

**NORTH
OF TYNE**



**COMBINED
AUTHORITY**

Call Definition

Tourism & Events Programme

Events Scale-up Fund



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1. Introduction

The purpose of this document is to provide potential Applicants with the information needed to submit a **single-stage application** to the Event Scale-up Fund stream of the North of Tyne Combined Authority (NTCA) Tourism and Events Programme.

This document sets out the funding priorities for this Call and explains the application process, Applicant eligibility conditions and the indicative timetable. Applicants are encouraged to pay close attention to the content of this Call document, including specific requirements and priorities.

2. Background and Strategic Context

North of Tyne Combined Authority (NTCA) recognises the benefits that Events bring to the region – socially, economically and reputationally.

The aim of the North of Tyne Combined Authority Tourism & Events Programme is to secure benefits to the area through investment in a programme of high quality cultural and/or sporting Events capable of moving from Small-scale to Anchor, Anchor to Signature or Signature to Major which could achieve national and international profile, and which will attract significant new visitors to the North of Tyne from elsewhere in the UK and overseas as well as engage residents, through both participation and employment.

There is already a thriving Events ecology across the North of Tyne which NTCA have committed to support the growth and development of even further.

NTCA have therefore created an Events Scale-up Fund to progress existing Events that have been running for two-years or more. We would also welcome organisations that NTCA doesn't currently have a relationship with that have the potential to fulfil the objectives of its Tourism & Events Programme.

3. Programme Aims

The aims of the Events Scale-up Fund are to: -

- Identify Events through an **Open Call** that with appropriate support could move up the scale from Small-scale to Anchor, Anchor to Signature, Signature to Major.
 - **Anchor Events:** distinctive, high-quality home-grown Events rooted in the culture of the area, attracting significant numbers of visitors and with the potential to grow in time to become Signature Events.
 - **Signature Events:** unique to the area, which make a substantial contribution to national profile and attract staying visitors from across the UK.
 - **Major Events:** large-scale Events with international status, attracting significant audiences and extensive media coverage.

- Engage the broader Events sector to inform and develop a robust pipeline of Events in NTCA area between Autumn 2022 – 2028.
- Establishing a financially sustainable programme of Events.

4. Programme Outcomes

Through the Events Scale-up Fund we are seeking to achieve the following outcomes:

- High quality Events offer, resulting from increased organisational capacity, skills and knowledge, enhanced sector leadership capacity and capability, including in areas of specific need i.e., networks, talent development, diversity & inclusion, accessibility, green agenda etc.
- Increased profile of Events in NTCA area resulting in regional, national and international recognition.
- Increased audiences and reach; higher number of visitors staying longer in the region.
- Sustainable business models developed through:
 - Increased contributed income (i.e., business sponsorship, donations)
 - Increased earned income (i.e., commercialisation/export potential and IP)
 - Increased leveraged funds (i.e., from national / regional funding bodies)

5. High Growth Potential

NTCA will support Events which have ambition for growth and an openness to diversification, challenge and working in partnership to achieve success. Successful Applicants will be able to demonstrate that the Event has:

- A unique selling point and be regionally distinctive.
- Potential for growth in scale, impact and recognition regionally, nationally and internationally and that occurs on an annual or biannual basis.
- The capacity to engage a significant audience both physical and virtual of residents and visitors from outside the North East.
- Demonstrable potential to diversify income streams and strengthen business models to become financially sustainable.
- A commitment to becoming more environmentally sustainable.
- Potential to develop new partnerships and provide support / influence on other sector businesses / freelancers.
- Potential to increase capacity, knowledge, and skills within the Events sector in the region.

6. Funding can include:

- Scaling up Events with an existing audience.
- Feasibility work to enable growth, development of commercialisation or funding strategies etc.
- Supply chain development.
- Decarbonisation pilots.

7. Eligibility Criteria

Who can apply – Public / Private sector Event organisers, VCSE and Charities.

NTCA Programme budget up to £1 million.

Project minimum value £50,000.

Funding can be awarded to support the growth of an Event over a number of years.

