

Event Funding Criteria and Guidelines

The conditions to the funding of events by Rossendale Council / Promoting Rossendale Board, and the running of events on Council owned space is the following;

- Timely notification to the Events Safety Advisory Group (ESAG) and to pass their requirements and recommendations. ¹
- Applications for relevant licences (music, food, drink etc.) must be timely and active for the event, with the ability to provide documentation upon request.
- Timely promotion of the event – ideally at least 6 weeks before the event is due to take place, with promotion increasing nearer to the event date.
- Quality organisation, delivery and management of the events that represent the area well and maintain the areas reputation.
- Confirmation of adequate financial control and management of an event.
- Supports established local businesses in the area the event is being held through increased footfall and visitor numbers.
- Where applicable, that the event is open to everyone and is benefits the wider community.
- That your event functions to promote the Rossendale Valley and encourage visitors.
- Provision of a full breakdown of costs (expected expenditure and income) for the event to ensure transparency and accountability.
- Evidence that council funds are providing less than 50% of the overall funding for the event (including benefit in kind funding and support from other council-derived sources). Council benefit in kind services will be ascribed notional values for the purposes of this criteria, for example provision of facilities, officer time, permits etc.
- Provision of monitoring and evaluation information after the event including details of attendance / footfall

Where requests for council funding exceed available resources, the community benefit leveraged by the funding will be the key deciding factor in selecting which events are funded. This will be determined using the guidance above, and ratified by the Director of Business and Leader.

¹ Information on ESAG http://www.rossendale.gov.uk/a_to_z/service/381/event_safety

ESAG Guidance Pack and Notification Form

http://www.rossendale.gov.uk/downloads/download/59/event_safety_guidance_pack_and_notification_form