Littlehampton Town Council
Event Support Policy

Introduction

The Town Council's mission for events, as outlined in its Event Strategy, states that:

Littlehampton Town Council (LTC) will run or support a series of events throughout the year for the residents, visitors, organisations and businesses of the Town. LTC events will promote inclusive experience, encourage public engagement and create opportunities for community fundraising and awareness as well as offer space for events.

One way of facilitating this is through Event Support funding available to local groups that make a positive difference in Littlehampton.

This document outlines the intent of the Town Council's Event Support fund, with clear criteria and requirements for those making an application.

Purpose of the Event Support Funding

Event Support funding is one practical way in which the Town Council specifically advances the aspiration to embrace the creativity and enthusiasm for events to be hosted in the town.

Grants are given to voluntary, cultural, commercial, charitable and non-profit making organisations that can utilise the funds to run, locally focused events with a positive impact on the community. When assessing applications, the Council considers both the applicants aims and the wider benefits the event will bring to Littlehampton.

Applications will be assessed against set criteria which has been devised to meet the Event Strategy objectives:

- To contribute to a sense of community, local pride and cultural identity
- To contribute to an attractive, welcoming, safe and thriving town supporting economic growth and tourism
- To deliver cost effective events that utilise council resources efficiently
- To measure the success and achievements of events by undertaking an annual review
- To work in collaboration with our partners to fulfil the Strategy and include visitor, resident, business and contractor feedback in event development and review.

There is an allocated budget each year for Event Funding and the amounts requested may exceed the fund available. It is therefore important that applicants demonstrate how they align with the strategy goals and the assessment criteria which is set out in Appendix 1.

Littlehampton Town Council

General Conditions

To qualify for funding:

1. The event must meet the criteria set out in Appendix 1.
2. Businesses, societies or organisations must demonstrate the level of benefit that their event will bring to Littlehampton and its residents.
3. The applicant must declare the intended use of the grant and clearly define the wider community benefits derived from the funding.
4. Applicants must submit rules or other governing documents, names of officers and annual accounts where available.
5. Only one grant application will be considered for any resident, business, society or organisation in any one year.
6. Any grant award that has been carried over from the previous year's Event Support Funding programme will not be eligible to apply in this Event Support Funding scheme.
7. All other sources of funding must be declared at the time of the application.
8. Where funding is given for an event, the organiser must indemnify the Town Council against any claim from any party as a result of any incident or accident associated with the event. Where funding is awarded for any other purpose the Town Council cannot be held responsible or liable in any capacity.
9. The Council may choose to purchase or loan items on behalf of the applicant instead of awarding funds directly.
10. There shall be no change to the intended use of the grant without express written authority of Littlehampton Town Council.
11. Grants will not be awarded retrospectively. All grants must be spent within 12 months of being awarded. The Event Support Funding year runs April to March.
12. Failure to achieve the specified purpose of the grant within 12 months or undertaking an unauthorised variation, shall require the recipient to return all the grant funding to Littlehampton Town Council.
13. On completion of the project, invoices and receipts may be requested as evidence of all expenditure of the grant for the intended use for which it was awarded.
14. Residents, societies, and organisations must submit Public Liability insurance and risk assessments for the event. The Council's Events Team will provide advice and guidance on event health and safety and licence applications if required.

15. Grants can be used for venue hire and event-related costs, refreshments for attendees, small activity-related expenses or staffing costs directly related to the event.

16. Grants cannot be used for private events (e.g. birthdays, weddings), political or campaign-related events, general running costs or unrelated salaries or transport, storage, or delivery fees.

Reporting and Acknowledgement

1. Within one month of the funded event taking place, or within one month of the grant being fully spent if later, the recipient must provide a feedback and impact report demonstrating the event's outcomes, benefits and achievements.
2. Reports received throughout the rolling programme will be collated and incorporated into the Town Council's annual event feedback and review in October/November. The annual summary will be presented to the Community Resources Committee and shared with the Events Forum to promote the work undertaken and support learning.
3. If the intended purpose of the funding is incomplete after the funding year the group or organisation may be required to return the grant amount.
4. If funds are misused repayment of the full amount will be required. Failure to report misused funds may result in ineligibility for future grants.
5. If the group or organisation should dissolve or cease to exist any assets obtained from the grant should either be returned to Littlehampton Town Council or, in agreement with the Town Council, passed onto a group with similar objectives.
6. The recipient shall acknowledge Littlehampton Town Council as funders on all correspondence and, as far as possible, on publicity material or display the Town Council's logo, where practical, on any items purchased in recognition of the grant funding from the Town Council.
7. The recipient should notify Littlehampton Town Council of any publicity opportunities for promoting their use of the grant and its wider community benefit.

Process

Littlehampton Town Council sets a budget each year for grants to fund organisations that undertake work or provide services of benefit to the town and its residents. The budget for Event Support Funding is agreed annually by Littlehampton Town Council during its Full Council meeting in January.

Application

Applications will be open on a rolling basis throughout the year until the budget has been fully allocated. Applicants should be mindful of licence application timeframes when submitting a grant application. Applicants will be notified on the outcome of their application within a month.

There is no minimum or maximum amount for which the applicant can apply. The applicant can enter an application for any amount, up to the total amount available. But all funding is subject to availability and competitive assessment.

The Event Support Fund initiative will be promoted on the Town Council website, social media and local press.

Assessment and Decision Making

When an Event Support Fund application is received, Officers will assess it against the eligibility criteria and may request any further information for clarity and completeness to ensure the application can be fully considered.

Officers will make recommendations to the Chair of Community Resources Committee and the Town Clerk for final approval.

Decisions will be based on the application's alignment with the Event Strategy and its ability to meet the assessment criteria in Appendix 1. Consideration will also be given to feasibility, value for money and overall impact.

Following the final decision, applicants will be notified of the outcome. If successful, applicants will receive information on funding acknowledgement requirements, reporting expectations and access to the Town Council's logo artwork.

Funding will be released once the successful applicant has provided the required bank details.

Within one month of the funded event taking place, or within one month of the grant being fully spent if later, recipients will be asked to provide feedback and an impact report. Reports will be collated for the annual event feedback and review in October/November and presented to the Community Resources Committee as part of the monitoring and evaluation of the Event Support Fund.

Appendix 1
Assessment Criteria

Criteria – the event…	**Essential or Desirable**
Will encourage the attendance from residents and visitors to the town	Essential
Is fun and enjoyable to attend and/or participate in	Essential
Is designed, developed, and delivered as far as practically possible with inclusivity considerations such as physical accessibility, diverse audience attendance and adaptable participation elements	Essential
Will offer opportunities to encourage and embrace interaction and participation from a diverse range of communities	Essential
Will offer fundraising and awareness raising opportunities for charities, organisations and local Services	Desirable
Will encourage connections with local businesses, suppliers, and event providers	Desirable
Will offer engagement and educational experiences	Desirable
Are aspirational events that can bring new opportunities to the Town	Desirable
Will have support from a diverse portfolio of sponsors	Desirable
Will use a variety of existing event spaces and centres across the Town	Desirable