

APPLICATION GUIDELINES

NATIONAL FESTIVALS & PARTICIPATIVE EVENTS PROGRAMME 2017



The National Festivals and Participative Events Programme is a competitive grant process. There is no guarantee of funding for applications which achieve the minimum eligibility conditions. The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out in this document.

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1. The Role of Fáilte Ireland

Fáilte Ireland is the National Tourism Development Authority of Ireland. Our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. We provide a range of practical business supports to help tourism businesses better manage and sell their products and services.

Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, regional and local levels working together towards a common goal.

2. What is the National Festivals & Participative Events Programme 2017?

Festivals and Participative Events are an important component of the Irish tourism product offering. Festivals provide opportunities to showcase culture, people and places, thereby greatly improving the visitor experience of Ireland. They also help improve the distribution of tourism revenue around the country. Consequently, Fáilte Ireland provides considerable support to festivals and participative events through its National Programme, investing approximately €2.7 million in 39 festivals and participative events around Ireland in 2016.

The programme aims to enhance the growth, quality, competitiveness and sustainability of tourism in Ireland by improving the visitor experience. Support is provided by way of current funding.



3. Who is the Programme Aimed At?

The programme is aimed at large festivals and participative events who attract additional overseas tourists to Ireland and generate economic benefits for the host locality and surrounding areas while also appealing to our best prospect visitor segments.

The following categories of festivals and participative events are ineligible for this programme.

- a) Domestic festivals/participative events which attract domestic audiences only.
- b) Purely commercial events with limited appeal to overseas tourists.
- c) Large spectator-based sporting events.
- d) Agricultural shows and countryside fairs with limited appeal to overseas tourists.

4. What Should Successful Applicants Do Well?

- Build on Irish tourism's key strengths.
- Provide tourists with compelling experiences.
- Animate the identified programme areas of Dublin, Ireland's Ancient East and the Wild Atlantic Way in line with Fáilte Ireland's strategy.
- Generate motivating on-line content which can be used for future tourism promotion.



From a strategic perspective one of Fáilte Ireland’s key objectives is to build sustainable international sales driving accelerated growth from key overseas markets where high value customers stay longer and spend more. To address these objectives a new approach to identifying and defining best prospects for growth has been put in place.

This has resulted in:

- (A) New overseas segmentation models.
- (B) A greater focus on tourism experiences.
- (C) Clearly defined programme area propositions.

A. Overseas Visitor Segmentation

In overseas markets, the following priority markets segments have been identified:

- **Culturally Curious:** independent minded and interested in places of historic and cultural appeal.
- **Great Escapers:** looking to get away from it all, renew family bonds and spend time together in a beautiful place.
- **Social Energisers:** looking for new experiences and excitement.

FURTHER INFORMATION HERE 

B. Tourism Experiences

For today's international tourist, holidays are less about 'doing' something and more about feeling truly immersed in the place and/or an activity. A tourism experience is multi-faceted. It comes from the combination of the place, its attractions and activities, the people and stories that are shared.

Research has shown that five different Irish holiday experiences are highly motivating for overseas tourists, these are:

- **Awakening the Senses:** stimulating and profound experiences within natural and unspoiled landscapes.
- **Connecting with the People of Ireland:** immersing themselves in Irish culture.
- **Getting Active in Nature:** revitalising and energising experiences and activities in the spectacular outdoors.
- **Living Historical Stories:** interesting and informative experiences and attractions in urban and rural areas.
- **Vibe of the City:** fresh, exciting and stimulating experiences and attractions in a lively atmosphere.



C. Programme Area Propositions

In a competitive market place, Ireland can best achieve a higher profile and incremental growth by putting tourism propositions of scale and singularity in front of potential visitors. A programme area approach consisting of three key geographically based, thematic propositions has been adopted to present Ireland to overseas tourists.

Applicants may be aware that Fáilte Ireland has been assigned the task of exploring the potential of a fourth ('Ireland's Lakelands') Experience Brand under the recently agreed Programme for Government. As this task is not complete at this stage, applications aligned with a Lakelands theme will not be required to comment on their alignment with a programme area.

