATION INFORMATION**

- This is an important document. You should take independent legal advice before signing and sign only if you want to be legally bound.
- Please complete this application form in full; failure to provide all the requested information (including the appendices detailed on the checklist at the end of this form) will impact on the success of the application.
- All boxes will expand when typing so please provide the relevant amount of information required in order to make your case effectively.
- Applicants can apply for a maximum of £5,000. The total amount requested should not amount to more than 50% of your total cash budget.
- Grant approval amount is at the discretion of Penrith Town Council.
- Only one application can be submitted per applicant.
- Completed applications should ideally be received three months in advance of the event date, to allow the Council to consider the application in suitable time.

## **SECTION 1: EVENT DETAILS**

### **1. Event Information**

Event Name:

Event Website:  
Social Media Account(s):

Date/s:

Event Venue:

Town/locations:

When was the event established?

How often is the event held?

Event Purpose & Objectives.

Please provide an overview of the proposed event experience including programme, look and feel etc. Please ensure that this details how the event supports the programme objectives.

Promotional copy: Please provide a brief description of the event including an overview of the programme for promotion purposes. Please note that this may be used by Penrith Town Council.

Have you received any previous support from Penrith Town Council? (Please detail amounts, date and department, cash and in kind).

What is the purpose of your funding request? (Please provide a brief overview as you will be asked to elaborate and to provide a costed breakdown of this later in the application).

Please state the total amount requested.

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**Organisation details**

Key Contact:
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Position in organisation:
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Full name of organisation:
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Legal name (if different):
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Address:
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Website:
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Email:
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Telephone:
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Mobile:
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When was the organisation established?
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Describe the main aims and activity of the organisation (50 words max):
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If you are not the event owner, please provide details of the event owner:
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**Organisation Type:**

(Please 'X' as appropriate)

Public Body (please specify)	
Company Limited by Shares	
Company Limited by Guarantee	
Recognised Charity	
Unincorporated Club/Association	
Trust	
Other (please specify)	

**If applicable please tell us your:**

Registered Company Number	
VAT Registration Number	

Registered Charity Number	

**Bank Details:**

Account name of organisation	
Bank / Building Society name	
Bank / building Society address	
Sort code (6 digits)	
Account number (8 digits)	
Building society roll number (if applicable)	

## **SECTION 2: EVENT VIABILITY**

- 2. List the key members of the management team, their roles and relevant experience. For instance you should address who is responsible for marketing & PR, production, programming, sponsorship, budget management etc.**

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- 3. Please submit a copy of your Event Marketing Plan:**

Event Marketing Plan attached (please 'X' as appropriate)

YES	
YES - included with Business Plan	

- 4. Please submit a copy of your Event Business Plan:**

Event Business Plan attached (please 'X' as appropriate)

YES	
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- 5. Budget**

**Please add your budget using budget template spreadsheet provided with this form. The financial viability of your event is critical to the success of your application; therefore you must provide a transparent budget with full details, providing notes where necessary.**

- a. Please ensure all confirmed and unconfirmed match funding support is clearly detailed in the budget template.
- b. Please provide letters of support from confirmed and unconfirmed (where available) match funders.
- c. Your request to Penrith Town Council should not amount to more than 50% of your total cash budget. Any Grant amount approved is at the discretion of Penrith Town Council.
- d. Please note that the budget is for the overall event and should include the detail of the proposed new / enhanced activity in both the income and expenditure sections.
- e. Please complete and provide the Excel budget template attached.

6. Please provide any necessary notes to explain your budget projections, e.g. your ticket pricing structure or items of income and expenditure that require further explanation:

7. Please provide information about any in-kind support that the event receives:

Source	Service provided	Value

8. Confirm that your budget is Net of VAT

(Please 'X' as appropriate)

Net of VAT	<input type="checkbox"/>
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9. You **MUST** include a copy of the final event budget for your previous event and previous pre-COVID event where applicable. This should be a summary of Income and Expenditure from the last event, not an annual Profit and Loss account nor a Statement of Transactions. Previous event budget(s) attached.

