



## Comhairle Chontae Chill Chainnigh

Halla an Chontae Sraid Eoin Cill Chainnigh  
R95 A39T

Pobail agus Áiteanna Inbhuanaithe a Chruthú

## Kilkenny County Council

County Hall John Street Kilkenny  
R95 A39T



Creating Sustainable Communities and Places

10<sup>th</sup> October 2023

Dear Elected Member:

I refer to the enclosed Report titled 'FESTIVAL & EVENT GRANT SCHEME 2024'.

Further to an internal review of the Festival and Event Grant Scheme 2023 carried out by the Acting Head of Enterprise and Tourism Officer, four recommendations on revisions to the afore-mentioned scheme are put for consideration by the Elected Members.

Summary Recommendations:

1. Funding be set aside for the "Festivals Kit" be continued at €2,000 per annum.
2. The fund continues to be split on a ratio of 80:20 for Festivals with a substantial tourism impact and Community Events, respectively.
3. Revisions to the Evaluation criteria for applications as per the enclosed document.
4. Terms and Conditions for applicants should be strengthened in order to minimise financial risk and public liability to Kilkenny County Council.

I recommend that the Report and recommendations contained therein are approved by the Elected Members.

Aileen McGrath  
Acting Head of Enterprise

I hereby recommend that the attached Report and recommendations be adopted by the Elected members.

Sean McKeown  
Director of Service



## FESTIVAL & EVENT GRANT SCHEME 2024

Kilkenny County Council approves a 'Festivals and Events Grant Scheme' annually to support the work of local community groups and festival organisers throughout Kilkenny City and County.

The fund for the Grant Scheme for the past number of years is €112,000. €2,000 of this fund is set aside for the following:

- to support communities and event organisers to access our recently acquired "Festivals Kit". Festival and Event organisers will be encouraged to use the Kit in their events around the county and Kilkenny County Council will ringfence some financial supports for groups to access this equipment. (costs associated with transport, set up and take down of the kit).

**Recommendation 1:** We are recommending that the funding be set aside for the "Festivals Kit" be continued at €2,000 per annum.

The fund is then divided between two distinct categories of application:

1. Festivals with a substantial tourism impact on Kilkenny
2. Community Events, that improve the community spirit and pride of place for local communities.

The fund of €110,000 is divided 80:20.

**Recommendation 2:** We recommend that the fund continue to be split on a ratio of 80:20 for Festivals with a substantial tourism impact and Community Events, respectively.

Further to review of the current Festival Grant Scheme for Festivals with a substantial tourism impact, the following recommendations are being made to both the Evaluation Criteria of Grant applications and also to the Terms and Conditions for qualification for funding.

Previous assessment criteria were:

- Review of previous post event report
- Review of Websites and marketing content
- Expected Visitor Numbers for event
- The positive Tourism impact of the event for Kilkenny

**Recommendation 3:** We are now recommending that the evaluation will score applications as outlined below in order to provide greater clarity and transparency on the evaluation process and also better alignment with national policy;

Seasonality	Enhances Kilkenny's Tourism Experience	Sustainability & Accessibility focus	Contribution to the local economy
	<i>Increased awareness of Kilkenny as destination</i> <i>Increase in Dwell time in the local areas</i> <i>Adds Variety and diversity to Kilkennys Tourism Offering</i> <i>Animates Kilkenny</i>		<i>Note NTE activity</i> <i>Taking into account review of previous post event report (as applicable)</i>
20	60	10	10

**Recommendation 4:** We are also recommending that the Terms and Conditions for application should be strengthened in order to minimise financial risk and public liability to Kilkenny County Council;

- Evidence of Applicants public liability insurance is to be submitted with their application. Organisers will also be asked to indemnify Kilkenny County Council on their public liability insurance.
- Before grant payment, Kilkenny County Council will request the event plan for the Festival to ensure appropriate event management procedures are in place.
- Kilkenny County Council will request the events marketing and promotional plan to ensure the Festival is being promoted outside of County Kilkenny to attract visitors to the county.
- Kilkenny County Councils logo will be incorporated into all promotional content for the Festival.
- For cashflow purposes Festivals are funded in advance of the event. A condition of the award of grant will request return of funding should the Festival not take place.
- The funding will only be paid to the applicant and not sub-contractor(s) of the applicant.
- Funding of commercial private entities running 'for profit' events will be asked to provide financial accounts and demonstrate funding need.