- **Dublin:** The city, and its hinterland, needs to differentiate itself as a 'must-visit' destination for anyone visiting Ireland or contemplating a city-based trip in Europe. Substantial work has been carried out by the Grow Dublin Taskforce. Click logo for further information:



- **Ireland's Ancient East:** An umbrella destination brand rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the East and South regions of Ireland. Click logo for further information:



- **Wild Atlantic Way:** A strategic tourism initiative to present the West Coast of Ireland as a tourism product of scale and singularity, designed to encourage incremental overseas visitors to the West Coast of Ireland. This has been achieved through the development of a long distance coastal touring route stretching from the Inishowen Peninsula in Donegal to Kinsale in West Cork. Click logo for further information:



Festivals and participative events securing funding must be able to clearly state how their offering (a) meets the needs of one or more of the priority markets segments, (b) creates memorable tourism experiences and (c) fits with the host programme area's tourism proposition.

5. What are the Qualifying Conditions & Minimum Eligibility Thresholds for 2017?

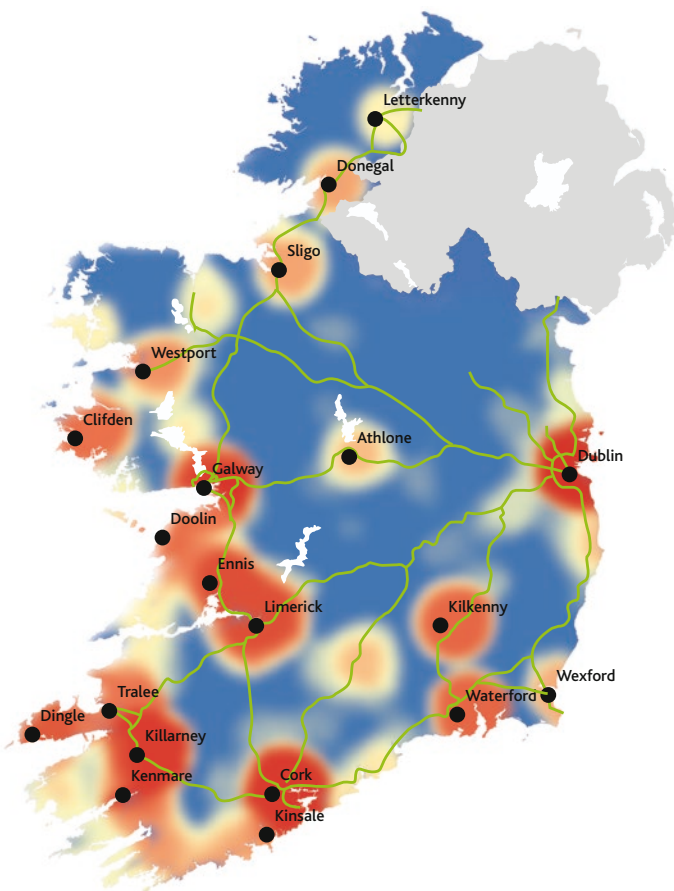
Changes have been made to the **minimum eligibility thresholds** to reflect the National Tourism Development Authority's response to the Department of Transport, Tourism and Sport Tourism Action Plan 2016-2018 which requires Fáilte Ireland to review 'structures and procedures that are used to target significant visiting international events, with a particular focus upon offsetting seasonality'.

Fáilte Ireland will increasingly focus its supports on festivals and participative events that take place **outside of the peak and shoulder season** i.e. outside of the months of June to September. To achieve this, the minimum bednights threshold for the programme has been revised, and this is outlined in the box overleaf.

- Revised Minimum Bednights:** Festivals and participative events must demonstrate that they achieve the revised minimum bednights of which a significant proportion must be overseas visitor bednights. Applicants are advised that the bednights thresholds will be subject to further adjustment in future years. In the absence of valid accommodation or audience surveys, the number of bednights arising will be estimated by Fáilte Ireland based, in part, on data provided by the applicant.
- Revised Thresholds for Private Sector Funding:** All festivals and participative events must also note the revised thresholds for private sector funding required through channels such as ticket sales, sponsorship, merchandise, etc.