(Please 'X' as appropriate)

YES	<input type="checkbox"/>
NO	<input type="checkbox"/>

If 'NO' – please explain

### **SECTION 3: EVENT IMPACT**

#### **TOURISM**

10. If your event takes place on more than one day, on average how many days does each visitor attend the event?



**11. (a) Please provide details of projected visitor attendance as well as attendance at the last previous event and the previous pre-COVID event if applicable:**

<b>Attendance</b>	<b>Projected attendance in year of support</b>	<b>Previous year's attendance</b>	<b>Previous pre-COVID event 2019 attendance</b>
Participants			
Performers			
Staff			
Volunteers			
Spectators/Audience			
<b>TOTAL</b>			

**11. (b) It is assumed that the above information is 'Total Attendance' as opposed to 'Unique Visitors'. Please confirm this in the appropriate box by adding an 'X':**

<b>Total Attendance</b>	
<b>Unique Visitors</b>	

**If you wish to add any further comments around your answer to question 12.b, please do so in the following box:**

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**Note:** When estimating the impact of your event, Penrith Town Council requires to understand whether you have provided us with the number of **attendances** or the number of **unique visitors**. For example - if one individual attends your event on two days then we count that as two 'attendances' but only one 'unique visitor'. This is important to understand so that there is no double counting of the individual when measuring the impact of your event.

- 12. Please provide an estimate of the percentage split whether the attendances in question 12 (a) are Day Visitors or Overnight Visitors as well as the breakdown for the previous year and the previous pre-COVID event if applicable:**

***Note:** For each category of attendees and for each event (Year of support, previous year's event and previous pre-COVID event) the totals must add to 100%.*

<b>Attendees: Day/Overnight</b>	% Day Attendances in year of support	% Overnight Attendances in year of support	<b>Total % in year of support</b>	% Day Attendances - previous year's event	% Overnight Attendances - previous year's event	<b>Total % - previous years support</b>
Participants/ Performers/ Staff			100%			100%
Volunteers			100%			100%
Spectators			100%			100%

<b>Attendees: Day/Overnight</b>	% Day Attendances pre-COVID event 2019	% Overnight Attendances pre-COVID event 2019	<b>Total % Pre-COVID event 2019</b>
Participants/ Performers/ Staff			100%
Volunteers			100%
Spectators			100%

- 13. On average, how many nights do you estimate overnight visitors stay as a result of your event? Please also provide breakdown for the previous year's event and the previous pre-COVID event if applicable:**

<b>Number of Nights</b>	<b>Projection in year of support</b>	<b>Previous year's event</b>	<b>Previous pre-COVID event 2019</b>
Participants			
Performers			
Staff			
Volunteers			
Spectators/Audience			

- 14. Please estimate the percentage split for the anticipated geographic origin of attendances as well as the breakdown for the previous year's event and the previous pre-COVID event if applicable:**

**Note:** For each event (Year of support and previous year's event) the totals must add to 100%.

<b>Area</b>	<b>% Projection in year of support</b>	<b>% Previous year's event</b>	<b>% Previous pre-COVID 2019 event</b>
Rest of Cumbria			
Rest of UK			
Overseas - Europe			
Overseas - Rest of World			
<b>TOTAL</b>	100%	100%	

- 15. Please mark a 'X' in the appropriate box below that best summarises how the information from questions 11 to 15 was compiled:**

Ticket Sales Analysis	
Audience Research	
Economic Impact Evaluation	
Anecdotal Evidence	

**If you have marked either Audience Research or Economic Impact, please provide a copy of the report(s).**

**16. What is the purpose of your funding request? Please provide an overview of the new/enhanced event activity for which you are seeking support, the impact that this activity will have and how it supports the objectives of Penrith Town Council Arts and Culture Framework (insert)**

