

SMALL GRANT SCHEME

FOOD & DRINK FESTIVALS & EVENTS 2024

Scheme Application Guidelines

Before completing the application for funding form, please read through the guidelines below.

1. Scheme Aims

1.1 The ambition is to bring together the areas of agriculture, food processing, tourism destinations, the food service sector, food festivals and food retail outlets in order to capitalise on the economic benefits of providing visitors with a unique, high quality and distinctive cultural experience. The aims of the Small Grant Scheme – Food & Drink Festivals & Events are to:

- Improve Welsh people and Visitor Access to and awareness of Welsh Food and Drink;
- Encourage Welsh hospitality businesses to source more local food and drink;
- Increase the prevalence of Welsh Food and Drink on menus and retail offering.

1.2 Only activities which clearly add value to the food and drink industry in Wales will be supported.

2. Who can Apply

2.1 The scheme is open to:

- a) Established & new Food Festivals and Events;
- b) Representatives of producers and/or Tourism organisations who have a membership of Welsh Food and/or Drink businesses;
- c) Not for profit agencies or voluntary associations;
- d) Individual and joint applications from Food/Tourism groups and business agencies;
- e) Food Clusters who wish to attend a limited number of events with their members

2.2 Applicants should have a proven track record in providing high quality festival/events. If this is the first venture for a new start up with no track record, Directors should have a previous demonstrable track record of projects in a similar field.

2.3 The scheme is discretionary, and every application is judged on its own merits and based on the quality of the information provided in the Application Form.

- 2.4 Retrospective applications will not be considered for reimbursement. A retrospective application is considered as a request for funding for an event which has already been held. The Welsh Government reserves the right to decide whether an application is retrospective.
- 2.5 Applicants must be based in Wales or otherwise able to demonstrate that the funding and supported activity will promote Welsh produce. Partnership projects between two or more events or organisations are welcomed. Allocation of funding for such events will be discussed and agreed prior to award for such projects and it would be helpful if you could set out in your application how you envisage the funding being administered.

3. Funding Available

- 3.1 Funding will be allocated and released to successful applicants upon evidence of defrayment in accordance with the claim criteria, with the grant amount offered being based on 100% of the eligible costs incurred up to the maximum threshold of this scheme. Whilst we will support full project costs, applications which can leverage match-funding (including value-in-kind support) are particularly welcomed as this will enable our funding to go further.

Minimum Grant Funding	£2,500
Maximum Grant Funding	£15,000

- 3.2 We will only provide funding at the minimum level required to enable the project to take place. Applicants will need to demonstrate that without Welsh Government support they could not deliver the proposed project, or this would be at a smaller, less effective, scale.
- 3.3 Funding should not be presumed, or communicated as confirmed, in your finance plan until due process is afforded to all elements of the application and assessment process, culminating in an Award of Funding letter being fully signed and accepted by you.
- 3.4 Accurate audited accounts, evidencing all costs incurred, must be provided as part of the post grant monitoring process. Any discrepancies could result in the grant having to be paid back to Welsh Government.

4. Scheme Criteria

- 4.1 Applications will need to demonstrate how the festival/event addresses the 10 key actions of the Vision: [Vision for the food and drink industry from 2021 | GOV.WALES](#).
- Collaboration and co-operation between Food and Drink and hospitality/Tourism sector.
 - How the project/event supports a wider programme/strategy within the area/region.
 - Build Networks – build the ‘Welsh’ brand, recognition to GI (Geographical Indication) products, promote healthy eating.
 - Educate businesses – value of accreditation, value of being part of Welsh Government’s Food Clusters, value of entering food & drink awards appropriate to the business.
 - Fair Work – Welsh Living Wage – do the businesses you intend to have at your festival/event pay their staff the Welsh Living Wage? Do you have a fair work policy in operation?

