



Longford Town Night-Time Economy Grant 2024

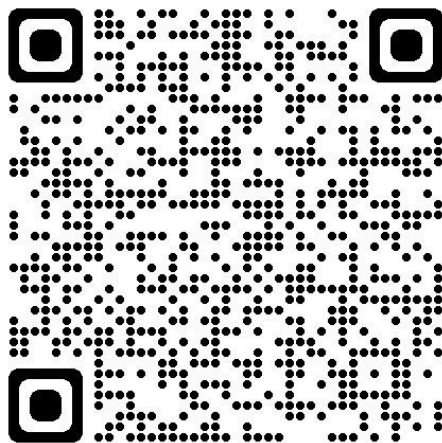
Guidelines

Opening Date: Wednesday 29th May

Closing Date: Friday 21st June

Apply online

<https://www.longford.ie/en/visit/news-useful-links/news/>



Longford County Council are seeking proposals from local businesses, community groups, event organisers, collaborators, and individuals that will support the growth and diversity of the night-time economy in Longford Town.

This grant scheme is to support applicants who wish to try new and exciting initiatives to support Night Time activities and events after 6pm in Longford Town on dates in **September and October 2024** and to encourage collaboration and facilitate a greater variety of offerings and experiences for residents, workers, and visitors.

The Night Time Economy refers to the diverse social, cultural and economic activity occurring during specified evening and night time hours. Longford Town has been selected as one of nine pilot towns and cities that will prepare an action plan to support the coordinated development of the night-time economy. The nine pilot locations are Longford, Dublin, Kilkenny, Cork, Galway, Limerick, Sligo, Drogheda and Buncrana.

The scheme:

- ✚ A maximum grant of €3,000 will be available per applicant.
- ✚ Applicants may apply for more than one event, however the maximum is still €3,000 per applicant (e.g. €1,000 for each event if you had 3 different events). Each event must be applied for separately.
- ✚ Applications for amounts greater than €3,000 may be considered if a multi partner application is proposed that demonstrates a unique and collaborative approach that wishes to roll out a prolonged and/or more ambitious programme of events. These will be assessed on a case by case basis in the context of available funding; additional funding is not guaranteed.
- ✚ The funding will only be paid to the applicant body (not a subcontractor(s) of the applicant)
- ✚ The proposed event/initiative must take place in Longford Town after 6pm on one of the following dates:

Saturday 7th September 2024
Saturday 21st September 2024
Friday 11th October 2024
Halloween - Thursday 31st October 2024

- ✚ Events which can be funded include but not limited to

Late evening or night tours	Film
Live music	Live podcasts
Live DJ	Storytelling
Dancing	Cookery demonstrations
Exhibitions	Classes
Poetry readings	Wellbeing initiatives
Comedy shows	Light shows
Theatre	Historical themed events
Sporting events	Evening Parkrun
Outdoor cinema	Markets
Runs	Walks
Fashion Show	Food Trail
Retail – extended opening hours for late night shopping	Café – extended opening hours

- ✚ Working with new partners is encouraged to attract new audiences and inspire new uses of existing spaces in the community for late night artists and cultural communities.
- ✚ A programme of events will be compiled and centrally promoted by the Night Time Economy section of Longford County Council for each of the scheduled dates. The Marketing material will be shared with the applicants who must commit to promote through various channels to ensure maximum visibility. Cross promotion of events is

encouraged to maximise footfall into Longford Town. Longford County Council and the Department of Tourism, Culture, Arts, Gaeltacht, Sport will be acknowledged on the marketing material.

