SPF GWYNEDD KEY FUND : GUIDELINES

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

As part of the UK's Shared Prosperity fund approximately £20m has been earmarked for the county of Gwynedd with some of the funding committed and ringfenced to establish funds to support projects in Culture, Events, Byw yn Iach and Healthy Living. Detailed advice on how to complete the **Events application form only** is in this document. There are similar guidelines for the theme of Culture and Byw yn Iach /Healthy Living.

Point of Contact for discussing your application
Hannah Williams hannahwilliams@gwynedd.llyw.cymru

Amounts of funding you can apply for
 Up to £10k revenue and capital can be applied for depending on the nature and impact of the event. A portion of capital and revenue for your project/event can be applied for
Small / Local- £1k-£2k
Mid-scale /County – £3k-£7k
Large/National – £5k-£10k

It will not be possible to fund any activity that has started before a letter of offer has been signed and returned to Gwynedd Council officers.

At this time, we do not anticipate opening a second round to apply for the funds. An additional round may be held should demand in the first round be low.

The successful applicant will need to adhere to the following conditions:
- Support the principles of sustainable visiting.
- Support cultural, linguistic and environmental activities.
- Support activities that support the Slate Landscape of Northwest Wales World Heritage Site designation.
- Support activities that generate a buzz of activity in town centres e.g. Christmas events and events to promote local produce.
- Support special celebrations or activities to support latest investments e.g. Coast Path, the National Eisteddfod, infrastructure investments to support town centre events.
- Support applications from locations or providers to put on a series / programme of events.
- Support investments to make events more sustainable.
  e.g. use less plastic, reduce carbon footprint, reduce the use of fuel, strengthen recycling and reuse arrangements.
- Capital support to create more long-term provision to hold events - e.g. provide charging and connectivity infrastructure.

The following should be noted:
- details of the economic and community benefits in your application, including details about potential local providers and suppliers with whom you will collaborate
- details about the number of attendees and/or competitors
- details of employment - jobs created and protected jobs
- details of volunteers and participation opportunities for Gwynedd residents and young people

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

APPLICANT'S DETAILS

1.	Which fund are you applying for?	Tick the relevant box
2.	Primary organisation that is making the application	Provide the name of the organisation submitting the application
3.	Organisation's Address	Address of the organisation submitting the application
4.	What is the nature of your organisation?	Any non-profit distributing organisation can apply for funding via the fund (with the exception of event organisers) To seek support via these funds, organisations must be located in Gwynedd and/or provide for Gwynedd residents. The following criteria must be met if you wish to apply for funding through this fund: • Your organisation cannot distribute profit (with the exception of event organisers) • Your organisation must have a legal and constitutional status • Your organisation must have a clear management structure • Your organisation must have a clear financial management system • It must have operational principles which adhere to legislation on employment, health and safety, equality for workers and volunteers • Show an understanding and commitment to equality in respect of access, language, culture, gender and ethnic matters • Possess aims and objectives that are in accord with the activities financed through this grant • Show that other groups and individuals in the area support the activity/scheme • It must be shown that the principles of value for money have been followed in developing, implementing and running the scheme • That operational principles are in place, which correspond with legislation relating to the protection of children and vulnerable adults. Please note that we cannot accept applications from individuals to the fund.
5.	Company / Charity Number	Note the organisation's company / charity number if relevant
6.	Lead Contact Name	Note the name of the main contact operating on behalf of the organisation and Title of post within the organisation
7.	Deputy Lead Contact Name	Name of deputy lead contact on behalf of the organisation and Title within the organisation