Type of Event	Time	Time of Year	Bednights Threshold	Private Sector Funding Required
Festival	Off-season	January to May & October to December	2,000	€40,000
	Peak season	June to September	3,000	€50,000
Participative Event	Off-season	January to May & October to December	3,000	€40,000
	Peak season	June to September	4,000	€50,000

(c) **Aiding Regional Spread:** In addition to the minimum eligibility thresholds outlined above, applicants are advised that festivals/participative events, or elements of them, that take place **outside of the traditional tourist 'hotspots' and which disperse tourists to alternative locations** will now be considered within the 'Tourism Impact' evaluation criteria. See heatmap below which demonstrates current tourism hotspots.



6. What are the Evaluation Criteria?

Applications for funding will be assessed under the following criteria:

1. Visitor Experience (25%)
2. Tourism Impact (30%)
3. Sales & Marketing (15%)
4. Digital Capability (10%)
5. Event Management (10%)
6. Finance & Funding (10%)

The criteria are explained in more detail in the table on page 5.

Only those applications that meet the minimum eligibility conditions highlighted in section 5 will be assessed against the full set of evaluation criteria. There is no guarantee of funding for applications which achieve the minimum eligibility conditions. The fund is limited and all eligible applications will be evaluated on a competitive basis against the criteria set out.

Evaluation Criteria & Weightings	Objective/Purpose of the Criterion	Applicant Must Establish that:
1. Visitor Experience 25%	To determine the ability to create memorable experiences for target priority market segments.	<ul style="list-style-type: none"> ■ An outline of the programme or proposed content or theme is required to demonstrate that the festival/participative event builds a memorable visitor experience. ■ The programme is motivating for one or more of the target priority market segments overseas. ■ The festival/participative event builds memorable visitor experiences and responds to a clearly identified and defined overseas visitor need.
2. Tourism Impact 30%	To assess the festival or participative event's ability to grow visitor numbers and make a positive economic contribution to the local and regional area.	<ul style="list-style-type: none"> ■ The timing of the festival/participative event brings extra overseas tourists to the area (rather than just providing something for tourists already in the area to see and do). ■ The festival/participative event is overseas visitor-centric and (where applicable) supports the host area's tourism proposition. ■ There is potential for sustainable local gains and legacy benefits, e.g. increased economic activity and improved profile. ■ Identify any elements of the festival/participative event that take place outside of its core location and which may contribute to addressing regionality.
3. Sales & Marketing 15%	To establish that the festival/participative event can generate overseas interest and sales for the festival/participative event and/or tourism businesses in the host area.	<ul style="list-style-type: none"> ■ A comprehensive tourism marketing plan is in place. <div data-bbox="683 1099 1066 1144" style="text-align: center; margin: 10px 0;"> FURTHER INFORMATION HERE </div> <ul style="list-style-type: none"> ■ A detailed overseas sales plan has been developed. This includes online sales activities, tourism operator channels and other tactical sales initiatives. <div data-bbox="683 1294 1066 1339" style="text-align: center; margin: 10px 0;"> FURTHER INFORMATION HERE </div>
4. Digital Capability 10%	To determine the festival or participative event's ability to develop an on-line community and to create motivating digital content.	<ul style="list-style-type: none"> ■ The festival/participative event has a strong on-line presence and utilises digital marketing channels to generate interest amongst overseas tourists. ■ The festival/participative event optimises opportunities to utilise social media channels to generate, create and share motivating digital content and build digital communities. <div data-bbox="683 1585 1066 1630" style="text-align: center; margin: 10px 0;"> FURTHER INFORMATION HERE </div>
5. Event Management 10%	To ensure that the festival/participative event is effectively managed and delivered.	<ul style="list-style-type: none"> ■ The experience and ability of the organisers is appropriate to manage the proposed festival/participative event.
6. Finance & Funding 10%	To establish the festival or participative event's financial sustainability.	<ul style="list-style-type: none"> ■ A comprehensive, well structured, fact based three year business plan and a full budget is in place. <div data-bbox="683 1877 1066 1921" style="text-align: center; margin: 10px 0;"> FURTHER INFORMATION HERE </div> <ul style="list-style-type: none"> ■ The required level of private sector funding has been sourced for the event.

