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**Lichfield District Council Community Event and Festivals Fund**

**Funding Criteria and Guidance Notes**

**Introduction**

Events and festivals are an important part of the business and cultural landscape of the UK, Lichfield District is no different. Lichfield District Council recognises the importance events and festivals play in the cultural and economic wellbeing of the district.

The district plays host to a large and varied number of events and festivals every year, from established commercial events to local charity events. In addition, it hosts one off occasions such as the 2012 Olympic Torch Relay. These events attract investment and visitors from a wide area.

Many of the events are run by event organisers and specific bodies, others by Lichfield District Council and city/town/parish councils and take place in a variety of locations.

Lichfield District Council is keen to develop an interesting and successful year round events calendar and would like to encourage new community events to come forward. As part of this ambition the Council is keen to see new events coming forward to complement the existing offer and to help support and encourage this, the Authority has introduced a community grant fund.

**What type of events can apply for this community fund?**

The community events and festivals grants fund will offer financial support to organisations to help deliver new events and festivals in Lichfield District. The total funding available for this grant programme is £20,000 annually for the period of 3 consecutive years; with the maximum grant available per successful event application being £3000 annually.

**Application Process**

All applications should be submitted online through the district council’s website here <https://www.lichfielddc.gov.uk/communityeventgrant>

Applications will be assessed against the selection criteria described in Section B below. Applicants are strongly advised to read the eligibility and selection criteria detailed in this document, before making an application. Applicants will be informed of a decision by email within 3 weeks of the application being made, sooner if resources allow.

**A. Eligibility Criteria**

* Events must take place within the administrative boundary of Lichfield District and must be a new community event.
* Applications must demonstrate how the event will provide economic benefit for the local area and its residents.
* Community event fund applications must show they have secured external funding for their event and will not be solely reliant on funding from Lichfield District Council.
* The following are not eligible for funding: events of a political nature; events promoting a religious doctrine; events viewed as offensive or defamatory; events run by profit-making organisations or for profit; events run by individual members of the public.
* Organisations can only apply for funding for one event each year.

**Who can apply for this funding?**

* Any formally constituted not-for-profit community group operating within and serving Lichfield District

**B. Selection Criteria**

The Event and Festivals Fund aims to support new community events that will deliver high quality, innovative locally-focused events. Applicants will need to show that the proposed event meets all of the following criteria:

**1. Economic Benefit**

The Council is looking to encourage new events that support the district’s economy and local residents through increasing visitor numbers and spend. In particular events that will:

* Generate income for the local economy
* Help to procure goods and services locally where possible
* Contribute towards meeting the council’s strategic objectives around shaping places and developing prosperity
* Have local business involvement
* Show variety in their offer to attract different customers

**2. Financial viable/value for money**

It is important that events are not a burden on residents, business or the taxpayer but are of a scale and nature to be appropriate to their surroundings and reflect their intended purpose. Event costs should be realistic and evidence will be required with any bid to show that funding is required and that the overall costs are proportionate to the scale and nature of the event.

**3. Well-managed**

Event organisers will need to demonstrate that the event will be well managed and that appropriate consideration has been given to the impact on and safety of local communities. As part of any submission organisers will have to show they have the knowledge, skills and capacity to deliver the event independently and effectively.

**4. Promotes the district and engages the community**

The Council is keen that events help to promote the district and engage with residents and
local communities. Applicants should show in their applications how these aims will be
achieved having particular regard to:

* Promoting Lichfield District as a vibrant and attractive place to live, work and visit
* Encouraging community engagement - residents and businesses, and promoting
civic pride in events and festivals.
* Supporting cultural, economic, community and social growth for the benefit of the
district

**5**. **Environmental Impacts**

Please ensure the environmental impact of your event is taken into account in the planning and management of an event, please demonstrate how your event will suitably address:

* Any possible impacts of noise, vibration, fumes and disruption on local communities and the environment.
* Waste management (including minimising visitor and trade waste) and managing risk
of spillages and surface damage to/on the local environment, including plans for
cleaning up after an event and suitably restoring a site/location
* Promotion of the use of recycled materials

**C. Receiving a Grant**

To receive a grant you must have a suitable company bank account.

**Payment**

We will pay the grant to successful applicants in advance and subject to receipt of the signed grant offer letter. You will need to provide evidence of the following**:**

* Venue/location permission
* Relevant licenses – if applicable
* Road closure permission - if applicable
* Proof of public liability insurance

**Activity Reporting**

Organisations awarded a grant will be required to complete and submit a report back form providing information on how allocated monies have been spent and how the event met the selection criteria above. The form must be submitted to the Council no later than 4 weeks after the event has taken place.

**Publicity**

The Council will publish details of grant awards and may include information about funded activity in council publications. Lichfield District Council’s support of the event through the Community Events Fund should be acknowledged in any publicity or information relating to the activity for which the funding has been awarded by displaying the district council’s logo on all event publicity. This will be sent to you separately, together with guidance on its use, should your application be successful.

**Important information – Event Management in Lichfield District**

Before you submit an application, please refer to the district council’s Event Management Guidance <https://www.lichfielddc.gov.uk/event-management>

**D. How to submit your application**

To check if funds are still available at the current time, please email Lisa.clemson@lichfielddc.gov.uk.

Then, if funding availability is confirmed please submit your application for consideration online here – <https://www.lichfielddc.gov.uk/communityeventgrant>

If you have any queries, please contact:

Lisa Clemson

Visitor Economy Manager, Lichfield District Council

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