

Record of Officer Decision

Decision title:	Decision to approve and launch Events and Festivals Grant Scheme as part of the UKSPF Investment Plan – Measure E6: support local arts, culture, heritage and creative activities.
Date of decision:	18 April 2023
Decision maker:	Corporate Director of Economy and Environment
Authority for delegated decision:	<p>The cabinet took a decision on the 15th December 2022 to accept and spend the UK Shared Prosperity Funding (UKSPF) allocated to Herefordshire (£6.6m) in accordance with the Investment Plan approved by government. The decision delegates all operational decisions to the Corporate Director for Economy and Environment.</p> <p>Decision - To Accept and Spend Any Approved UK Shared Prosperity Plan and Rural Prosperity Funds Approved by Government - Herefordshire Council</p>
Wards:	All wards
Consultation:	Herefordshire Sustainable Growth Strategy Board, S151 Officer, UKSPF Project Board, Service Director for Communities and Wellbeing
Decision made:	To approve the Events and Festival Grant arrangements, which will provide eligible applicants a minimum grant of £1,000 and a maximum of £15,000 to grow the footfall at events and festivals, support local tourism, the local supply chain and provide local volunteering opportunities. This is a match funded grant at 50% of total project costs.
Reasons for decision:	<p>In April 2022, government launched the UK Shared Prosperity Fund (UKSPF), to replace the European Union funded structural funds.</p> <p>The primary goal of the UKSPF is to build pride in place and increase life chances across the UK. This aligns with the Levelling Up White Paper missions. Funding is targeted where it is needed most: building pride in place, supporting high quality skills training, supporting pay, employment and productivity growth and increasing life chances.</p> <p>The council has been allocated £7,545,330 to be spent between 2022 and 2025, of which, £903,194 is for ‘Multiply’ adult numeracy support which is subject to a separate decision. Government announced approval of the Investment Plan on the 5 December 2022, and Cabinet took the decision to accept and spend these funds on 15th December, 2022 https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=9216</p> <p>The Grants for Events and Festivals will deliver part of measure E6, which supports local arts, culture, heritage and creative activities under Community and Places Investment Priority. Events and festivals will achieve the following: increase visitor numbers and footfall in Herefordshire, be encouraged to use a local supply chain and provide volunteering opportunities.</p> <p>Who can apply to the Grants for Events and Festivals? Any organisation with a legal status can apply. This may include local authorities, public sector organisations, higher and further education institutions, private sector companies, voluntary organisations and registered charities.</p> <p>Events and festivals must be held in Herefordshire and all members of the public must be able to attend (via a reasonable charge if necessary) at all times.</p> <p>Who cannot apply?</p> <ul style="list-style-type: none"> • Individuals

- Unconstituted organisations
- Organisations who are registered in the county but propose to deliver events and festivals outside Herefordshire

What activities can be supported?

The grant will support a range of festivals and events, including (but not limited to):

- Food festivals
- Beer festivals
- Music festivals
- Cultural festivals
- Theatre festivals
- Arts festivals

The grant will support the following activities related to festivals and events (but not limited to):	Activities that cannot be funded from the grant:
<ul style="list-style-type: none"> • Concerts and music • Dancing events • Meals, eating, and drinking • Parades • Parties • Performances • Singing • High profile sporting events 	<ul style="list-style-type: none"> • Award ceremonies • Business expos or trade fairs • Wedding fairs • School or village fetes • Regular street markets, auctions, car boot sales, or agricultural markets • Regular sports matches, race meetings or sporting competitions

Application process, appraisal and moderation

- Application instructions and guidance will be made available via Herefordshire Council website;
- The Delegated Grants and Programmes Team will administer the grants scheme;
- Organisations can apply once in each financial year;
- In each financial year, there will be a number of funding rounds;
- Applications will be appraised to ensure they meet the eligibility criteria and scored based on the number of volunteering opportunities they provide, percentage increase in footfall (minimum 10%) and use of the local supply chain to support the event. This will be assessed via quotes provided. If the value of applications exceeds the funds remaining in the funding round, highest scoring applications will be given priority.

Grants will be awarded as follows:

Number of attendees	Award (£)
1,000 to 3,000	1,000 - 5,000
3,000 to 5,000	5,001 - 10,000
5,000 plus	10,001 - 15,000

Highlight any associated risks / finance / legal / equality considerations:

Finance

The UKSPF allocation for Events and Festivals Grants from measure E6 is as follows:

Measure	2022/23	2023/24	2024/25	Total
E6: Local arts, cultural, heritage & creative activities	Carried forward into 23/24	£140,000	£210,000	£350,000

	4% Revenue costs netted off for administration of UKSPF Programme	£0	(£5,600)	(£8,400)	(£14,000)
	10% M&A costs for Delegated Grants to administer Events and Festivals	£0	(£13,440)	(£20,160)	(£33,600)
	Total budget to allocate to events and festivals	£0	£120,960	£181,440	£302,400
	<p>Outputs/outcomes required to meet in Measure E6 for Events and Festivals:</p> <ul style="list-style-type: none"> • 30 grants awarded • 30 events and activities • 171 volunteering opportunities <p>Legal</p> <p>UKSPF grant terms (including output/outcome definitions) will be written into the successful applicants’ contracts, and collection of the outputs will form part of these. Applicants will be given two months after delivering the festival or event to collect the evidence relating to increased visitors/footfall and volunteering opportunities.</p> <p>All applicants will need to comply with subsidy control measures, this will be contained with the grant funding agreement. Grant application paperwork is being developed in consultation with the legal department to ensure compliance. Minimum Financial Assistance procedures will be adopted for this scheme.</p> <p>Procurement</p> <p>This scheme will operate as a delegated grant scheme in line with Herefordshire Council’s Contract Procedure Rules.</p> <p>Risks</p> <p>Reputational risk: There is reputational risk if the council chooses not to deliver this activity. It is recommended that the council delivers support for local arts, culture, heritage and creative activities by implementing the Grants for Events and Festivals to meet the aims and objectives of the UKSPF Investment Plan and support the delivery of the outcomes and outputs.</p> <p>No take up: There is already a pipeline of interested applicants and the scheme will be promoted widely to ensure maximum take up.</p> <p>Not meeting the required outputs: The council has committed to delivering support for local arts, culture, heritage and creative industries as part of the Investment Plan and is required to meet outputs and outcomes as a result of this support. Each applicant will be required to meet targets to increase footfall and provide volunteering opportunities. This form part of the scoring process and will also be written into the contracts.</p>				
Details of any alternative options considered and rejected:	Currently, there is no other funding to support events and festivals and if the council does not utilise UKSPF funding for this project, or for other activities within measure E6 before March 2024, the money will be lost to the county.				
Details of any declarations	None.				

of interest made:	
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Signed:

Date: 18 April 2023

Ross Cook, Director for Economy and Environment