- 4.2 Proposed festival/events must also clearly demonstrate how they will increase opportunities and awareness of Welsh food and drink producers. A post award evaluation report evidencing the impact (qualitative and/or quantitative) of the project/event on the Welsh Food and Drink industry will need to be submitted to Welsh Government, see section 7 & 8 for full details.
- 4.3 Expenditure on the following items is **NOT eligible** for funding within this Scheme:
- Any Capital costs (**see section 15 for further detail**);
 - Websites;
 - Advertisements;
 - Editorials;
 - Social Media;
 - Costs incurred prior to application, or which can be met through other funding sources;
 - Recoverable VAT (**i.e. if you are VAT registered you will be unable to claim VAT on expenditure incurred**);
 - Redundancy costs;
 - Debt or debt service charges;
 - Dividends;
 - Interest payments;
 - Anything which is in contravention of Welsh Government legislation or advice;
 - Any kind of activity which in our opinion could bring the Welsh Government into disrepute;
 - Costs related to promoting the cause or beliefs of political or faith organisations;
 - Projects which depend on, or encourage, free labour;
 - Costs not specific to the activity/project applied for.

5. Application and assessment process

- 5.1 Our team can provide advice on eligibility and the application process but discussing your project with a team member does not imply approval. This is a competitive fund where all projects will be assessed and scored to the standard criteria. To request an application form, or for advice on applying, please contact the team at Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru
- 5.2 Applications for this initial round of the Fund will open at **12:00 (midday) on 1 May 2024**. Applications should be submitted to Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru no later than **12:00 (midday) 7 June 2024**. No late applications will be considered. Any further rounds will be subject to funding.
- 5.3 All applications and supporting information will be subject to full due diligence and financial checks. This will include a review of your financial projections, a fraud check, and checks on Directors of your company. Where information is not available (e.g. sole traders not registered with Companies House) you will be asked to provide relevant information separately for this purpose. If you are involved in a business which is in debt to the Welsh Government, you are unlikely to be able to apply for further funding and should discuss this with us in advance of any application.

- 5.4 Applications which do not meet all the eligibility checks (including due diligence) will be rejected, and notified, at this stage.
- 5.5 Applications which have met all eligibility criteria and satisfied due diligence checks will then be assessed by Food Division officials and scores verified at an Assessment Panel. An official from another relevant department, external to Food Division, will be involved in this assessment process.
- 5.6 Projects achieving a minimum pass score will be presented to Cabinet Secretary for Climate Change and Rural Affairs for approval. Should the value of eligible applications exceed the budget available in any financial year the highest scoring applications will be prioritised for support.
- 5.7 Following approval by the Cabinet Secretary for Climate Change and Rural Affairs, successful applicants will be informed, and award letters issued. All awards of funding, including their value, will be published on the [Food and Drink Wales website](#).
- 5.8 This is a discretionary fund with no appeals. Unsuccessful applicants will be notified by email either after the initial Stage 1 sift or following the outcome of the Assessment Panel (no later than 1 month from the scheme closing date).
- 5.9 Where festivals/events are to be held within this scheme window (1 May 2024 – 7 June 2024), all efforts will be made to assess applications and advise applicants of the outcome as soon as possible.
- 5.10 Applicants will be required to send applications, accounts, claim forms and reports digitally, by email to the following address:
- Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru
- 5.11 Application forms should include scanned signatures, or alternatively, must be sent by the person named on the form from their email address.
- 5.12 Unsuccessful applications will be able to re-apply for funding within a reasonable timescale. Only **one** successful application per festival/contract/event can be accepted within the financial year (until 31 March 2025).

6. Timescales

6.1 Timeline Table

1 May 2024	Grant scheme application window opens.
7 June 2024	Applications received to be scored. Where festivals/events are to be held within this scheme window, all efforts will be made to advise applicants as soon as possible.

Notification of grant awarded	The acceptance form must be returned within 14 working days of receipt of the offer letter. An invoice for the offered funding amount must also be supplied. Payment of the grant will be made within 30 working days of receiving these.
Claims and Reporting	Event report, claim along with all evidence of expenditure must be submitted within 30 working days of the festival/event

7. Scoring Criteria

7.1 The following criteria will be used when assessing ALL applications:

- **Fit with scheme aims & objectives**

Applicants are expected to demonstrate that the event will fit the aims of the Scheme Criteria as listed in section 1, 2 & 4 above.

- **Value for money**

Applications are expected to demonstrate that the proposal is good value for money. Further information is noted in section 7 below.

Entrance fees to the festival/event, will be considered when awarding funding.

