



Funded by
UK Government

Wedi ei ariannu gan
Llywodraeth y DU

10 TOWNS RURAL TOWN CENTRE EVENTS FUND



POWERED BY
**LEVELLING
— UP —**

WEDI'I YRRU GAN
**FFYNIANT
— BRO —**

This document is available in Welsh
The TenTowns events fund is funded by the UK Government's Shared
Prosperity Fund

Introduction

The aim of the Ten Towns Events Fund is to raise the profile of rural Carmarthenshire by drawing on the County's rich heritage and culture through the delivery of events.

The objectives of the Fund are to:

1. Stimulate the local economy through increasing footfall in town centres
2. Provide improved social opportunities for local people.
3. To attract overnight and day visitors from new markets and sectors.
4. Strengthen community cohesion by encouraging local people to take part in creative activity

Activity supported by the fund

Applications will be considered from organisations creating new community events or enhancing existing events that bring clear and identifiable economic and social benefits to rural Carmarthenshire.

Eligible areas:

This targeted fund is specifically for town centre events in the following areas;

- Cwmaman
- Kidwelly
- Laugharne
- Cross Hands
- St Clears
- Whitland
- Newcastle Emlyn
- Llanybydder
- Llandeilo
- Llandovery

Organisations Eligible to Apply

Voluntary/Charitable organisations that benefit the residents of Carmarthenshire.

Organisations must either be:

- registered as a charity
- a not-for-profit organisation
- Town and Community Councils
- Voluntary Organisations

Eligible Expenditure

- Costs associated with new events demonstrating clear community involvement and need that contributes towards the visitor attraction of the respective town and opportunities for wider impact across the County
- Costs associated with new and additional elements to existing events

The following list provides examples of eligible expenditure that could be supported (this is not an exhaustive list)

- Bilingual marketing and promotion costs
- Translation costs
- Artists, entertainment, performers
- Equipment hire
- Purchase of equipment
- Professional fees associated with event management
- Safety equipment
- Public liability insurance up to a level of £10m

Ineligible expenditure (this list is not exhaustive)

- Projects that have already started prior to grant offer being awarded
- Cash purchases
- In kind costs
- Costs for applicant organisation staff, volunteers, trustees or directors

Applicants must ensure that they procure goods and services in line with Carmarthenshire County Council's Third-Party Procurement Rules. **Annex A**

Grant Rate

- Grant support will be awarded on a percentage basis of the total project cost up to a maximum of 70%;
- Maximum grant available is **£4,000** for new events not previously held.
- Maximum grant available is **£2,000** for existing events. *
- Confirmation of the match funding of 30% is required in writing from funding organisation or via own funds. Volunteer time may not be used as match funding.

* grant award will be based on costs associated with additional elements only

Outputs

Projects will be expected to demonstrate which of the following Performance Indicators they will be achieving. Guidance on the evidence required for each indicator reported can be seen on **Annex C**

- Number of local events or activities supported
- Number of volunteering opportunities supported
- Number of people reached
- Number of businesses supported without receiving financial support

Each application must;

- demonstrate community need and potential impact
- evidence that all necessary documents are in place such as Insurance, Licence and Risk Assessments.
- submit a copy of the organisation's most recent accounts and must be a constituted, non-profit making organisation.
- ensure the proposed event is open and accessible to all.
- applicants are required to ensure that the proposed event does not have a negative effect on the Welsh language and how the proposed event aims to mitigate any negative effects.
- ensure that the Welsh language is not treated less favourably than the English language in all associated aspects of the event's preparation and delivery. Further details can be found in **Annex B**
- demonstrate how they propose to capture the impact of the event to the local area in their submission
- produce an evaluation report of the event within a three-month period following the completion of the event showing clearly identified proved outputs will be a requirement of the grant award.
- attend a workshop event facilitated by Carmarthenshire County Council should their application be supported.
- ensure that supporting evidence as noted within the Application Checklist is submitted with the application for support. Applications received without the required supporting evidence required will be deemed incomplete and will not be accepted.

