



LOCAL FESTIVAL & PARTICIPATIVE EVENTS PROGRAMME - FUNDING GUIDELINES 2020

Completed applications can be posted to the Tourism Department, Rural Development Directorate, Clare County Council, Áras Contae an Chláir, New Road, Ennis, Co Clare.

*Closing date for receipt of completed applications is **4pm** on Friday, 13th March 2020.*

Applications received after this date will not be considered.

The Local Festival & Participative Events Programme for County Clare 2020 aims to support festivals and events that drive domestic tourism, stimulate local economic activity and help to improve the visitor experience in Clare. The maximum available funding is €6,000 under this programme.

QUALIFYING CONDITIONS & MINIMUM ELIGIBILITY THRESHOLDS FOR 2020

- The festival/events must generate a minimum of 300 visitor bednights in paid accommodation.
- The festival or event must occur during 2020.
- The project has a minimum expenditure of €10,000.
- The Festival & Events Programme must include high quality content and design.

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.

In the absence of valid accommodation surveys or audience surveys, the tourism impact may be estimated by Clare County Council.

SUCCESSFUL APPLICANTS MUST:-

- Help to build memorable visitor experiences in the locality, by adding vibrancy and colour to the area.
- The proposed festival/event will be comprehensive and professionally designed and motivating for the visitor.
- Provide a clear Business Plan, to include a full income and expenditure budget for the festival/event, 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 & Participative Events Programme (25 Marks)

The Festival & Events Programme must include high quality content and design. 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 (20 Marks)

The extent to which the festival/event collaborates with the local community and other organisations/partners/networks to maximise the local and visitor potential of the festival/events.

3. Marketing & Digital (15 Marks)

How is the festival/event 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. Environmental Management Plan (15 Marks)

Describe some of the actions you will take as part of the festival/event which will generate positive environmental benefits (e.g. preventing waste, reduction in energy & water use, sustainable transport options).

5. Delivery Team Capacity & Budget (15 Marks)

Extent to which the festival/event 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/events financial sustainability will also be examined.

6. 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/event build memorable visitor experiences and respond to the visitor need? How will the festival/event 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 Clare. 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.Failteireland.ie/Ireland-s-Ancient-East.aspx>

- **Irelands Hidden Heartlands** – Covering the ‘heart’ of the country, from Leitrim down to East Clare and extending through Longford, West Cavan, Roscommon, East Galway, as well as parts of Westmeath, Tipperary and Offaly. ‘Ireland’s Hidden Heartlands’ brings to life the Midland’s rich natural assets including its many lakes, walkways and blueways, leveraging a growing tourism trend for soft activities by encouraging visitors to be ‘active in nature’.

For more information visit:

<http://www.failteireland.ie/IrelandsHiddenHeartlands.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.

ELIGIBLE FESTIVALS

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

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

INELIGIBLE FESTIVALS/EVENTS

The following festivals and events are not eligible for funding:

- 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

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

FESTIVAL/PARTICIPATIVE EVENTS DETAILS

Objective: to show the festival/events 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/event 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/event 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/event must support the local area's tourism objectives. Objectives include: attracting visitors to the **Wild Atlantic Way, Ireland's Ancient East and Irelands Hidden Heartlands**, increasing domestic visitors to the area, increasing visitors' stay in the area, increasing the profile/awareness of the area both nationally and internationally and providing high quality entertainment for visitors.
- The festival/event 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.
- 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/events must generate in excess of **300 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.

FESTIVAL & PARTICIPATIVE EVENT PROGRAMME

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

Requirements:

- The Festival & Event Programme must include high quality content.
- An outline Festival & Event 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 Festival & Event Programme must be comprehensive and well designed.

MARKETING

Objective: to ensure that the festival/event 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/event 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.
- Festival/events 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.

DIGITAL CAPABILITY

Objective: to show the festival/participative events ability to develop an on-line presence.

Requirements:

- The festival/event 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/event 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.

FINANCIAL DETAILS AND FUNDING REQUESTED

Objective: to determine the festival/ events financial sustainability.

- Detailed Strategies and Objectives for the festival/participative 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/event was held previously.
- If the festival/ event has previously been held, accounts must be submitted.
- Details of outside sources of funding, if any..
- A long-term Financial Sustainability Plan must be developed and submitted.
- Festival/ events must have the capacity to develop to a point where they do not require financial support from Clare County Council.

ACKNOWLEDGEMENT OF CLARE COUNTY COUNCIL AND FÁILTE IRELAND

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

Requirements:

- The festival/event must demonstrate how Clare County Council will be publicly acknowledged for financially supporting the festival/event, e.g. the festival/event must invite the Mayor of County Clare or nominee of the Mayor to an official opening.
- Clare County Council and Fáilte Ireland's logo must appear on all publicity materials, as well as the festival/events website and social media pages.

SUPPORTING DOCUMENTS

The following documents should be available on request:-

- Vision and Mission Statement
- Child Protection Policies and Procedures
- Health and Safety Plan
- Environmental Management Plan
- Copy of current Insurance cover

Clare County Council,
Tourism Department,
Rural Development Directorate,
New Road,
Ennis,
Clare.
Phone: (065) 6846511
Email: tourism@clarecoco.ie



Clare County Council – Rural, Community & Tourism Development Privacy Notice

1. Clare County Council – Privacy notice – Local Festival & Participative Events Programme 2020 Privacy Notice

The council also has a Privacy statement which is a general document about how we approach data protection as an Organisation and is available on the council's website <https://www.clarecoco.ie/info/privacy-statement/> or on request from this department.

