

DERRY
HALLOWEEN



Northern Ireland Made for Events

Guidelines for Applicants
International Tourism Events Fund
2020/21



tourism
northernireland

tourismni.com/events

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Introduction

Events are powerful tools. They have the ability to give Northern Ireland a competitive advantage benefiting the image, economy, tourism performance and future potential of the region. They can enhance Northern Ireland's reputation as a destination to live, work, visit and study. Events can also stimulate the economy, generating new jobs, business and training opportunities whilst attracting visitors at times of the year when there is surplus capacity in the accommodation sector.

A Tourism Event is classed as an event occurring on 1 day or over a period of several consecutive days (**there must be no break in days**). It will attract visitors to travel to and stay in Northern Ireland and offer an authentic Northern Ireland experience. The event will attract additional visitor and participant spend, increase the occupancy rate of local accommodation, provide a positive image of Northern Ireland, give the visitor a true Northern Ireland experience and leave a lasting legacy.

Tourism NI operates two schemes within the Tourism Event Funding Programme:

- **International Tourism Events Fund**
- **National Tourism Events Sponsorship Scheme**
(see **Guidelines for Applicants Tourism Events Sponsorship Scheme 2020/21**)

The two schemes complement each other and run concurrently, maximising the benefits to Northern Ireland.

The International Tourism Events Fund will offer funding to eligible events taking place between 1 April 2020 and 31 March 2021.

2.0

Aims & Objectives

The primary aim of the International Tourism Events Fund is to support the delivery of the Events Strategic Vision to 2020. Paramount to this is the growth of international visitor numbers and international visitor spend.

The key objectives of supporting events will be to maximise opportunities to:

- Enhance the visitor experience
- Increase visitor numbers and spend
- Develop a positive international profile
- Generate increased bednights
- Elongate the tourism season

3.0

Principles

The International Tourism Events Fund is designed as a grant scheme which acts as a catalyst and motivator for the events industry in Northern Ireland. It does not provide long-term or core funding.

The four main principles that underpin financial support for events from Tourism NI are:

Additionality

The core principle of Tourism NI's funding model is 'additionality'. This means the minimum level of government assistance which will allow the event or elements of the event to take place. In some cases without government intervention events would be unlikely to happen or would take place at a reduced size or scale. When 'additionality' occurs in an event, usually the event has been able to increase its ability to enhance the visitor experience and has improved the opportunities to grow visitor spend.

Leverage of Other Funding

The event should demonstrate ability to generate growth in the industry by ensuring maximum financial buy in from other sources. The leverage of other funding will support the long-term sustainability of your event. Tourism NI is not a core funder of events but will support the development of events.

Partnership Working

Tourism NI does not deliver events directly but will work in partnership with organisers from the public, private and voluntary sectors to ensure event success.

Significance

All events funded must be of at least national significance in order to maximise the value of support from Tourism NI.

Types of Events to Receive Support

4.1 Setting the Scene

Tourism NI's role is to work collaboratively with our partners to accelerate growth of the Northern Ireland tourism industry. We do this through supporting tourism businesses, the development of world-class products, experiences and events and promoting Northern Ireland as a must-see destination to those markets which offer the greatest potential for growth.

Events have the potential to play a role in the overall visitor experience and economic benefit for Northern Ireland. They present the visitor the opportunity to immerse themselves in local culture, heritage and tradition.

International tourism events must be authentically unique to Northern Ireland and be demand generators to **attract 'out of state' visitors** whilst enhancing Northern Ireland's international reputation. It is important that these events have content or are an experience which is strong enough to make people want to travel to Northern Ireland, generating economic return through visitor bednights and spend.

4.2 Priority Areas

Tourism NI will seek to provide financial support for events which best meet the interests of our visitor segments. The events must demonstrate how they will attract international visitors, ensure bednights and generate international marketing.

International Tourism Events Fund

5.1 Definition

International Tourism Event: is an event that attracts out of state visitors to Northern Ireland, where the event has played the key / vital role in attracting them to visit. An event of this nature also showcases Northern Ireland on a global stage as a unique tourism destination. This would include generating significant out of state media coverage (e.g. TV, print, digital) both pre-event and during the event. The coverage would showcase Northern Ireland's authentic people and place, highlighting our iconic landscapes and visitor attractions.

Events must satisfy the following requirements to apply for the International Tourism Events Fund:

- **Maximum funding of 50% of eligible costs for private, public and voluntary sector events**
- **Total visitor numbers greater than 5,000 (not subsidised)**
- **An aimed return on investment of 5:1**
- **A positive media matrix assessment for events where media exposure is a central driver**
- **Events must have a minimum income of £150,000 through ticket sales, private sponsorship, other public sector, merchandise etc. Tourism NI support cannot be included as part of the minimum income requirements**
- **Events must have an overall minimum expenditure of £150,000 prior to receiving monies from Tourism NI**
- **All applicants wishing to apply to the International Tourism Events Fund MUST meet with a member of the Tourism NI Events Team before starting an application. Please call 028 9044 1676 to arrange your appointment.**

5.2 Introduction

The International Tourism Events Fund will support events which attract significantly high levels of visitors to Northern Ireland and generate international media coverage.