**17. Provide a costed breakdown of how the programme funding award would be spent, ensuring this matches your budget.**

**18. Detail the event's capacity for growth (physical capacity of the site/location, audience appetite for growth, pattern of growth to date, event profile, and event experience).**

**IMAGE & IDENTITY**

**19. Describe the event's role in and ability to promote Penrith (i.e. the relevance of the event to Penrith, the role it plays in the positioning and branding of the area, synergies with any local, regional, or national initiatives.**

## **MEDIA**

**20. Detail the media coverage you expect to achieve for the event this year.**

<b>Type of coverage</b>	
Dedicated scheduled TV coverage (e.g. documentary or event specific)	
Editorial TV coverage (e.g. news channels etc.)	
Print national media coverage	
Radio national coverage	
Online publication coverage	
Local print media coverage	
Local radio coverage	
Local online publication coverage	
Online streaming - video footage presented live on the internet	

<b>Social Network</b>	<b>Engagement level</b>
Facebook	
Twitter	
Snap Chat	
TikTok	
YouTube	
Instagram	
LinkedIn	
Pinterest	
Blogging	
Vlogging	
Influencers	
Event website - current user statistics	
Event dedicated database/e-zines	

We are interested in the media impact of your event as part of our objective to promote Penrith as a must visit destination.

**BUSINESS**

21. Detail any business opportunities presented by the event, e.g. business to business opportunities, potential to showcase or involve local businesses, opportunities for networking/sharing best practise, or use of local suppliers.

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**ENVIRONMENT**

22. Does the event have an environmental sustainability policy? Please mark appropriate box with an 'X'. If you have answered 'Yes' please include with your application. If 'No' please complete Q26 below.

Yes	
No	

23. What steps do you take in the management of the event to reduce carbon output and effects on the environment? Please mark an 'X' against the appropriate boxes and provide details:

	Plans and, where possible, targets for this year's event
Waste recycling and or reduction	
Energy efficiency and renewable energy	
Sustainable travel plans / policies	
Water efficiency measures	
Reduce use of printed materials and/or use recycled materials where possible	
Sustainable travel initiatives	
Local purchasing, including suppliers and food and drink provision	
Communication of environmentally sustainable initiatives to stakeholders and especially event attendees	

**Other Initiatives (Please provide details below).**

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**PARTICIPATION & DEVELOPMENT**

24. Detail any opportunities the event presents for participation and development, i.e. opportunities to participate in cultural/sporting activity, outreach programmes and links to local, regional, or national plans for developing the sport/heritage/ arts and cultural activity.

**SOCIAL & CULTURAL BENEFITS**

25. Explain how the local community will be involved and engaged in the event.

26. Does the event play any role in regeneration of the area, or provide any legacy features for the local community?

**SUBSIDY CONTROL**

27. Please list any public funds received by your organisation in the past 3 years (name of fund, amount received, date).

## **SECTION 4: CHECKLIST**

Before submitting your application, please complete this checklist and ensure **all** necessary documents are enclosed. **Failure to submit the required information will impact on the success of your application.**

<b>Please ensure that you have enclosed/attached:</b>	<b>Check X</b>
A fully completed application form	
Letters of support/reviews from additional partners/sponsors as appropriate	
Marketing/PR plan	
Business Plan	
Previous Event Budget(s) for the last event and the previous pre-COVID event 2019	
Economic Impact Report	
A sample of event print material	
A Sustainability Policy	
Details of other funding received in the past 3 years	
Electronic copies of photos from previous event	

**I confirm that the information contained in this application is true and correct (should be signed by Chair/CEO/President or Director of the event management committee/organisation):**

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Position:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please send your completed application to:**

Penrith Town Council, Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria, CA11 7XR

Tel: 01768 899773 Email: [office@penrithtowncouncil.gov.uk](mailto:office@penrithtowncouncil.gov.uk)