- ✚ Successful applicants will be notified at the start of July. All funds must be drawn down **within 2 weeks of the event completion.**
- ✚ Where a grant is allocated for a specific event / project, Longford County Council will not be responsible for the insurance of that event / project. The organisers must ensure that adequate insurance is in place prior to the commencement of any event / project.
- ✚ If your application is successful, evidence of appropriate public liability must be provided ensuring indemnify of Longford County Council on their public liability insurance.
- ✚ The applicant must be registered with Longford Public Participation Network if applicable.
- ✚ It is the responsibility of the applicant to ensure that all permissions, approvals, licences or consents needed for your project are secured.
- ✚ If applicants intend to work with children and young people, evidence must be provided if successful of having an up-to-date child protection policy or the child protection policy of your partner organisation.
- ✚ If the event or project is altered, postponed or cancelled – in whole or in part – this should be communicated to the Night Time Economy section of Longford County Council.
- ✚ Selection of projects/events will be scored on the following criteria:

Event

The extent to which the proposed event contributes to the growth and diversity of the Night Time Economy in Longford Town

Innovation

The extent to which the event is innovative, creative, interesting and likely to have future potential.

Economic Impact

The applicant must demonstrate the potential economic benefits of the proposed event. E.g. impact on turnover.

Tourism Impact

The applicant must demonstrate the potential tourism benefits of the proposed event E.g. the number of new customers / visitors created and how the proposed event will address the existing gaps regarding the availability of events after 6pm.

Who can apply?

- ✚ A business, community, sporting, tourism, cultural or heritage organisation
- ✚ An individual artist, band, producer, or promoter.
- ✚ Collaborative Groups
- ✚ Licensed premises - pubs, restaurants and wine bars, nightclubs and other suitable licensed premises that operate in the Evening and Night-Time Economy, who want to trial an event or series of events/cultural activities.
- ✚ Unlicensed premises – cafés, including cafés that may have their premises in a retail outlet, dry bars, local galleries and visitor attractions and other suitable non-licensed premises, who want to trial an event or series of events/cultural activities.
- ✚ Festival promoters who wish to incorporate a distinct evening or night time offering to their programme.
- ✚ Eligible Funding:
 - Venue hire (in instances where the applicant doesn't have the use or ownership of their own venue)
 - Artist's, performers, guides fees/costs etc.
 - Security Costs
 - Event insurance
 - Set up/staging costs
 - Equipment hire
 - Photography / videography at the event for future marketing purposes
 - Costs related to carrying out an Economic or Tourism impact survey

- ✚ Ineligible funding:
 - Cost incurred before the awarding of the grant
 - Purchase of equipment
 - Purchase of musical instruments
 - Local authority rates
 - Staff costs or additional staffing costs for later openings
 - Accommodation
 - Legal and accountancy fees
 - Annual insurance costs (with the exception of per event insurance)
 - Ongoing running costs
 - Servicing of debt repayments
 - Retrospective events

Funding drawdown:

To receive payment, the successful applicant must do the following within **2 weeks of the event completion**:

- ✚ Submit the funding drawdown form. Available from this link <https://www.longford.ie/en/visit/news-useful-links/news/>
- ✚ Provide data following the event. This will help Longford County Council evaluate the success of the pilot and will assist in gaining valuable insights into who is attending the late-night events, the number of attendees and their overall experience of the events/initiative. This will be part of the funding drawdown form.
- ✚ Evaluate the event. This will allow Longford County Council to evaluate the effectiveness of the funding and gain learnings from the pilot. This will be part of the funding drawdown form.
- ✚ Submit paid invoices and receipts for the proposed expenditure as outlined on the original application form.
- ✚ Submit a completed “supplier set up form” with tax registration certification and copy of your bank statement header. This is to set you the supplier up on Longford County Council’s payment system. Payment will be made by Electronic Fund Transfer (EFT) only.
- ✚ Provide photographic evidence that the project/initiative/event has taken place. Photos may be used by Longford County Council for future marketing.

Longford County Council reserves the right to audit claims submitted.

Failure to submit the drawdown form, related receipts, data, evaluation will forfeit the grant.

Longford County Council Night Time Economy Contact details:

Dympna Reilly, Night Time Economy Advisor, Longford County Council

dreilly@longfordcoco.ie / 043-3343365

Only completed applications received via the online application form will be considered and must be submitted by **Friday 21st June 2024**.

Incomplete applications and applications received after the closing date will not be considered for grant assistance.