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

8.	Contact Telephone Number	Note a phone number we can use to contact you to discuss any matters relating to your application
9.	E-mail address	E-mail of main contact - all correspondence relating to your application will be sent to the e-mail address noted here
10.	Organisation's website address	Website of the organisation along with social media details e.g. Twitter, Facebook, Instagram
11.	Does your organisation have a bank account in its name which requires two signatories to authorise Payments?	All applications that are submitted must be in the name of an organisation with a bank account and constitution. If your group is a new organisation which is in the process of opening a bank account, but the account has not opened within the fund's timetable, it is possible for us to consider applications from another organisation within your community that supports your scheme. In this case, you will need to send evidence that your bank account is in the process of being opened, along with evidence of an agreement between your organisation and the organisation that will apply to the fund on your behalf. Please note that this agreement will not affect the ability of neither organisation to apply for a grant for a different scheme via the fund.
12.	Does your group claim VAT?	If your organisation does not claim VAT, you may apply for a grant including the VAT costs. If your organisation claims VAT, it will not be possible to include items' VAT as part of your application.
13.	What is the main activity and objectives of your organisation?	Describe the main activity and objectives of your group (up to 150 words)
14.	If you work with children or vulnerable adults, note which steps are undertaken to safeguard them.	There should be a reference here to any policy or procedures in place by your organisation to safeguard children or vulnerable adults.

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

In accordance with SPF programme guidelines, here are the main Interventions, Outputs and Outcomes that are relevant to the Enabling Our Culture Fund.

ENABLING OUR CULTURE AND WELL-BEING FUND		
Interventions	**Indicative Outputs**	**Indicative Outcomes**
W6: Support for local arts, cultural, heritage and creative activities.	• Number of potential entrepreneurs assisted to be business ready • Number of organisations receiving financial support other than grants • Number of organisations receiving grants • Number of organisations receiving non-financial support Number of local events or activities supported • Number of volunteering opportunities supported	• Jobs created • Jobs safeguarded • Increased footfall • Increased visitor numbers • Improved engagement numbers • Improved perception of facilities/amenities • Number of community-led arts, cultural, heritage and creative programmes as a result of support • Improved perception of events
W8: Funding for the development and promotion of wider campaigns and year-round experiences which encourage people to visit and explore the local area.	• Number of organisations receiving financial support other than grants • Number of organisations receiving grants • Number of people reached • Number of organisations receiving non-financial support	• Increased footfall Increased visitor numbers • Increased number of web searches for a place • Reduced vacancy rates
W17: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally.	• Number of businesses receiving grants • Number of businesses receiving financial support other than grants • Number of businesses receiving non-financial support • Number of tourism, culture or heritage assets created or improved • Number of people reached • Number of local events or activities supported	• Jobs created • Jobs safeguarded • Increased footfall • Increased visitor numbers • Increase in visitor spending • More investment • Improved perception of attractions

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

INFORMATION ABOUT THE PROJECT / EVENT YOU WANT TO BE FUNDED VIA THE FUND

15.	Project / Event Name	Note the name of the Project you want to be funded via the fund
16.	Project/event location	Note in which area the project will be operational, including the post code.
17.	Main Investment Priority	Note how your application contributes towards the following objective **The aim of the Fund is to** Support the organisers of unique and growth events to hold quality events in Gwynedd to generate a flurry of activity. Support communities to generate a community buzz via local and community events based on the area's special culture and qualities. **Small/Local** - small community events that attract audiences from the local catchment area in Gwynedd (e.g. festival/show/local Eisteddfod) - £1k-£2k (depending on its impact) **Medium/County** - medium-sized events that attract audiences across Gwynedd and the region - £3k-£7k (depending on its impact) **Major/National** - events of national importance that attract attendees and audiences across Wales/Britain - £5k-£10k (depending on its impact)
18.	Type of application made	**An application can be made for revenue and capital of up to £10k** dependent on the nature and impact of the event. An application can be made for a proportion of the capital and revenue funding for your project/event. Small/Local - £1k-£2k Medium/County – £3k-£7k Major/National - £5k-£10k **Note that the funds can fund 80% of the project/event cost, up to £10k. However, in exemptions we may consider funding applications up to 100%. Despite this, we encourage applications where match funding is in place and will ask you to provide a reason why you are applying for 100% of the project costs.**