The International Tourism Events Fund 2020/21 will offer funding to eligible events taking place between 1 April 2020 and 31 March 2021.

Events supported through the International Tourism Events Fund must:

- **Generate substantial economic benefit for Northern Ireland through increased visitor and participant numbers, including bednights and increased numbers of visitors from out of state.**
- **Enhance Northern Ireland's opportunities to host further major events**
- **Be backed by a viable budget and realistic planning**
- **Possess measurable outcomes**

5.3 Criteria

We will appraise your application by taking into account the following 8 criteria:

- 1 Visitor Experience**
- 2 Economic Estimation**
Visitor and Participant Numbers (the events ability to attract out of state visitors)
Tourism Economic Impact (the events ability to generate non-subsidised commercial bednights)

Underpinned by

- 3 Media Impact and Marketing Activity**
- 4 Event Management, Viability and Budget Transparency**
- 5 Additionality and Sustainability**
- 6 Environmental Sustainability and Green Tourism**
- 7 Social Impact**
- 8 Equality of Opportunity and Accessibility**

As the funds are designed for event development or international promotion they will not provide long term or core funding for events.

5.4 Funding Parameters

Key parameters for this programme are:

- **Maximum funding of 50% of eligible costs for private, public and voluntary sector events**
- **Total visitor numbers greater than 5,000 (not subsidised)**
- **An aimed return on investment of 5:1**
- **A positive media matrix assessment for events where media exposure is a central driver**
- **Events must have a minimum income of £150,000 through ticket sales, private sponsorship, other public sector, merchandise etc. Tourism NI support cannot be included as part of the minimum income requirements.**
- **Events must have an overall minimum expenditure of £150,000 prior to receiving monies from Tourism NI.**
- **Maximum funding request from Tourism NI is £150,000**

5.5 Eligible and Ineligible Costs

The following list of costs is not extensive. Applicants are encouraged to contact the Tourism NI Events Unit to ascertain cost eligibility if unclear.

Example Eligible Costs

Marketing Costs (out of state marketing only - to be discussed with Tourism NI Events Unit at initial meeting.)

Performance Costs – Performance fees / Appearance fees (excluding travel, food and accommodation expenses)

Health & Safety Costs – First aid / Stewards

Venue Costs – Venue hire / Venue preparation / Venue restoration / Marquee hire

Production Costs – Staging / Sound / Lighting / Equipment hire / Communication (radios) / Toilet hire / Bin hire

Investors in Volunteers Accreditation

Volunteer Training Costs

Auditor Certificate (up to £250)

Security Costs

Independent Event Evaluations (up to £3,000) – only eligible with advanced approval (including methodology) from Tourism NI Events Unit.

Bidding Costs – (including host fees)

Freight Costs

Example Ineligible Costs

Accommodation Costs

Travel e.g. flights, car hire, public transport etc.

Staff Salaries – including all consultancy fees, casual staff, production staff/crew etc.

Prize Money / Awards / Trophies / Medals / Ceremonial Costs

Licence Fees / Permit Fees

Stationery / Postage

Gifts – (including goodie bags)

Promotor Fees / Event Management Fees

Accountancy Fees

Legal Fees

Bank Fees / Bank Charges / Interest Charges

Capital Repayments

Corporation Tax

Capital Expenditure / Assets – e.g. computers / digital cameras

Hospitality

Rates / Fuel Costs / Electricity / Rent

Membership Fees

Organisation / Premise Insurance

Phone Bills

Charitable Donations

VAT Repayments – where applicants are VAT registered and reclaiming VAT

Insurance Costs (compulsory anyway)

Vehicle Insurance

Commission (Sales / Bonus)

Liquor Licences

***Cash payments are deemed ineligible and will not be accepted.**

6.0

Who can Apply

Applications will be open to legally constituted organisations or individuals in the public, private and voluntary sectors. Financial assistance will not exceed 50% of an event's eligible costs.

Charitable organisations are eligible to apply to the International Tourism Events Fund, however please note **should the event make a profit, this surplus cannot be used as a charitable donation.**

Event organisers may only submit one application per event to **either** the International Tourism Events Fund or National Tourism Events Sponsorship Scheme, **not both**. The financial award given will depend on the funds available and on the number of applications received that have achieved the pass mark. Awards will be based on how the event scores against criteria (not the funding gap). Therefore funding requests should be proportionate to the additional tourism benefit that will be delivered.

All event organisers who wish to apply to the International Tourism Events Fund must arrange a pre-meeting with a member of Tourism NI's Events Team to discuss your event. Please note if a pre-meeting has not been undertaken the application will not be able to progress.

Who is not eligible to apply?

- **Conferences**
- **Community Festivals**
- **Exhibitions (unless they can demonstrate they have a travelling international perspective that is exclusive to Northern Ireland within the Republic of Ireland, UK and/or Europe)**

7.0

How to Apply

Please refer to tourismni.com/events for full application details.