Process

- Carmarthenshire County Council will open a call for applications
- The application window will close on 10 March 2024 at 11:59pm
- All applications received by Carmarthenshire County Council will be registered and acknowledged.
- Applications will be evaluated based on information included within the application form and funding will be allocated competitively within available resources. Due to the budget available for this fund, it is envisaged that a 2nd call for applications will not open.
- Applications will be assessed by an internal panel and final approval will be made by the Head of Regeneration, Digital and Policy under their delegated powers of authority.
- Carmarthenshire County Council's decision will be final and has the right to refuse any application without disclosing its reasons, and also reserves the right to withdraw or re-claim any grant that does not comply with the terms and conditions of the award
- Successful applicants will be notified of the outcome of their application no later than 26 March 2024.

Successful Applications

- Should your application be successful, Carmarthenshire County Council will issue a grant offer letter and associated terms and conditions to the applicant
- The grant offer letter must be signed and returned prior to any costs being incurred. **Costs incurred prior to approval will be deemed ineligible.**
- Officers will arrange to meet with successful applicants to discuss processes for reimbursement of funds for eligible supported expenditure.
- Applicants will be required to submit timely financial claims on a template provided by Carmarthenshire County Council for reimbursement
- Copies of invoices, compliant procurement exercises and bank statements will be required to be submitted with the claim form for verification and checking before payment is released.
- Carmarthenshire County Council aim to process completed claims within 20 working days
- All funded activity must be concluded no later than 31st December 2024.

ANNEX A Procurement

Purchasing goods, services or works.

When procuring works, goods and services, applicants are expected to conduct the process in a manner which ensures openness, value for money and fairness and must follow the procurement procedures as they are outlined in this section.

Think Carmarthenshire First

For purchases below £25,000 please consider 'Think Carmarthenshire First' when seeking quotations for Goods/Services. Therefore, we encourage you to explore the marketplace to establish if there are any businesses within Carmarthenshire that can provide the goods / service that you are seeking to purchase and include them in your invites to quote.

Procurement Thresholds

	Value (excluding VAT)	Procurement Process
All	up to £5,000	<p>A minimum of 1 written Quotation <u>must</u> be obtained and retained.</p> <p>Best value for money must be obtained and reasonable care must be taken to obtain goods, works or services of adequate quality at a competitive price.</p> <p>A documented record to support the decision must be retained for audit purposes.</p>
All	£5,000 and £25,000	<p>A minimum of 3 written Quotations <u>must</u> be sought from competitive sources*.</p> <p>The quotes must be based on the same specification and evaluated on a like for like basis.</p> <p>A documented record of the quotes sought, the evaluation process and the decision to award must be recorded.</p>
All	£25,000 and £75,000	<p>A minimum of 3 written Quotations <u>must</u> be sought from competitive sources*. The quotes must be based on:</p> <ul style="list-style-type: none">• the same specification,• the same evaluation criteria and evaluated on a like for like basis. It is best practice to establish an evaluation panel.• the same closing date. <p>A documented record of the quotes sought, the evaluation process and the decision to award must be recorded.</p>

Avoiding conflicts of interest

It is possible that project applicants, or persons connected with them (such as relatives, business partners or friends) may wish to tender for a contract being offered by the project applicant. This is not unacceptable, but the applicant will need to make sure that they conduct the transaction as openly and as transparently as possible.

If the applicant, or any person connected with them, has an interest in any of the potential bids for a contract offered:

- the applicant should not be involved in any part of the tender assessment process i.e., opening and selection of tenders.
- The process should be managed by an independent architect or suitably qualified professional on behalf of the applicant.
- the applicant should consider how its procurement guidelines should be applied to ensure not only that the procedure is fair to all bidders but can be seen to be so also.
- every stage in the procedure should be recorded formally and the records retained on file and be made available for inspection

ANNEX B Welsh Language

Examples of provision in accordance with the Welsh Language Standards:

In the table below is a list of examples of commitments that the applicant could make in order to provide in accordance with the Standards. This list is not exhaustive but rather offers suggestions, and the candidate may suggest other commitments. They will be expected to consider the relevance of the below to the work they want to achieve through the grant and commit to as much as possible in line with the size of the turnover of the organisation, and the size of the funding application. Please note however that any organisation employing more than 50 members will be expected to make a significant commitment to the Welsh language, aiming to achieve what is in the list below. Every situation will be considered individually, and advice and support will be available to candidates.