- Applicants must be legally constituted to enable them to access funding.
- Applicants submit their application based on their leadership and track record of an established Event(s) which have been delivered for at least two years, with financial and other evidence to support this.
- Applicants must be committed to **‘grow’** the Event and funds cannot be used to fill existing funding gaps.
- Event activity must take place in North of Tyne – it can be in one location or multiple areas within NTCA, (Newcastle, North Tyneside, and Northumberland).
- Events must link in with the Tourism Products currently being developed that will provide a platform to showcase Events and link visitors to overnight stays.

8. Outputs

The Events Scale-up Fund element of the Tourism Events Programme will contribute to the following outputs. Please see link for reference <https://www.northoftyne-ca.gov.uk/wp-content/uploads/2020/11/North-of-Tyne-Combined-Authority-Outputs-Guidance.pdf>

Output
017-number of cultural/tourism Events taking place
018-number of attendees participating in a cultural tourism Event
Outcome
Number of overnight attendees at Events

Aligned to NTCA’s wider outputs, additional metrics for this Call may also include:

- Direct or indirect job creation and/or safeguarding
- Apprenticeship/traineeship opportunities

9. Application Process

Please complete form IF-003 Full Business Case v10 in conjunction with NE-OPS. Business Case Webinar – **Thursday 19th May 2022, 10am-12noon.**

Queries from Applicants should be sent to lesley.strickland@northoftyne-ca.gov.uk

This Call for project proposals will open on the **Monday 9th May 2022** and close **midnight on Friday 17th June 2022.**

Completed Applications should be sent to lesley.strickland@northoftyne-ca.gov.uk by the deadline. Before doing so, please ensure that you have **followed the guidance, completed all questions**, and entered an **electronic signature**.

ANNEXE B provides a weighted appraisal matrix that will be used to evaluate the quality of applications to this Call. NTCA appraisal aligns to the Green Book 5 cases model, with an additional 'inclusive economy' consideration.

10. Subsidy Control

The Subsidy Control rules are designed to ensure that awards of public funding comply with the UK's international commitments relating to subsidies. The Government Guidance on Subsidy Control law compliance can be found [here](#).

Please answer all the questions set out in 8.7 UK Subsidy Control section in the business case.

(You may wish to take internal or external legal advice to assist your organisation in completing this section. Please note that failure to establish a compliant subsidy position will mean NTCA is unable to progress your application.)

11. Other Information

Evaluation

In order to evaluate the impact of the programme, NTCA may set out additional metrics to be collated.

Fraud, Liability and Payment Terms

The North of Tyne Combined Authority will take swift action against any recipients who have deliberately manipulated records or have committed fraud. Any beneficiaries caught falsifying their records to gain grant funding will face prosecution and any funding or grants paid in error will be subject to claw back.

The North of Tyne Combined Authority does not accept any liability for any issues that may arise for Applicants under this scheme, whether they are successful or not.

Following a grant award, the Applicant will be required to submit claims to draw down the grant in arrears on a quarterly basis. Only claims which can demonstrate evidence of expenditure will be eligible for payment. Payments will be made directly to the Applicant's bank account by electronic transfer, normally within 5 working days of a claim being accepted. Grant awards will be subject to the availability of funds. There will be no appeals process following determination. Beneficiaries will receive written confirmation stating that by accepting the grant payment, they confirm that they are eligible for the grant scheme, and that any payments accepted will be subject to subsidy control requirements.