		In exceptional cases, applications over £10,000 may be considered depending on the nature of the activity, the anticipated outputs and outcomes. The fund will consider grants up to 80%, of project costs, encouraging applications that can demonstrate 20% of matching funds. In special circumstances the fund will be able to consider applications up to 100%, where it can be proven that this is not possible. See question 11 in relation to VAT
19.	SPF Fund Intervention Numbers	The numbers and explanation of interventions have been noted in the table above. Note here the intervention numbers that your project responds to - W6, W8 and W17
20.	SPF Indicative Outputs Targets	The output targets for each intervention have been noted in the tables above. We recommend that you select up to three output targets for each intervention, noting the output name and the proposed target total.
21.	SPF Indicative Outcomes Targets	The output targets for each intervention have been noted in the tables above. We recommend that you select up to three output targets for each intervention, noting the output name and the proposed target total.
22.	Start Date of the Project / Event	The date you intend to start your project / hold your event, should the application be successful, should be noted here
23.	End Date of the Project / Event	The date you expect to complete your project/event should be noted here. Please note that each scheme funded via the key funds must be completed by 31 December 2024, and it will not be possible to grant an extension after this date.

PROJECT'S MILESTONES

24.	List the milestones of your project/event	Set out your timeframe to complete all elements of your project, from the project start date to the project end date. You will be asked to ensure that clear milestones have been identified that demonstrate the programme and timetable for project implementation. The details you will note here will be considered as part of your application assessment process

DESCRIPTION OF THE PROJECT/EVENT

25.	Overview of your project / event (up to 500 words)	You should provide an overview of what your project/event will be and also refer to the activities, main aims and objectives of your project/event. **The following should be noted here:** • details of the economic and community benefits in your application, including details about local providers and suppliers with whom you will collaborate

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

		• details about the number of attendees and/or competitors • employment details - full-time/part-time jobs • details of volunteers and participation opportunities for Gwynedd residents and young people
26.	Why is there a need for the project/event in your area? (up to 250 words)	You should refer here to any consultation work and provide evidence of the local need for this project/event
27.	Who would benefit from the project/event? (up to 150 words)	You should note here how Gwynedd communities would benefit from the project/event.

REAL LIVING WAGE

28.	I / we confirm that any jobs created as a result of the grant will pay the Real Living Wage, and I /we will work towards a Living Wage accreditation	If relevant to your scheme, it should be noted that any grant salaries that are used to pay salaries will pay the living wage. Additionally, there will be a need to note when you will work to complete a living wage accreditation

LOCAL PLANS AND STRATEGIES

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

29.a	Note how using the grant will intertwine with the objectives of the Gwynedd Plan 2023-2028.	You should note here how your scheme intertwines with the Gwynedd Plan 2023.28
29.b	Note how the grant's use will implements the Ardal NI 2035 Area project	You should note here how the grant's use will implement with major local issues that have been identified during the work of the Our Area 2025
29.c	Note how using the grant will intertwine with the objectives of the Gwynedd Arts Plan	**Only if relevant** to your scheme, you should note here how your scheme intertwines with the Gwynedd Art Plan
29.d	Note how using the grant will intertwine with the good practice of the Gwynedd Events Guide	You should note here how your scheme intertwines with the good practice of the Gwynedd Events Guide.
29.e	Note how using the grant will intertwine with the objectives of the Slate Landscape of Northwest Wales World Heritage Site Management Plan	**Only if relevant** to your scheme, you should note here how your scheme intertwines with the Slate Landscape Management Plan
29.f	Note how using the grant will intertwine with the objectives of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035	You should note here how your scheme intertwines with the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035

THE WELSH LANGUAGE

30.	Does your organisation have a Welsh Language Policy or Statement?	If not, outline how you will use the grant to ensure bilingual services for the public? This may include your services (and meetings) on a face-to-face level or over the phone, printed material, signage and web pages.