In order to provide the most effective and targeted range of rural, community and tourism development services to meet the needs of the citizens of Clare County we will be required to collect, process and use certain types of information about people applying for the Local Festival & Participative Events Programme 2020. Depending on the service being requested the information sought may include 'personal data' as defined by the Data Protection Acts and by the general data protection Regulation (GDPR) and may relate to the personal circumstances of you (as applicant) and members of your group who may also be part of the application.

2. Why do we have this privacy notice?

Clare County Council (Data Controller) has created this privacy statement in order to demonstrate our firm commitment to privacy and to assure you that in all your dealings with Clare County Council that we will ensure the security of the personal data you provide to us.

Contact Details

Clare County Council's contact details in relation to Freedom of Information are as follows:

Freedom of Information Officer

Telephone: 0656846405 or (065) 6846200

Email: foioff@clarecoco.ie

Post: Áras Contae an Chláir, New Road, Ennis, Co. Clare V95 DXP2

Data Protection Contact:

Data Protection Officer

Telephone: 0656846405 or (065) 6846200

Email: DPA@clarecoco.ie

Post: Áras Contae an Chláir, New Road, Ennis, Co. Clare V95 DXP2

Clare County Council creates, collects and processes a vast amount of personal data in various multiple formats on a daily basis. Clare County Council's commitment is that the personal data you may be required to supply to us is;

- Obtained lawfully, fairly and in a transparent manner

- Obtained for only specified, explicit and legitimate purposes
- Adequate, relevant and limited to what is necessary for the purpose for which it was obtained
- Recorded, stored accurately and securely and where necessary kept up to date
- Kept only for as long as is necessary for the purposes for which it was obtained.
- Kept in a form which permits identification of the data subject
- Processed only in a manner that ensures the appropriate security of the personal data including protection against unauthorised or unlawful processing.

3. Legal basis for the collection, processing and sharing of personal data as part of the Local Festival & Participative Events Programme 2020 provision.

Clare County Council, may, for the purpose of its functions under the Local Government Reform Act 2014 and to deliver on the targeted actions of the Clare LECP (Local Economic and Community Plan) and the Clare Rural Development Strategy request all of the information contained in the Local Festival & Participative Events Programme 2020 application form which has been devised by the Rural, Community and Tourism Directorate, Clare County Council.

4. Types of Personal data required

In advance of completing the Local Festival & Participative Events Programme 2020 application form you should take care to answer all of the questions fully where these are relevant to you and provide the required supporting documentation. Failing to provide a detailed answer to the questions relevant to you or to provide the required supporting documentation may result in your application being considered incomplete and delay your application.

All applicant groups are required to provide information on the following categories of data (where they are applicable)

- Personal details of applicant group (name, address, phone number, email address)

5. How your personal data will be used/processed by the Rural, Development Directorate within Clare County Council

Address, Phone numbers and email addresses

When contacting us we may ask you for a contact details such as address, a phone number or email address. If we do, we may use these contact details to contact you.

We will only contact you about matters that affect your application. No texts (or emails) will contain any information that could be used to identify you i.e. your name, so that if your phone is lost/stolen the messages could only be matched to the mobile phone the text was sent to.

Processing and storage of your data

The volume of customers the Council serves and range of services we provide requires an IT system to manage customer applications. Data from these applications is recorded on an Excel System and hard copy applications and related documentation are held in storage. Access to the data is controlled and restricted to relevant staff involved in assessing and processing the various services with other security measures such as passwords.

We will also be required to maintain an overview of your application history so that we can more effectively reengage with you if for whatever reason you decide to discontinue an application. The data we will be keeping as part of this overview of transaction history is as follows,

- Name and contact details
- Date of application
- Outcome of application
- Dates on which applicant refused grant

The data you supply to Clare County Council as part of your application for the Local Festival & Participative Events Programme 2020 will only be used by Clare County Council for the purposes of processing the application and for essential purposes related to delivery of the service to you. This may entail sharing your data with other departments or associated companies of Clare County Council and with any relevant third parties (e.g. county solicitors's office, relevant contractors or companies) that may be associated with your application.

If you do not wish that the personal data identified above that you supplied as part of your Local Festival & Participative Events Programme 2020 be shared, you should indicate this to the Rural Development Directorate, Clare County Council in writing when you are making your application.

6. Prevention and detection of fraud

Your data may also be shared with other sections within Clare County Council to make sure the information is accurate, to protect public funds, recover debt and/or prevent or detect fraud.

7. Records Retention Policy

The National Retention Policy for Local Authority Records has a detailed record retention policy which goes in to more detail of the time period for which your personal data will be retained by this Council and what will happen to it after the required retention period has expired.

The policy can be accessed via the following link,

http://www.lgma.ie/sites/default/files/2002_national_retention_policy_for_local_authority_records_2.pdf

8. Your data protection Rights

You have the right to request access to personal data held about you, obtain confirmation as to whether data concerning you exists, be informed of the content and source of data and check its accuracy. In addition, if the data held by us is found to be inaccurate you have the right to change, remove, block, or object to the use of, personal data held by Clare County Council. In certain circumstances blocking access to data may delay or remove access to a service where the data is required by law or for essential purposes related to delivery of a service to you.

To exercise these rights please see details in the document at the attached link (or available on request from the Data Protection office)

<http://www.clarecoco.ie/your-council/publications/data-protection-data-access-requests-policy-18436.pdf>

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

9. Right of Compliant to the Office of the Data Protection Commission

If you are not satisfied with the outcome of the response you received from Clare County Council in relation to your request to exercise your rights under the Data Protection legislation, then you are entitled to make a complaint to the Data Protection Commission who may investigate the matter for you.

The Data Protection Commissions website is www.dataprotection.ie or you can contact the Office at:

Lo Call Number: 1890 252 231

E-mail: info@dataprotection.ie

Postal Address: Data Protection Commission
Canal House
Station Road
Portarlinton
Co. Laois
R32 AP23