



Vale of Glamorgan Events Grant Scheme

Guidance Notes & Criteria

For further information and advice contact:

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VOG Events Grant Scheme

The Vale of Glamorgan has established a strong reputation as a destination that offers quality events throughout the year. The '2023/4 Events Grant Scheme' has two streams; it aims support:

- A - The Visitor Facing Economy, and
- B - Local Community Events.

Visitor Facing Economy:

Events should have strong potential to attract visitors from outside the local area, whether that's from other regions or other countries.

Events should have a positive impact on the local economy, such as by generating revenue for local businesses, creating jobs, or promoting the region as a tourist destination.

Events should have cultural significance or highlight a unique aspect of the local area's history, culture, or identity.

Events should have strong marketing potential and be well-suited for promotion through various channels, such as social media, online advertising, or PR.

Community based events:

An event should have a positive impact on the community it serves, whether that means bringing people together, promoting local businesses, or raising awareness for a particular local cause.

The event should be unique or innovative in some way, whether in its format, theme, or goals

All applications should demonstrate the following:

That they are feasible and realistic to execute, given the budget and resources available.

The event should encourage collaboration and cooperation among different stakeholders, such as local businesses, community organisations, etc.

Events event should be inclusive and accessible to all members of the community, regardless of their background, ethnicity, or socio economic status.

The event should have a plan for sustainability, whether through continued funding, volunteer support, or other means.

The event should have a plan for evaluating its success, whether through feedback surveys, attendance figures, etc.

How do I apply?

Applicants must discuss their event proposal with the Vale of Glamorgan Council Event Officer and complete an Event Grant Scheme Application Form.

All applicants are required to produce the following:

- A completed, signed application form.
- Copy of your constitution
- Copy of Marketing Plan for the event (if applicable)
- Any further information requested after submission

Incomplete applications, or applications submitted without the correct supporting documentation will be returned.

Successful applicants may be asked to submit relevant event documentation to the Event Safety Advisory Committee (ESAG), as advised by the Events Officer. This will include Event Plans, Risk Assessments, copies of Public Liability Insurance etc

Who can apply?

Applications may be made by public, private and voluntary organisations. All organisations that apply must be formally and properly constituted.

Evaluation Criteria:

Applications must be for events that:

- Have potential to attract visitors from outside of the Vale;
- Have a positive impact on their local community;
- Bring economic benefit to the Vale of Glamorgan;
- Show potential for financial sustainability in the medium term, if likely to be repeated;
- Are open to all members of the general public
- Have explored realistic options for income raising/sponsorship
- Take place within the Vale of Glamorgan
- Take place (and be claimed in full) by 20/03/2024

The following will not be funded:

- Events that do not meet the evaluation criteria
- Retrospective funding
- Events which promote the views of a political party, religious organisation or which could bring the Council into disrepute
- Events which are largely attended by members of a single organisation / not open to visitors

How much can I apply for?

The grant applied for must not exceed £2500 and must not exceed 50% of the total event cost. You will be required to provide evidence of all costs including match funded elements.

Who makes the decision?

Your application will be reviewed by a Council Panel and assessed against the criteria. The final decision based on recommendations from the panel will sit with

the Head of Regeneration and Planning, in consultation with the Cabinet Member for Sustainable Places.

Successful Applicants will:

Receive confirmation via email from the Events Officer and be required to:

Submit documented evidence of all expenditure

Acknowledge funding support from the Vale of Glamorgan Council and include all relevant logos, in all marketing / promotional material.

Present their event to the Vale of Glamorgan Council Event Safety Advisory Group as required and produce the appropriate event insurances, risk assessments and event plans.

What is the application timetable?

Event grant applications will be reviewed on a monthly basis by the panel, until all of the monies have been allocated.

Completed applications, including all associated documents must be received by the 15th of each month.

Incomplete applications will not be accepted, and will be deferred until the following month subject to funding being available.