For events taking place between 1 April 2020 and 31 March 2021, the call for applications will open on 2 December 2019 at 10 am and will close on 13 January 2020 at 12 noon.

No applications received after this date will be considered.

Please note: all wishing to apply to the International Tourism Events Fund 2019/20 MUST meet with a member of the Events Team to discuss your event.

An online application will be available for all applicants during the open call. Applicants are required to substantiate, by example and evidence, how their event meets the 8 key criteria through various uploads.

The application form will request applicants to state if they have ever been declared bankrupt, or are awaiting any criminal or civil proceedings against them, or if they have any unspent criminal or civil convictions. Applicants must also state if they have any outstanding court judgements against them. If an applicant answers 'Yes' to any of these areas they will be required to provide detailed evidence to support their application.

All applications will be independently assessed and then presented to an independent decision making panel which will include representation from Tourism NI. Applications requesting under £100,000 will undergo an Independent Funding Assessment. Applications requesting £100,000 or more will be subject to an independent Economic Appraisal.

8.0

Appeals

All applications received to the International Tourism Events Fund within the Open call period will be assessed in a just and fair manner. However, an appeal procedure is in place should an applicant be unsatisfied with the assessment process of their application. In circumstances where an applicant decides to appeal Tourism NI's decision not to provide funding, they must, in the first instance, contact the Tourism NI Events Unit to arrange a debrief meeting which must take place within 14 calendar days from the date of receiving an unsuccessful notification.

During the debrief meeting, Tourism NI staff will explain why the application was unsuccessful. Following this, if the applicant still wishes to appeal, written notification must be submitted to Tourism NI Events Unit within 21 calendar days of the notification of the original decision. Appeals will be considered by an independent appeals committee.

To ensure consistency and fairness to all applicants NO additional event information from that supplied within the original application will be considered during the appeal procedure.

If an application is successful in securing an offer of funding, applicants are not permitted to appeal the amount awarded.

9.0

Payments

Payments will be made in one instalment per annum. The grant may be claimed after the event with full evidence required of spends in line with the Letter of Offer conditions

Payments are made using funding from Central Government. If Tourism NI do not receive adequate budget to cover the event grant schemes, we can suspend, end or reduce the amount we offer.

Application Process

Tourism NI is keen to ensure the application process is as user friendly as possible for applicants. The first stage of the online application process is to answer a number of preliminary questions including event date, location, contact details and desired financial support from Tourism NI as well as a rationale for the support from Tourism NI.

The second stage of the online application will require the applicant to upload a number of documents.

- Event Business Plan
- Detailed Budgetary Information
- Economic Calculator
- Media Impact and Marketing Activity

All event organisers wishing to apply to the International Tourism Events Fund 2020/21 must meet with a member of Tourism NI's Events Team to discuss their event in detail before proceeding to the online application. Please note this meeting is mandatory.



Event Business Plan Annex A

The Event Business Plan is an essential tool for planning and developing your event. The Plan should be relevant to the current event. You must upload your Event Business Plan for assessment. Tourism NI have provided Guidance Notes in Annex A. It is important the Business Plan you provide to Tourism NI follows the structured outlined framework for assessment purposes.



Media Impact and Marketing Activity Annex B

Tourism NI have provided you with Marketing Guidance Notes in Annex B for this section of the application. You will be assessed against the information contained within the media impact and marketing activity and it is important to follow the structured outlined framework for assessment purposes.

Northern Ireland Made for Events

Event Business Plan Guidance

2020/21 Annex A



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Executive Summary

The executive summary should be concise and should contain an overview of the key contents of the Business Plan, including:

- What the event is?
- The event's vision & mission
- The event's objectives
- When and where it will take place?
- Why the event has been developed?
- Who the event aims to attract (the market)?
- What the key benefits of hosting the event are, Monetary and Non-Monetary – to the community, sector, stakeholders, etc.
- Who developed the event and Business Plan?
- Management and control
- Statement as to the estimated event income and expenditure
- Business Plan review (i.e. plans for monitoring and updates)

1.0

Event Requirements

This section should outline what is required on an operational level to deliver the event and will also help to inform budget requirements.

Facilities – what facilities are required in terms of public utilities, accommodation (on and off site), catering, communication, other technology (such as timing equipment for sporting events), etc

Services – what services will be required and who will provide them: medical, police, child protection, fire, traffic management, health & safety, security, media, etc

Production – detail the production equipment required such as power, fencing, staging, sound, lighting, vision, heavy plant, etc

Legal & Insurance – consider the implications of contractual arrangements and the necessary insurance required to cover all aspects of the event



Event Detail and Overview

Event Detail and Overview

This section will give an understanding of your event. It is important to give a detailed description of your event including programme content. Within this section please outline the support you are requesting from Tourism NI and how this will impact on your event from a tourism perspective.