- **Innovation**

An economically vibrant and forward-thinking industry must be innovative to capture markets and move forwards. The application must evidence examples of activities and experiences planned for the event - and these should aim to include new, innovative elements to ensure that the project/event is offering an exciting experience for visitors, traders and the local community.

- **Defined clear outputs and objectives**

Applicants need to demonstrate that the funding will provide an advantage, however small, to the food and drink industry in Wales. Festival/event outputs and objectives are an efficient way of measuring success.

- **Capacity and ability to deliver**

Applicants must demonstrate the capacity and the ability to deliver the event.

- **Long Term Sustainability**

Applicants must demonstrate how their project/event will be sustainable in future years.

7.2 See Annex 1 for full details of how the applications will be scored.

8. Finance & Monitoring

8.1 The maximum grant value to be awarded is £15,000

8.2 Support under this programme is subject to Welsh Government approval and budget availability.

8.3 The funding will be awarded as a grant, subject to conditions which will be set out in the award letter.

- The funding will be paid in arrears as default. In exceptional cases funding may be paid in advance, where an applicant can demonstrate a satisfactory business case.
- Details of what you need to provide at claim stage will be included in your award letter.
- We aim to process payment within 30 working days of a claim being submitted with **all** supporting evidence.
- Applicants should be aware that the grant may be required to be repaid in part or full if you do not meet the terms and conditions of any award of funding.

8.4 We must be notified immediately of any changes to the festival/event once awarded.

8.5 There are situations where funding, having been awarded in advance of the festival/event, may be required to be paid back in part or full. These include the following:

- if the festival/event does not go ahead as planned through foreseen or unforeseen circumstances
- the event held doesn't meet the scheme criteria (see section 4);
- the organiser is unable to provide evidence of event expenditure within the timescale annotated (see 8.10); and/or
- it isn't proven that the grant amount received has been spent on the 2024/25 festival/event.

8.6 Cash payments cannot be considered as eligible expenditure within the grant fund.

8.7 Revenue costs and non-statutory costs only can be considered within the eligible expenditure to be utilised by the grant.

8.8 Payments will be made after applications have been considered and an offer letter provided – which must be signed and returned as acceptance of the funding and terms. An invoice for the grant amount should also be provided with the acceptance form.

- 8.9 All funded projects/events will need to complete a post-event report form – including information on programme of activities and events, footfall information and full details of all attendees and beneficiaries along with imagery of the event. This report should be submitted to Welsh Government within 30 working days of the festival/event and is a condition of funding.
- 8.10 All funded events will need to provide proof of expenditure (i.e. invoices/receipts) – as well as proof of payment from your account (bank statement) for the total of the grant received – as part of their event report. This is to evidence that the full grant received has been spent on festival/event costs. Failure to provide this evidence within 30 working days of the festival/event will result in the disallowance of expenditure, and the funding being recouped.
- 8.11 The Welsh Government is committed to evaluating the success of this grant. Through post-completion monitoring we will assess the extent to which the outputs and outcomes can be attributed directly to the scheme activities and examine whether wider anticipated or unanticipated effects have been realised.
- 8.12 The Welsh Government or a third party acting on behalf of Welsh Government may contact you for the purpose of research and evaluation and/or to give feedback on your experience of the scheme. This information will be analysed and presented anonymously in line with the Privacy Notice.

9. UK subsidy control

- 9.1 You must ensure that the use of the funding is compatible with the applicable agreements contained in the World Trade Organisation rules, UK-EU Trade and Cooperation Agreement, any Free Trade Agreement involving the UK the Northern Ireland Protocol and any relevant domestic legislation. As part of your application, you will need to provide details of any previous funding your business has received.
- 9.2 Your application, if successful, will count as Minimal Financial Assistance (MFA) in line with Part 3 Chapter 2 of the Subsidy Control Act 2022 previously known as (SAFA)* / de minimis aid, as per Article 3.2 paragraph 4 of the UK-EU Trade and Cooperation Agreement. This aid limits the amount of aid a business can receive from the state.
- 9.3 If you have received MFA, SAFA or de minimis in the past, you should have been notified in writing when you received that aid. You will need to add this award to your overall total of MFA over the last three fiscal years which needs to remain under approximately £315,000 and for any future MFA declarations or claims and declare the amount to us at application stage.
- 9.4 You are responsible for ensuring that the Purposes are delivered in line with the State Aid criteria upon which the Funding is awarded.
- 9.5 If you exceed the limit, you will be responsible for any action as a result, including repayment of the support you have received.