ANNEXE A – Funding Parameters

<p>Dates & Deadlines</p>	<p>Call opens: Monday 9th May 2022 <i>Questions and clarifications permitted in this period</i></p> <p>Business Case Webinar: <i>(for potential Applicants)</i> – Thursday 19th May 2022, 10am-12noon. To confirm your place please email lesley.strickland@northoftyne-ca.gov.uk</p> <p>Deadline for applications: midnight on Friday 17th June 2022 <i>Technical support can be available upon request</i></p> <p>Assessment/Appraisal: June – July 2022</p> <p>Award: From August 2022</p> <p>Events delivered: Post September 2022 onwards</p> <p><i>NTCA reserves the right to change the dates and the number of stages in the application process subject to the volume and quality of proposals received.</i></p>
<p>Indicative Fund Allocation</p>	<p>NTCA has agreed a budget of up to £1million for a number of Events and NTCA intends to award multiple projects from this Call, minimum project value £50,000.</p> <p>Overall project costs can include indirect costs (overheads) which will be paid at a flat 15% rate of direct salary costs.</p> <p><i>NTCA reserves the right to decrease or increase the indicative allocation or support more or fewer projects subject to the volume and quality of proposals received.</i></p>
<p>Funding Duration</p>	<p>Funding can be awarded to support the growth of Event(s) over a number of years.</p>
<p>Added Value</p>	<p>Applicants are expected to submit proposals that demonstrate strategic fit, impact, and additionality. NTCA funding is not intended to replace or displace existing funding.</p>
<p>Geographical Scope</p>	<p>All interventions should be focused on activity within the North of Tyne area, though partners within consortia from outside of the area are welcome and are clearly important within the definition of tourism.</p>
<p>Deadlines</p>	<p>The deadline for applications is midnight on Friday 17th June 2022. Applications received after the final Call closing date will not be considered.</p>

Application selection	All Applications will be scored in line with the NTCA assessment criteria included below (ANNEXE B).
Eligible match funding	Proposals that can secure match funding will be scored more favourably through the assessment process. Applicants are asked to indicate if they can lever in public, private and/or philanthropic funding through co-financing options alongside NTCA's investment.
Procurement	Any proposed sub-contracting must be undertaken in line with your Company Procurement Policy and ensure that all procurement exercise is open, fair and transparent.
Eligible Applicants	Successful Applicants must be legally constituted and able to enter a binding contract with the NTCA and will carry the liability for ensuring that the terms of the Funding Agreement are met by all delivery partners. In the case of consortia or partnership applications, a lead organisation must be identified as the Applicant. It is this organisation that carries the responsibility and liability for carrying out the project.

ANNEXE B – Detailed Scoring Criteria

Assessment of Project							
Strategic fit with NTCA Vision, Digital Growth and Innovation Programme 'ecosystem priorities' and Call Specification	15-13	12-10	9-7	6-4	3-1	0	15
	Very strong fit and strong evidence of need and rationale for intervention		Moderate fit with limited evidence of need or rationale for intervention		Low fit with poor evidence of need and rationale for the intervention.	No fit with no evidence of need or rationale.	
Outcomes associated with the project	15-13	12-10	9-7	6-4	3-1	0	15
	Very Likely to deliver exceptional and relevant outcomes		Likely to deliver a reasonable level of relevant outcomes		Likely to provide limited outcomes	Unlikely to meet any of defined outcomes	
Value for money	10-9	8-7	6-5	4-3	2-1	0	10
	Exceptional value for money	potentially very good value for money	represents reasonable value for money	4-3	Offers less favourable value for money.	Unlikely to offer any value for money.	
Intensity of grant request (% of total funding requested from NTCA)	5	4	3	2	1	0	5
	<60%	60-69%	70-79%	80-89%	90-99%	100%	
Status of the match funding	5	4	3	2	1	0	5
	Fully confirmed		Most match funding in place		Little match funding in place	No source of match funding identified	
Subsidy control risk	5	4	3	2	1	0	5
	Independent legal opinion supports compliant route or confirm no subsidy control	Applicant identifies a compliant subsidy control route.	Relevant subsidy control issues understood and clarified	Relevant subsidy control issues understood but currently unable to be clarified	No appropriate consideration of subsidy control provided	Request not compliant with subsidy control.	
Deliverability risk	10-9	8-7	6-5	4-3	2-1	0	10

	<p>Considered to have a high chance of success & completion by the timescales indicated - risks well managed.</p> <p>Likely to have a significant and immediate impact.</p>		<p>Moderately likely to succeed and be delivered by the timescales indicated, some risks with strategies to mitigate in place.</p>		<p>Management and delivery arrangements considered to be weak. High risk of failure with limited mitigation considered.</p> <p>Impact unlikely to be significant or speed of delivery slow.</p>	<p>Considered to have a very low likelihood of successful completion by the timescales indicated / multiple high-level risks with no clear management</p>	
Inclusive Economy fit	5	4	3	2	1	0	5
	Very strong fit		Moderate fit		Low fit	No fit	
Score							/70