Background

This section should include information on background details to the event and its development, including:

- Tell us about your event:
- Date
- Time
- Location
- Duration
- Quality and content of event
- What is different about your event from previous years?
- Nature/Overview of the proposed event
- Legal Status of event
- History of the event
- Is this the event's first year? Event background?
- Where did the idea come from?
- Have there been similar events?
- Has it previously been staged elsewhere? If so why has it moved?
- What kind of event is it?
- Who does it attract?
- Tourism benefits and other benefits/outcomes

Event Details

This section should set out plans for the 2020/21 event year:

Vision - A short statement that describes, in broad terms, the event's long term aim.

Mission - A more detailed statement which provides detail on how the vision will be delivered.

Event Content

A detailed overview of the key content/programme of the event (NB a full event itinerary, if available, can be provided as an annex to your plan). This should provide the reader with sufficient detail for them to understand what each day (or a typical day) of the event will consist of. NB THIS SECTION IS PARTICULARLY IMPORTANT.

Please provide a detailed description of your event, including programme content:

- Describe the event and its various elements in more detail.
- Give an overview of the intended event content/programme and any new developments.

Event Experience – What will the visitor experience at your event?

- Events applying to the International Tourism Events Fund must attract visitors from outside Northern Ireland. Clearly demonstrate how your event programming will attract out of state visitors.
- Please detail how your event programming and content will motivate an international visitor to come to Northern Ireland?
- What is the unique selling point that will encourage travel?
- What experience will you offer that is iconic and authentically Northern Ireland?
- What makes your event unique to Northern Ireland?
- Events must demonstrate how they will gain international standout and how the event will appeal internationally.
- How will your event encourage visitors to choose Northern Ireland as the place to visit?

Please explain how the event is:

- Iconic / homegrown to Northern Ireland
- Authentically local
- Interactive
- Aligned to the needs of our out of state visitors
- Provide details on how you will service the visitors needs on their journey. How will the event supply visitor information online and ensure your event is accessible to visitors e.g. tickets, transport links, car-parking, directions, food and drink, accommodation?
- Please describe the experience for event including consideration of packages, deals, accommodation?

Target Market – give an outline of the existing audience, spectator/participant profile and state target for growth and development.

Stakeholder Involvement and Benefits – describe the involvement and benefits each stakeholder should expect (event partners, public funders, sponsors, supporters, host venue/city, the local community, etc). Make sure you state where the event and stakeholder strategies align.

Delivery Mechanism – Overview of event company status and delivery framework.

SMART Objectives

This is an opportunity to define and communicate the objectives and deliverables of the event. These should help to deliver the vision and mission. Set timescales and identify an owner for each action for each action (i.e. which organisation/individual). They need to be clearly set out and should follow the SMART principle: Specific, Measurable, Achievable, Relevant and Time-Based.

Describe how the project will meet these objectives.

Within this section please ensure you have tourism specific objectives relating to your event:

- Total visitor numbers
- Total visitor numbers from outside Northern Ireland
- Total participant numbers
- Total bednights (commercial)
- Marketing in key markets
- Non-monetary objectives e.g. marketing, analytics, volunteering, social impact

Event Management and Governance

Within this section it is important to outline the event management and governance in place for your event. Indicators of the credibility of management are likely to include:

- a proven track record in management
- the requisite range of relevant skills to deliver a safe and viable event
- a well-researched business plan
- the use of credible professional expertise
- readily available financial information – financial and governance structure and operational standards that are event and organisation specific
- a personal commitment to the project
- Event Management proven track record to deliver systems and processes of event management, financial control and governance

It is important to identify who owns or carries the legal responsibility for your event. When numbers of people are brought together for entertainment, legal issues can arise. The organisers and 'owners' of the festival or event should operate as a legal entity and have legal protection. The key issue is regarding the financial responsibility for any successful claim that may be taken against the festival.

Do you have a clearly defined organisational structure? Please identify the areas of responsibility such as Chairman, Vice Chairman, Secretary, Treasurer, Public Relations, Marketing, Safety Officer, Committee Members etc.

To deliver on the event the Committee/Board will host meetings with typed minutes retained for records. Do you have a set number of meetings each year? Who has the casting vote? Do you have an AGM? It is important that you outline the systems and processes for your event, including governance, financial procedures etc.



Please include Memorandum of Understanding/Terms of Reference from the Board/Committee as well as Minutes from the most recent meeting. Please include a copy of your governance and financial policy for your event. (This can be a separate upload or form part of the Business Plan)

Financial Plan & Considerations

This section is crucial. Every Festival/Event must have a detailed annual budget. You need to show that the event is financially viable and achievable.

A viable event is one which having received selective financial assistance can be self-sustaining. In practical terms this means that the event, and the business undertaking it, must be

- Adequately funded through an appropriate financial structure
- Capable of maintaining sufficient cash flow to cover all event expenditure and to service all debts

When assessing viability, the following issues are particularly important:

- Historical performance, current financial position and profitability

Where an event is undertaken by an existing business, the profitability of that business over the previous three years may be reviewed in addition to its current financial position. Areas of concern might include declining profitability, high-gearing and negative cashflow from trading. Event Financial Statements will be considered.