9.6 For more information please refer to [Statutory Guidance on the UK Subsidy Control Regime](#)

10. Welsh Language

10.1 The Welsh Government is committed to promoting and growing the Welsh language. The events industry has a key role to play in contributing to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in *Cymraeg 2050*.

10.2 Any written materials (including signage and information published online) must be provided firstly in Welsh followed by English. Guidance about providing services and written materials in Welsh can be obtained from the Welsh Language Commissioner by visiting www.comisiynyddygyymraeg.org

11. Publicity

11.1 All successful applications will be expected to:

- Agree to be included on publicity, press releases and marketing material we produce in relation to this Fund, for up to three years from the date of Award. This may require the supply of images or video, and relevant rights for us to use in press and publicity.
- Agree to include a Funded/Part-funded by Welsh Government credit on their promotional material including, where appropriate, their website.
- Successful applicants will be notified and informed prior to the general release of promotional material.

12. Wellbeing of Future Generations

12.1 The objectives of the Act show how each public body will work to achieve the vision for Wales set out in the '[well-being goals](#)'. The seven well-being goals show the kind of Wales we want to see. The Act makes it clear that the listed public bodies must work to achieve all of the goals, not just one or two. The strategy is aimed at ensuring we expand the contribution that events already make to these seven goals. Reference to and explanation as to how your project meets these goals will be important in the assessment of an application.

13. Equality, diversity and inclusion

13.1 Our strategy places a conscious focus on ensuring events cover a wide variety of genres to appeal to as many people as possible. A balanced portfolio will consider age, region, ethnicity, religion, cost to attend and so on to ensure the events on offer are widely inclusive and accessible.

13.2 Projects which can demonstrate and address underrepresentation in the industry are therefore particularly welcomed.

14. Privacy notices

- 14.1 Please ensure you have read, understood and accepted the 'Guidance Notes', and 'Privacy Notice' **before** you start the application.

[Welsh Government Privacy Notice.](#)

15. Capital Expenditure

- 15.1 Capital Expenditure is not an eligible cost.

Capital Expenditure is anything that is an 'item' which is kept for future use. The intention of the grant is to support the cost of running an event, not to purchase items which have a future monetary value i.e. an asset.

Consumables (items which are normally written off within a year) are not an eligible cost.

Assessment criteria	Weighting	Score
1	Strategic fit To what extent does the project align with/deliver against:	X6 /5
	<ul style="list-style-type: none"> • the key priorities of ‘The Vision’ • recognition to GI (Geographical Indication) products, promote healthy eating. • the employability ambitions set out in the Welsh Government’s Stronger, Fairer, Greener Wales: A Plan for Employability and Skills and the Young Persons Guarantee • the Welsh Government’s priority to increase inclusion and diversity and celebrate Wales, its culture and language. 	
2	Strength and Quality of proposal and evidence of need for the activity/Management Plan and ability to deliver:	X6 /5
	<ul style="list-style-type: none"> • Overall quality of application and description of proposal • Will the proposal deliver measurable benefits for the events and/or food business sector in Wales? • Is the project innovative? • Evidence of encouraging innovation and best practice in the field of sustainable event management. 	
3	Project Outcomes/Outputs	

Assessment criteria	Weighting	Score
<ul style="list-style-type: none"> Quality of project targets and outcomes/outputs; realistic and in line with strategic priorities? Details of how these will be measured. 	X4	/5
4	Project costs and value for money	
<ul style="list-style-type: none"> Does the overall proposal represent value for money? Are project costs reasonable for planned activities? Are expected benefits proportionate with costs? Has any match-funding (including value-in-kind support) been provided? Has evidence been provided for exit strategy and long-term sustainability of project (including continued funding of any new posts created) Is Welsh Government funding required for the project to proceed/will it accelerate or increase the potential benefits? Will there be an entrance fee to the event? 	X4	/5
Total potential score*		/100

*Should the value of eligible applications exceed the budget available in any financial year the highest scoring applications will be prioritised for support.