NET ZERO

31.	How does the proposal support the wider environmental Zero Net policies or ambitions of the UK Government and Welsh Government? (150 words)	The answer to this question should be specific to the project/event you are seeking funding for

EQUALITY

32.	Describe how you have considered the equality impacts of your proposal, the relevant affected groups based on the protected characteristics, and any measures you are proposing in response to these impacts. (150 words)	The answer to this question should be specific to the project/event you are seeking funding for

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

APPLICANT EXPERIENCE AND CAPACITY

33.	What experience has your organisation got in delivering the type, size and scale of this project / event activity (up to 200 words)?	Reference should be made here to examples of similar or similar-sized projects that have been delivered by your organisation in the past

FINANCIAL

34.	Total cost of the project	The exact cost of the project in its entirety should be noted here
35.	Grant total applied for via this fund	You should note how much funding you are applying for from this fund
36.	Match Funding Source and Amount	If you have secured match funding for your project/event, note here the total match funding that has been secured and from where has the funding been secured.
37.	If you are seeking 100% of the cost of your project/event, note your rationale for this	When answering this question, you should refer to your scheme's value for money
38.	How have you procured your project/event?	You should note here how you have sought prices for your project/event and explain why you intend to use one company over another, showing the value for money. In addition to the guidelines, we have also provided details and good practice to seek quotations for your project/event and we suggest that you read them carefully. Please note that you will need to send every quotation you have received for the project/event with the application form.

MANAGEMENT OF GRANTS

	Applicants are required to ensure full compliance with UK subsidy regulations.	
39.	Whether any aspect of the project involves a commercial activity	Please indicate if the activity to be funded through this fund is a commercial activity
40.	If yes, briefly explain what the commercial activity is:	If you state Yes to question 40 explain what exactly the commercial activity is (200 words)

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

PROFFIL GWARIANT Y PROSIECT /DIGWYDDIADAU PROJECT EXPENDITURE PROFILE/EVENTS		Nodwch enw'r cyd arianwyr isod Please note match funders below					
Enw'r eitem a'r gost *Item and cost*		Enabling Our Culture Fund	*Organisation/events contribution....*	Grant joint-funding details.... ………………..	……………….. ………………..	………………. ………………..	Cyfanswm *Total*
1. E.G. PROMOTION AND MARKETING MATERIALS	£ 4,000	£3,200	£400 (Organisation funding towards the event)	£ 400 (Arts Council for Wales)			£4,000
2.	£						
3.	£						
4.	£						
5.	£						
6.	£						
Cyfanswm *Total*	£ 4,000	£3,200	£400	£400			£4,000

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

SUBSIDY CONTROL

Applicants are required to ensure full compliance with UK subsidy regulations

39.	**Does any aspect of the project involve Commercial activity**	**Please indicate if the activity that will be funded through this fund is a commercial activity**
40.	**If it is, briefly explain what the commercial activity is**	**If you specify Yes to question 40 please explain what exactly the commercial activity is (200 words)**

The following guidelines have been set to correspond with questions included in the Gwynedd Key Fund Application Form

SUMMARY

WHAT NEEDS TO BE SUBMITTED WITH THE APPLICATION?

- All applicants must return the following items:
- Application Form
- Signed and dated copy of the Organisation's Constitution
- Evidence of estimates / quotations for costs of the project
- Bank statement including account details, sort code, Bank address
- Evidence of any other contributions towards the scheme (evidence of the scheme's match funding)
- Business Plan or other suitable information showing that the project is viable
- Event Management Plan (If relevant)
- Welsh Language Policy
- Equality Policy
- At least 3 letters of support and any other evidence that can support your application
- Evidence of any legal interest in property (lease or deeds), if applicable
- Evidence of planning permission or written evidence from the relevant authority confirming that planning permission is not required (if relevant
- Evidence of Building Regulations Approval or written evidence from the relevant authority confirming that Building Regulations Approval is not required (if relevant

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.