Note to Applicant:

Tourism NI is not a core funder of events and monies contributed by Tourism NI should be used following the principles of 'additionality'.

Events which show a profit will be considered on a case by case basis by Tourism NI and funding may be reduced in line with the principle of 'additionality' and 'sustainability'. Profit should be carried forward into the next years event reserves.

Many events do not make a profit but they must demonstrate how they will move towards sustainability or how they intend to grow. Tourism NI is not in a position to provide additional funding over and above the agreed Letter of Offer. Applicants must provide sufficient evidence to ensure that the proposed financial structure will provide adequate funding to meet the present and future needs of the event.



3.1 Budget (This can be a separate upload or form part of Business Plan)

Events must submit a full explanation of proposed budgets. If there is any ambiguity around specific budget items, events must provide clarity to help the assessor evaluate if the budget is realistic, achievable and financially sound. You must upload a detailed excel budget breakdown to include:

- **Details of actual budget from previous event e.g. 2019/20**
- **Projected budget for 2020/21**
- **In-kind budget for the event**
- **Financial Statements**

In-kind support is an important element in the delivery of events but should not be included within your financial breakdowns. It should be outlined separately from your cash budget. Please include the source of the in-kind support, the value of the in-kind support and the service provided.

Income Projections – please present detailed event income projections for the period of the plan.

Clearly describe each income stream and identify how the figures have been calculated e.g. Local Authority, ticket projections: x number of attendees at £x, sponsorship breakdown. Please also state if the income is confirmed or unconfirmed at this time, if not when will this be confirmed (insert dates) e.g. date grant application submitted, expected feedback date, negotiations with sponsors, 1 presentation to date, expected feedback date etc.

When analysing the income projections please identify opportunities to increase income streams such as private sponsorship, merchandise, ticket sales, cross selling, VIP experience, merchandise etc.

Please note: The maximum request for funding from Tourism NI through the International Tourism Events Fund is £150,000

Please include details of all assumptions you have made in your projections. This must be a robust budget.

Example:

Income	Total	Confirmed/ Unconfirmed	Date to be confirmed	Assumption detail
Local Authority	£200,000	N	02/12/2019	An application has been made for £200,000, awaiting outcome of decision
Sponsorship	£50,000	Y		Meeting undertaken with presentation on packages and opportunities available

Ticket Income: This figure must be clearly broken down by ticket price, numbers per ticket range, number of complimentary tickets, and any tickets for prize or promotion.

Expenditure Projections – please give a detailed budget breakdown of all expenditure relative to the event. This should give a clear understanding to the reader of the many elements of the event and the costs associated.

Please identify any changes from previous years. Please give a clear rationale for any significant changes in the budget. Why have they changed?

Please include details of all assumptions you have made in your projections.

Financial Plan & Considerations

Within your business plan, you should include and consider:

- Do you have systems and process in place for procurement? Please outline your Procurement Policy.
- Do you have budget control measures in place? Outline frequency of budget control meeting, who is responsible and methods used?
- Do you have a formal financial reporting mechanism for use at Event Team/Committee meetings?
- Do you have adequate controls in place in relation to receipts and payments as well income? Describe your controls
- Do you follow public sector procurement procedures or always use the same supplier for goods and services? Is it in line with NIPPPP?

Note to Applicant:

For Northern Ireland Public Procurement Policy information:
<https://www.finance-ni.gov.uk/topics/procurement>

- Do you have a policy on how to decide what to charge for admission/tickets?
- Are you aware of existing Grant Schemes?
- Please include a section outlining the financial procedures and policy for your event.
- Please describe the accounting systems that you will use if successful in receiving an award e.g. electronic or manual. If electronic please outline the package you use.
- Do you actively seek Sponsorship?
- Date and details of yearend financial accounts.

3.2 Additionality

'Additionality' is the measure of success of government intervention through the public, private or voluntary sectors'. This term is used to describe the effects of public sector intervention. In the context of the events industry, 'additionality' should occur on receipt of minimum government assistance. It should allow an event, or elements of an event, to take place which would only occur on a reduced scale or quality.

You must demonstrate how funding from Tourism NI will add value to the event itself and increase the opportunity for greater visitor spend and an improved visitor experience. Events should clearly detail the elements of their event that will not take place, if you are unsuccessful in gaining Tourism NI support.

Please note: Tourism NI is NOT a core funder of events, therefore it should not be deemed that the event will not happen should funding from Tourism NI not be made available.

How will support from Tourism NI enhance or grow your event? What impact will the support from Tourism NI add to your event?

- What difference from a tourism perspective will support from Tourism NI make?
- Will funding enhance the visitor experience? How will this be delivered?
- Will funding impact on increased international visitors numbers? By how many? How will you achieve this?
- Will you grow commercial bednights? By how many? How will you achieve this?
- Will funding increase impact on out of state marketing? How?
- Will funding impact on job creation in the area?

Impact of Reduce Funding

What is the impact of reduced funding awarded on your event?

