

Taste the Island Innovation Programme 2019 Guidelines

1.

Do you have an exciting idea to enhance an existing event or create a new event that will attract domestic visitors for Taste the Island 2019*?

Fáilte Ireland has identified that an opportunity exists for events to play a more significant role in driving Ireland's tourism performance. This programme has been designed to identify proposals for ambitious and unique events which will stand out to visitors. *Taste the Island (TTI)- a celebration of Ireland's food and drink runs from **September to November 2019**.

While Ireland currently has an existing calendar of food and drink events relevant to Taste the Island (TTI), this programme will examine the opportunities for new or expanded events which will strongly motivate visitors to travel around the key sectorial regions during the TTI time range (September to November 2019) and disperse visitors to key geographical areas around the country.

2. What is the role of events in Irish tourism?

Events are important to Ireland's tourism industry for a number of reasons:

- They provide opportunities to showcase culture, people and places, and enhance the visitor's experience of Ireland
- They improve the distribution of tourism revenue around the country
- They can encourage visitors to come at different times of the year
- They can animate destinations, help visitors to meet locals and contribute to an overall sense of an authentic and enjoyable holiday

3. What are we looking for?

We want Ireland to be recognised as a place that consistently delivers brilliant visitor food and drink experiences, with a packed programme of events that showcase our food and drink culture, people and places.

Fáilte Ireland believes that events are a key tool in attracting visitors and have the ability to attract more visitors to engage with TTI extending the tourism season and creating a regional spread and nationwide economic impact. Therefore, we need to develop stand out experiences that will capture the imagination of visitors and motivate them to consider a holiday in parts of Ireland's that are more regionally based but offer authentic food and drink experiences during TTI and have the ability to sustain these offerings all year round.

All proposal must adhere to the full charter below: Taste the Island Charter

As a participating business I commit to;

- Promote and celebrate Taste the Island.
- Strive to use produce from the Island of Ireland.
- Prioritise sourcing local food and drink.
- Increase awareness of local provenance.
- Embrace a seasonal mind-set.
- Strive to deliver quality and value for money.
- Strive to operate sustainably and minimise and manage waste responsibly.
- Participate in the 'Taste the Island' visitor welcome programme.
- Sign up to Taste the Island brand usage and digital promotions guidelines*
- Deliver a new or dedicated event to celebrate Taste the Island under one/more of the following pillars;
 - **Meet the Maker**
 - **Make it Yourself**
 - **Networks & Trails**
 - **Food & Drink Events**
 - **Taste of Place**
 - Include a minimum of one or a series of local & seasonal dishes during Taste the Island
 - Include a minimum of one or series of local & seasonal drinks during Taste the Island programme

4. What are the priorities for tourism?

As Fáilte Ireland looks to maximise opportunities for events a number of key priorities will be considered:

- i. The TTI time range is from **September to November 2019**, any events must take place within this time frame.
- I. **Regionality** – events that take place in non-tourism hotspots and assist with distribution of tourism revenue around the country.
- II. **2019** is focused on the domestic market for events which appeal to the target markets and enhance destination potential to be considered.
- III. **Sustainable and Scalable** – events that have the potential to become sustainable and scalable.
- IV. **Original and Authentic** – events that are unique and address a gap in the existing offering and motivate visitors to choose Ireland as a destination that offers brilliant food and drink experiences. (See www.discoverireland.ie/whats-on/ for a list of all events in Ireland)
- V. **Brand Focus** – events that support one of Fáilte Ireland's destination brands, *Dublin, Ireland's Ancient East, Wild Atlantic Way* and *Ireland's Hidden Heartlands*.

- VI. **Operations** – events that can demonstrate potential for financial sustainability over a 3-year time scale (i.e. ability to generate 80% of own income through ticket sales, sponsorship, merchandise etc.) and a sales focus (e.g.: awareness of routes for distribution).
- VII. **Collaboration** – events that can demonstrate potential for successful collaboration with tourism trade, local authorities and others to maximise effective delivery, scale and impact.

ii. How does the programme work?

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Funding associated with specific elements of the event programme will be available to successful applicants.

iii. How do you submit your proposal?

Proposals must be submitted through the Fáilte Ireland Trade Portal.

Access the Portal at this link:

<https://tradeportal.failteireland.ie/SignIn?ReturnUrl=%2Fgrantapp%2F>

For technical queries and support please contact CustomerSupport@failteireland.ie or [1800 242473](tel:1800242473)

iv. When do I need to submit my idea?

The call for applications opens **at 12:00 noon Monday May 27th, 2019**, details will be published in National Press. The cut off for the first round of evaluations will be **at 12:00 noon on Monday June 24th, 2019**.

Please check <https://tradeportal.failteireland.ie/supports/> or details of further deadlines.

Applicants should note that they may be required to make a presentation of their proposal to Fáilte Ireland.

v. What happens after you submit your form?

Fáilte Ireland will evaluate the proposal against the priorities noted above to assess which offer the best potential for Irish tourism against a number of desired outcomes;

Outcome i: Seasonality. The event must have the potential to attract visitors to Ireland during the TTI time range of **September to November 2019**.

Outcome ii: Address Regionality. The event can disperse visitors to areas beyond the traditional hotspots without causing undesirable displacement of existing event or tourism activity and create an awareness of the huge potential of food and drink experiences in more regional areas.