The organisation

We will map the organisation's current capacity to deliver in Welsh
We will strive to increase the organisation's capacity to provide in Welsh either by employing staff with Welsh language skills, by using volunteers with Welsh language skills or by working in partnership with another organisation who can provide in Welsh
We will ensure that we have arrangements in place to provide materials in Welsh
We will consider Welsh language provision from the outset, when planning the provision
We have a Welsh Language Policy or Action Plan that outlines our commitment to the Welsh language in everything that we do / We are working with the Welsh Language Commissioner on the Welsh Offer
We are a Welsh medium organisation that administer and deliver through the medium of Welsh

Public engagement

We will communicate general message with the public bilingually
We will offer to communicate in Welsh with individuals and then communicate with them in the language they require
We will provide our activity in Welsh
We will deliver our activity bilingually, ensuring that Welsh is treated as favourably as English
If an element of the activity cannot be provided in Welsh for lack of personnel, we will make every effort to ensure that Welsh is treated equally favourably as English, using Welsh facilitators or simultaneous translation for example, or by working in partnership with other organisations
We will promote the Welsh elements of our provision

Ensuring a positive impact on the Welsh language

We have an understanding of the linguistic situation of the county and we understand the need to promote the Welsh language
We will offer Welsh language provision rather than waiting for someone to request it
We will be engaging with Welsh-speaking communities (geographical or otherwise)
We will ensure that our provision does not have a negative impact on overall Welsh language use in the county, including ensuring that our provision does not encourage Welsh speakers to engage with each other in English because of our provision
We will ensure the use of Welsh in all our provision including by those who are less fluent
Our activity will provide an opportunity for people to use their Welsh language or develop their Welsh skills
We will collaborate with partners who promote the Welsh language (Enterprises, Urdd, Young Farmers, Meithrin, Cymraeg i Blant, Welsh medium Schools, Welsh for adults, chapels, choirs, local newspapers, forums and networks that promote the Welsh language)

Publicity

We will publish all publicity materials in Welsh, electronically and on paper. We will ensure that the Welsh promotional materials go out at the same time as English, to the same standard and with the Welsh language in a position in which it will be read first
We will promote our provision / service to a Welsh-speaking audience clearly indicating that there is a Welsh or bilingual provision available
We will encourage Welsh speakers to get involved / use our service / project through the medium of Welsh
We will promote the Welsh language in all activity
Our organisation's Welsh speakers will wear badges that indicate that they can speak Welsh and encourage people to speak Welsh
We will create a Welsh or bilingual identity for my project / service.

Annex C Performance Indicators

Performance Indicator	Definition	Audit Evidence
Number of local events or activities supported	<p>Number of local events or activities supported. An event refers to planned activities. These should fall into the below categories:</p> <ul style="list-style-type: none"> - Those related to: (1) Film, TV, Music, Radio (2) Heritage (3) Arts, Museums and Libraries. - Other activities and events include, for example but not limited to, sports, volunteering, tourism and social action. 	Details of planned event
Number of volunteering opportunities supported	<p>Number of organised volunteering roles supported as a direct result of the intervention. This includes opportunities for people to volunteer on a regular basis, and opportunities for one-off volunteering.</p> <ul style="list-style-type: none"> - Formal volunteering refers to those who have given unpaid help via a group, club, or organisation: for example, leading a group, administrative support or befriending or mentoring people. 	Signed confirmation from volunteer of role undertaken directly relates to SPF support. Completed volunteer times sheet
Number of people reached (numerical value)	<p>Number of people directly impacted by the UKSPF intervention. The definition of direct impact will vary across interventions.</p> <ul style="list-style-type: none"> - Engagement schemes - those directly engaging (e.g. reading, viewing, attending). 	Database; social media engagement, ticket sales
Number of businesses receiving non-financial support	Number of businesses receiving non-financial support due to UKSPF intervention.	List of businesses