Please outline what areas will change from a tourism perspective and the impact will be on economic impact estimations?

Which areas of your budget will be impacted?

Please outline what plans you have in place to meet potential shortfalls in funding.

Sustainability

Tourism NI operates a model with the objective of aiding long-term event sustainability. This facilitates better financial planning for events and enabling greater leverage for other funding sources such as sponsorship over and beyond the funding period. Enhanced financial security, especially in the current economic climate, would encourage event development and sustainability and ensure the events industry in Northern Ireland continues to grow. Events should look to generate additional private sector sponsorship and other income sources, with less reliance on public sector support due to annual reductions made by Central Government.

Please outline how your event will move towards sustainability in the future?

Economic Impact Estimation

Events can drive economic impact within the area the event is hosted and also within Northern Ireland. It is important to include the additional impact that holding the event will bring to your area/economy.

However, it is important your business plan also includes (where relevant) the additional impact that holding the event will bring to your area/economy. For example job creation: will the event create new jobs considering part time and full time as well as temporary and permanent positions?

4.1 Visitor and Participant Numbers

International events must target and attract visitors from outside Northern Ireland and have a clear evidence based approach as to how you have calculated the visitor numbers from Northern Ireland, Republic of Ireland, Great Britain and Overseas.

Please demonstrate the event potential to attract visitors and participants to Northern Ireland before, during and/or after the event.

Area	Projected Visitor Numbers	Projected Participant Numbers
Town / City where the event takes place		
Rest of Northern Ireland		
Republic of Ireland		
Great Britain and Overseas		
Total		

It is important to be open and honest when submitting the projected numbers of visitors and participants who will attend the event. You must provide justification and a rationale for the numbers entered.

Please note: ensure that you keep your visitor numbers and participant numbers separate.

Provide robust research and analysis to back up all of your figures inserted. This may include details regarding:

- Previous ticket sales
- Online booking systems
- Postcodes of attendees
- Police counts
- Surveys for event
- Independent evaluations
- Capacity of site
- Duration of event
- Previous similar events
- Details of relationship with Tourism NI (ROI Marketing Team) and tourism Ireland-market offices, PR including timings, online opportunities including timings

- Tour operator partnerships
- Partnerships with events
- Trade events
- Industry opportunities

Please include as much detailed relevant information as possible. Applicants that do not provide a justification may be ineligible.

What is classified as a “visitor” for tourism events?

For tourism events, a visitor is classified as someone who comes to spectate or attend the event. They can either buy a ticket to attend the event or gain free entry. Anyone who participated in the event or makes the event happen is deemed a participant and not a visitor.

What is classified as a “participant” for tourism events?

For tourism events, a number of people outside spectators/ visitors will attend and these people are classified as participants. These are principally people participating in or running the event. Some typical subgroups of participants will include:

- Team participants
- Media
- Officials
- Delegates
- Volunteers
- Organisers
- Artists



4.2 Tourism Economic Impact

The tourism economic impact of an event refers to the total amount of additional expenditure generated within a defined area as a direct consequence of staging the event. For most events, spending by visitors from outside Northern Ireland (and in particular on accommodation) is one of the biggest factors in generating economic impact. However, spending by event organisers and participants is another important consideration. If participant costs are subsidised it is important to enter this total within the calculator.

Please complete the economic calculator at:

<https://tourismni.com/Grow-Your-Business/funding-schemes/events/>

Tourism NI uses the Event Impact Model to assess the return on investment on funding awarded. The model reflects Northern Ireland levels of expenditure by day visitors and those on overnight trips. The baseline economic return expected of events receiving funding is 5:1 for International Tourism Events. These returns are calculated based on the amount of funding Tourism NI has contributed to an event and are calculated on the entire financial contributions received from other sources.

You must complete the economic calculator and include as an annex or upload within your business plan.

It is important that International Tourism Events attract visitors to Northern Ireland to stay in paid for accommodation to generate economic benefit. In this section please outline the paid for accommodation your event generates. Within this section of the business plan you must be able to provide a clear justification as to how you have calculated the commercial bednight figures entered in the calculator. Please provide a breakdown for visitor and participant bednights from Northern Ireland, Republic of Ireland, Great Britain and Overseas. Tourism NI calculate bed night based on £55 per person per night.

It is important that you give an evidence-based rationale as to how you have arrived at your bed night figures for visitors and participants.

Examples may include

- Tour operator partnerships
- Relationships with international marketing company
- Visitor information company
- Commercial bed stock in the area
- Hotel partnership
- Independent evaluations
- Hotel availability
- Duration of event

You must clearly outline any assumptions you have made.

Non-Monetary Benefits

Within this section of the business plan you should detail the additional non-monetary benefits that holding the event will bring to your area/economy. Examples of these non-monetary benefits may include:

Event taking place in the shoulder season

- When will your event occur?
- Is this outside the typical tourism season?
- Will this event encourage people to visit Northern Ireland at a different time of year?

Event taking place across NI

- Will the event encourage people to go to certain areas in Northern Ireland?
- Will it encourage people to move around Northern Ireland?