Outcome iii: Develop as a sustainable and scalable event.

Outcome iv: Present an Original and Authentic opportunity. The event can be developed in a way that it becomes intrinsically linked to Ireland's high-quality food and drink with Taste the Island as part of the overall holiday experience and is not easily displaced to other countries.

Outcome vi: Link to Fáilte Ireland's destination brands. The event can support the key themes contained within the brands and programming elements will reflect this (**Dublin, IAE, WAW, IHH**).

Outcome vii: Operational stability. The event can develop an operational model to successfully roll out the event so that it can become self-sustaining over a 3-year time scale and generate up to 80% of its own income.

Outcome viii: Collaboration. A successful delivery team can be identified, and partnerships established to drive the objectives of the event to achieve benefits for the wider community.

vi. What do you need to deliver?

If you receive funding for a **specific element of the event** you will need to demonstrate how you have delivered against a set of outcomes which will be agreed with Fáilte Ireland.

If you receive funding for the **development of your proposal** you will need to produce a 3-year business plan showing how your event will deliver on the key outcomes listed in section 8.

All successful applicants will be required to make a presentation of your plans to a specially selected panel of industry experts.

vii. Ineligible Proposals

Ideas for events linked to the following themes will be deemed ineligible:

- Festivals related to the following themes: Halloween, Light, Dark Skies, Vikings.
- Participative Sporting Events e.g.: Marathons, Triathlons etc.
- Wellness, Health and Fitness Events
- Conferences, Exhibitions, Trails, Networks, Tours, etc.
- Christmas Festivals
- Multi-Disciplinary Arts Festivals
- World Record Attempts
- Comedy/Film/Photography/Circus Festivals/Street Performance

Viii Tax clearance cert

All applicants must have an up to date TCC (tax clearance certificate)

ix Existing fund recipients

All existing events that are funded by Failte Ireland are precluded from applying for this funding`

Got Questions?

See the following page for answers to any questions you might have.

FAQ's

We've tried to answer as many questions as we can below, but if you have any more queries please email tastetheisland@failteireland.ie and we'll get back to you as soon as we can.

WHO CAN APPLY?	The application process is open to all, however we would encourage you to think about your proposal and how it might fit in with Fáilte Irelands tourism priorities.
I AM AN EXISTING EVENT, CAN I STILL APPLY?	If you have an idea for a new event that meets the criteria, yes you can apply however the idea must be significantly meaningful and different to the existing event e.g. an additional day to an existing event will not be considered as innovation. However, producing something in a new location or at a different time of year may be considered.
DOES THE PROPOSED EVENT HAVE TO ATTRACT OVERSEAS TOURISTS?	Fáilte Ireland is the National Tourism Development Authority of Ireland, our role is to guide and promote the evolution of tourism as a leading indigenous component of the Irish economy. Information on Fáilte Ireland's three key overseas visitor segments can be found here: www.failteireland.ie/International-sales/International-sales.aspx
HOW MUCH INFORMATION DO I HAVE TO PROVIDE?	The application form is your opportunity to tell us as much as you can. Although it is a short document tell us as much as you can about your idea to see how it would align with Fáilte Ireland tourism priorities.
SHOULD MY IDEA TIE IN WITH THE WILD ATLANTIC WAY, IRELAND'S ANCIENT EAST, HIDDEN HEARTLANDS and DUBLIN?	Ideally yes. Based on extensive consumer and market research Fáilte Ireland has identified four key geographic areas that stand out in the marketplace.
DO I HAVE TO HAVE A PROVEN TRACK RECORD IN EVENT MANAGEMENT OR TOURISM RELATED ACTIVITIES?	No, however we would like to know more about your background and ability to deliver on your idea or if you have thought about a potential partnership or delivery team.
WHAT HAPPENS AFTER I SUBMIT MY IDEA?	We'll review and evaluate your idea. Then a shortlist of the ideas with the best potential for tourism will be compiled and a number of applicants will be invited to come in and meet with us.
IF MY IDEA IS SELECTED WHAT SUPPORTS WILL I RECEIVE?	We will give you support to help you explore and develop your idea. Fáilte Ireland will work with you on the delivery of supports, so the funding might be paid directly to you or we might commission the expertise for you. A timeframe will be agreed with you.

The Small Print

This fund is a competitive process. Only ideas that are based in the Republic of Ireland may apply. There is no guarantee of funding for proposals submitted. The fund is limited, and applications will be evaluated on a competitive basis.

Fáilte Ireland acknowledges its statutory duty of confidentiality to the applicant in respect of all information received in regard to the proposed event and undertakes not to disclose such information without prior written consent from the applicant or as required by law.

However, Fáilte Ireland shall in no way be prohibited from providing funding or other services to any other party in relation to the independent development or the running of an event competitive with or similar to the proposed event.

About Fáilte Ireland

Fáilte Ireland is the National Tourism Development Authority, established by the Irish Government in May 2003 to guide and promote the evolution of tourism as a leading indigenous component of the Irish economy. Our vision sees a tourism industry that is economically, socially and environmentally sustainable, helps promote a positive image of Ireland overseas and is a sector in which people wish to work.

All information supplied will be treated in confidentiality