7. Who Can Apply?

All groups, companies and individuals who have a business address, a Tax Clearance Access Number and a PPSN/Reference Number in the Republic of Ireland.

8. How & When to Apply?

For details of opening and closing dates and access to the online application form visit www.failteireland.ie/festivals. All applications must be made via the online form.

9. What Can be Funded?

Eligible Expenses

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. The following costs are eligible for funding:

Fáilte Ireland will not cover elements of expenditure that are funded by other state bodies.

- **Marketing Activity:** The cost of marketing activities with an international 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:** The cost of programming where the programme element 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.
- **Cross Border Festivals/Participative Events:** Only that portion of the project taking place in the Republic of Ireland can be funded. In this regard, applicants will need to clearly demonstrate the benefit to tourism in the Republic of Ireland from the cross border festival/participative event.

Ineligible Expenses

- Local marketing activity.
- Unpaid expenditure.
- Expenditure paid for by a third party other than the grantee.





- Operational costs/overheads/administrative expenses, for example: 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.
- Activities 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 unless expressly allowed in the letter of offer.
- Activities that duplicate activities that 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.

- In-kind contributions.
- Fines, penalty payments, legal costs, audit fees and financial consultancy fees.
- Cash expenditure.
- Trade association membership fees or equivalent.

Applicants are notified that the documentation required for any grant awarded including Tax Reference Number/PPSN, 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 is from an ineligible category or fails the minimum eligibility thresholds it will not be evaluated and the applicant will be notified of this.
- **Referral to the Regional Programme:** In cases where an application does not meet the minimum eligibility thresholds criteria for the National Programme but it may be eligible for evaluation through the Regional Programme the applicant will be notified and their application directly passed on to the Regional Programme.

- **Notification of Decisions:** Following the evaluation process all applicants (successful and unsuccessful) will be notified.
- **Grant Letter of Offer:** Successful applicants will receive a grant letter of offer. This will form the contract between Fáilte Ireland and the applicant. Any grant offer can only be made to the party identified and named in the application form.
- **Grant Drawdown 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.
 - ▶ Up to 50% of the grant may be paid once the signed acceptance of the letter of offer has been returned. Fáilte Ireland reserves the right to hold this pre-event payment in certain circumstances. Any previous programme grant claims must be complete before first tranche payments for 2017 can be made.
 - ▶ Any remaining amounts will be paid after the festival/participative event has taken place and when the grant claim (for the full grant amount) has been audited and verified by Fáilte Ireland.
- **Appeals Procedure:** If an applicant wishes to appeal Fáilte Ireland's decision they must do so in writing within **14 days** of receiving an unsuccessful notification. All appeals will be carefully considered. Successful applicants are **not** permitted to appeal the amount awarded.
- **Multi-Annual Funding:** Fáilte Ireland has identified the benefits in working with a number of festivals/participative events on a multi-annual basis and is implementing a separate programme to implement this with a selected number of festivals/participative events.
- **Tax Clearance:** The need for a current Tax Clearance Access Number and PPSN/Reference Number applies to all grants awarded under this scheme. Tax Clearance should be sought at the time of grant application.
- **Public Procurement:** Please note that National and EU public procurement procedures must be followed where applicable.

[FURTHER INFORMATION HERE](#) ➤



- **Freedom of Information:** Applicants should note that under the Freedom of Information Act, 2014, information provided by them in their application may be 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. Fáilte Ireland 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.

- **Confidentiality:** Fáilte Ireland 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.

For any further information please email:
events@failteireland.ie





Fáilte Ireland
National Tourism Development Authority