Social Impact

International events can deliver directly or act as a catalyst for wider social impacts such as:

- Development of communities
- Enhancement of civic pride
- Advancement of skills
- Volunteer Opportunities, training etc.

The development of people's skills and volunteering through the events is an important social impact in its own right. Events offer diverse opportunities for people to gain experiences and skills that they may not be able to develop within their own working environments.

Events may offer training opportunities to upskill the workforce – providing the volunteer workforce with transferable skills and the host region with better quality and support for future events.

It is important you detail the opportunities the event will bring and how they will produce these social benefits.

6.0

Environmental Sustainability and Green Tourism

Applicants must identify the impact their event may have on the environment and the mitigation measures they will put in place to minimise these. Please demonstrate how your event manages the following elements (this may include):

- An environmentally or sustainability policy that has helped inform your operational practices
- A waste minimisation programme operated by organisations such as Wrap UK or local equivalents, or a waste management policy including management of portable outdoor toilets, recycling etc.
- A transportation and distribution policy that seeks to minimise use of private vehicle use.
- Source of materials and supplies from sustainable sources or EU eco-labels and use of eco-friendly materials.
- Land replenishment
- Noise pollution

It is not sufficient to state that the venue or locations where an event is taking place has bins in place or that the local council will collect refuse as part of their normal service. Event organisers must detail what environmental measures they are taking specifically for the event.

7.0



Event Action Plan

It is important as part of your business plan that you set out a clear, detailed timetable covering all aspects of event delivery. This should take the form of an excel spreadsheet. This document can be an Annex to the Business Plan or a separate upload.

8.0

Equality of Opportunity & Accessibility

Section 75 of the Northern Ireland Act (1998) requires businesses (in the events industry, event's organisers) to pay due regard to the need to promote equality of opportunity for the following groups:

- Between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation.
- Between men and women generally
- Between persons with a disability and persons without
- Between persons with dependents and persons without

Please include within your business plan the Equality of Opportunity and Accessibility Plan for your event.

It is not sufficient to state that the venue where an event is taking place already complies with the requirements of section 75 of the Northern Ireland Act (1998). You must provide a clear rationale as to how you engage with this section.

Event organisers must also consider promoting good relations between persons of different religious belief, political opinion and racial group.

Specific pieces of legislation such as the Sex Discrimination (NI) Orders 1976 and 1988, the fair employment (NI) acts 1976 and 1989, the disability discrimination act 1995 and the race relations (NI) order 1997 all describe legislation which will be relevant to event organisers, especially with regard to paid employment, volunteer programmes and access to events.

9.0

Monitoring & Evaluation

Detail how you propose to monitor progress and achievement of your objectives. Please include details and plans for data gathering, ongoing monitoring and post-project evaluation of your event.

The Business – describe how you will keep track of the business; describe the management and administration systems that will ensure the smooth running of the event

Other Records – explain the other systems you will put in place to monitor progress of each operation, when will you do it, who will do it, etc

Monitoring and Evaluation of Outcomes - how will you measure objectives and outcomes against levels of achievement (marketing, budget, etc) and how will you provide reports?

Risk Factors – identify key risk factors (e.g. finances, operations, reputation, legal, audience, health & safety, etc). How you will manage and mitigate risks? Please provide an initial risk assessment.

Northern Ireland Made for Events

Media Impact and Marketing Activity

2020/21 Annex B



North West 200, Portrush



tourism
northernireland

tourismni.com/events

Media Impact and Marketing Activity

A comprehensive marketing plan is compulsory for the delivery of a successful event and will help you to answer key questions to grow your event and focus your marketing efforts. The right marketing plan clearly identifies what you are hoping to achieve, who is your target audience, what your event needs to deliver to attract this audience, how you will market the event to them, and how much it will cost and how you will know if it is a success.

Tourism NI will assess your Media Impact and Marketing Activity. You will be asked to detail the marketing objectives, the extent of the marketing activity planned, the proposed media, the budget and the likelihood that this activity will enable the event to gain media coverage and reach the intended target audience.

Please provide a rationale as to how you will increase the number of visitors from out of state attending the event and staying overnight in commercial accommodation.

Please note marketing costs will only be eligible when targeting out of state marketing. For further information on this please visit www.tourismni.com/toolkits.

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1.0

Smart Marketing Objectives – Where do you want to go?

What are your Events Marketing Objectives and how do you plan to hit these?

Make sure your objectives are SMART, practical and measurable.

- Specific: Be accurate with numbers you want to achieve
- Measurable: Be sure that your objectives can be monitored in progress and confirm achievements
- Actionable: Is it possible? Can you do it?
- Reasonable: Be sure that it is realistically attainable
- Timed: Incorporate deadlines and timeframes
- Budget: Will it run on time and be on budget

Usually these marketing objectives can be focused on:

- Promotion
- Sales
- Awareness of the event
- Communication to key target audiences
- Attracting new customers
- Profit
- Customer satisfaction
- Increase out of state visitors – target international audience
- Customer retention / Loyalty

This is a guide and your marketing objectives may focus on other areas e.g. social media etc.

2.0

Target Audience – Who are you trying to attract to your event?

It is not enough to simply list various target markets and visitor segments. It is important that you clearly indicate how you decided on your target audience with any research you conducted or previous evaluations that you carried out.

The local market is important however think beyond Northern Ireland. As an International event you should demonstrate how you will focus on out of state.

Marketing Channels

– How will you implement the plan?

Which communications channels are you going to use to reach your intended target audience(s) and why? (By segment and by market)

There are many activities that can be employed (please note the below list is not a definitive listing):

- Print: posters, leaflets, postcards, programmes, inserts in national newspapers etc.
- Direct mail, print distribution and frequency
- Advertising: print, radio and TV, outdoor, digital advertising, Google adwords, Pay per click
- Websites/e-bulletins –building a website for your event, upgrading your current site to ensure content in timely and engaging
- Social and Digital Media – Twitter, Facebook, Snapchat, Instagram, content, blogs and vlogs
- Ezine – database of customers who you can legally email ref your event
- Direct selling – are you going to directly sell your event?
- Outdoor advertising: billboards, bus sides, poster sites, street dressing, etc.
- Friends/ambassadors' programmes/clubs
- Media releases, promotions and activity
- Media sponsorship
- Private sponsorship and the marketing opportunities
- Partnership marketing
- Fam Trips
- Tourism Ireland partnership approach
- PR – issuing press to local/ ROI press/ bloggers/radio stations/ TV etc.

Key Items for Consideration

How will you target international visitors and what communication tools are you using and why?

- How are you going to use the Communication Tools?
- What message do you wish to communicate?
- Are you being consistent across different tools and messages?
- Do you have the necessary resources/budgets?
- Do you have in-house PR / marketing / digital staff?
- Do you use or have access to a PR / marketing agency?
- Are you working with Tourism NI and Tourism Ireland? Consider the other businesses, organisations and events that you can work with to promote i.e. Tourism NI (in both NI and in the ROI markets), Tourism Ireland, local councils, RTP's, local clusters, local businesses etc?

Is the information that you handle GDPR compliant? It may be helpful to familiarise yourself with the GDPR guidelines to ensure your event complies with the legislation. The Information Commissioner's Office has produced a GDPR guide for organisations which is available on the ICO website (<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>)

Marketing Action Plan – When and how to do it?

You will be asked to upload your marketing action plan. Please provide as much detail as possible on your marketing channel, frequency and reach.

Marketing Channel	Activity	Frequency	Reach	Responsibility	Dates

It is vital that the information contained in this section links with all other areas of the plan and you outline in one cohesive action plan table what exact activities you will undertake regarding:

- **Marketing**
- **PR**
- **Social, digital and online**



The Action Plan can be an Annex within the Media Impact and Marketing Activity in an excel spreadsheet or alternatively a separate upload.

Areas included in the plan

1. Specific details of marketing channels to be employed and frequency (include specific details of the publication etc.)
2. Dates: please highlight the specific timings for each marketing tool/channels to be employed in all markets e.g. dates when adverts will be placed in press, dates posters will be distributed, dates of TV coverage
3. Reach of the chosen marketing channel – please highlight the coverage the marketing tool will give the event, such as newspaper readership on allocated day, TV coverage audience reach in all markets. What region / country this will target
4. Key target market – please highlight the target market the marketing tool will impact
5. Who is going to deliver the various areas of the plan?
6. Costs: Please detail the costs for each channel identified.

Please include how you intend to capitalise on PR opportunities and how you plan to gain positive PR for NI through both online and traditional media channels.

It is vital that all details are included with specifics to ensure the plan will deliver on the objectives. As an international event, there must be evidence of how you will target out of state visitors.

Marketing Budget

– What budget resources do you need to achieve your plan?

A complete budget breakdown of the marketing plan budget is required. Please detail within the section the overall marketing budget and a breakdown in detail of how this budget will be spent. This should include marketing channels to be employed, specifics on publications, costs and associated dates. This information should link with all other areas of the plan.

Detail Expenditure Item	Budget	Date

Note to Applicant:

Please check the overall budget within the marketing section aligns with the Budget Expenditure forecast within the Business Plan in Annex A of the application.

Measurement and Evaluation

How will you measure success?

As a marketing plan is an open system it will constantly evolve and develop. It is important to track progress of how the marketing plan is delivering against event objectives on a regular basis. This enables the action plan to be altered accordingly to ensure results.

- How are you going to measure the success of the plan?
- How often will you review the plan?
- If targets not being met, will you relook and re-evaluate to get on track?
- How will you evaluate if you've met your KPIs?
- Post event evaluation – it is important to evaluate post event to ensure the Marketing Plan has delivered on the objectives outlined.
- How will you plan to evaluate the Marketing Plan and help improve the marketing for the future?
- Do you have an independent review of Marketing, PR and Digital achieved for your event?
- Please provide figures generated and source for last event held.

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