The Great Outdoors Challenge Fund

# Full Application Questions – Offline Copy

#### Section 1: Lead Organisation Details

1. Name of festival / event:
2. Lead company / organisation name:
3. Trading address:
4. Website address:
5. Type of business / organisation:
6. Company / CIC or Unique Tax Reference:
7. Charity number:
8. Annual Turnover:
9. Confirm you have a business bank account which is not a personal bank accounts: Yes/No
10. Lead contact full name:
11. Job Title:
12. Preferred Contact Telephone Number:
13. Email Address:

#### Section 2: About You, Your Partners, and Festival/Event

### Project Description:

1. Summarise your festival / event idea in no more than 50 words.

*This is your elevator pitch. Tell us what your festival / event is, what audiences should expect to see and do. Keep it succinct – you can provide more detail through the questions below.*

1. What time(s) of year do you envisage delivering your festival / event? Include specific dates if known.

*Please consider that TVCA wants to build a varied, year-round festival and events offer in the region – delivery out of peak-season will help us to achieve this.*

1. a.) Where in Tees Valley will your festival or event take place? If specific sites are known at this stage, please state.

b.) If any elements of your festival / event will take place outside of Tees Valley, please state the locations.

1. Have you delivered this festival / event before or is it a new product?
	* Delivered before in Tees Valley and now ready to grow
	* Delivered before elsewhere and now want to introduce to the Tees Valley
	* This will be a new festival / event product
2. Please describe the festival / event you’d like to deliver, with reference to the following:

*Please include:*

* + *Duration*
	+ *Programme content: what will happen and at what point?*
	+ *Why it’s different and distinctive*
	+ *How it is inspired by Tees Valley’s landscape*
	+ *How audiences / participants will engage*
	+ *Reference to any similar products elsewhere from which inspiration has been drawn or lessons can be learned*
	+ *Any market-testing undertaken / awareness of audience interest or demand*
	+ *If delivered previously, audience numbers to-date*
1. What experience do you have of running similar festivals and events?

*Please include reference to:*

* *Examples of previous festivals / events delivered*
* *Event Safety*
* *Development of event management plans*
* *Liaising with Independent Safety Advisory Groups (ISAG) and local stakeholders*
* *Any event management qualifications that you or your team hold*
1. Please provide details of partnerships or collaborations you plan to establish to make your festival / event successful. Please also list any local supply chain opportunities (equipment hire, food vendors, performers etc.) that your festival / event will create.

*Partnerships could be with delivery partners, local businesses, sponsors, sporting bodies or associations etc.*

|  |  |  |
| --- | --- | --- |
| **Partner** | **Business name (if know)**  | **Description of role / service** |
| Partner or supplier |  |  |
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#### Section 3: Audience Engagement

1. Describe your target audience and participants.

*Consider:*

* + *Who are the primary target audiences for your festival or event?*
	+ *What is their demographic profile?*
	+ *Where will they come from?*
	+ *What type of activities do they enjoy?*
	+ *Please refer to the target audiences set out in the Tees Valley Destination Management Plan.*
	+ *What do you want your audience to feel / take away from the festival / event?*
1. How will you reach your audiences?
	* *Are they new or existing audiences?*
	* *If existing, how will you attract them to the event?*
	* *How do you plan to attract new audiences to Tees Valley?*
	* *Please outline your communication and marketing strategy for engaging with audiences.*
2. How will your festival or event be accessible and champion equality, diversity and inclusion?
	* *Describe the accessibility of locations / venues and any plans you have in place to make these more accessible?*
	* *Will you encourage and facilitate participation for people with a disability or long-term health condition?*
	* *How will you engage with people from the global majority who may be underrepresented in the outdoors and outdoor activity.*

#### Section 4: Financial Planning & Sustainability

Please use the spreadsheet template ‘Project Budget and Delivery Plan’ to provide a detailed breakdown of your project income and expenditure for 2024/25 and 2025/26. Please also include 2026/27 budget to help TVCA understand the sustainability of your festival / event beyond TVCA investment.

***Remember to upload your project budget at the end of the online application form.***

1. Please indicate the total amount you wish to request from TVCA. Please note expected investment will not exceed £100,000.

Enter amount in £

1. If you wish to provide any further narrative on your project budget, please do so below (optional).

#### Section 5: Environmental Responsibility

1. Describe your commitment to delivering your festival / event in an environmentally responsible way and the interventions you will make to reduce the environmental impact.

*Considerations could include water management, plastic-free festival / event site, carbon offset activities, encouragement and facilitation of sustainable travel methods, digital communication rather than printed material, energy sources, commitment to use of the local supply chain etc.*

#### Section 6: Project Management and Risk

Please complete the Delivery Plan table **using the template provided**. The Delivery Plan should support your narrative answers and should tell us clearly what you’re going to do, how and why. Please consider how your outcomes align with the intended overall outcomes of the challenge fund. For examples, please see the Delivery Plan template.

Please ensure that your activities and milestones are **SMART:**

**Specific**: The goal should be very precise with no room for misinterpretation.

**Measurable**: The goal should be quantifiable, and progress should be easy to track.

**Achievable:** The goal should be attainable — not outlandish or unrealistic.

**Relevant:** The goal should contribute to your broader, overarching goals.

**Time-bound:** The goal should have a defined start and end date.

1. What are the key risks and challenges in achieving the outcomes of your project?

*Using the table below, please detail up to 6 key risks and challenges in achieving the outcomes of the project, impact & likelihood of risk, and what you will put in place to try to mitigate/overcome these risks and challenges.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Risk** | **Impact level of risk** **(1 – 5 with lowest impact scoring 1)**  | **Likelihood of risk occurring****(1 – 5 with very unlikely scoring 1)**  | **Mitigation** |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
| 6. |  |  |  |  |

1. Please confirm you have the following insurance in place:
* Public Liability Insurance of £5 million.
* Employer’s Liability Insurance of £10 million
* Professional Indemnity of £2 million (if applicable)

#### Section 7: Economic Impact

Increasing the number of visitors, their spend and overnight stays in the region are key outcomes of The Great Outdoors Challenge Fund. Supporting the local supply chain through delivery of your festival / event will also increase its economic impact.

1. Please use the table below to help us understand the potential economic impact of your festival / event.

*Visitors can include participants and audience members who are visiting Tees Valley to attend the festival / event. Please note that TVCA investment is only until 2026. Providing estimated numbers for beyond 2026 will help TVCA to calculate the economic impact of your event.*

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Last year event operated *(if applicable)*** | **Year 1****(2024 or 2025)** | **Year 2****(2025 or 2026)** | **Year 3****(2026 or 2027)** | **Year 4****(2027 or 2028)** | **Notes** |
| **Day visitors** |  |  |  |  |  |  |
| **Overnight visitors** |  |  |  |  |  |  |
| **Visitors Total** |  |  |  |  |  |  |
| **How many new FTE (full time equivalent) jobs (salaried/PAYE) will this project create?** N.B. These are only roles that did not and would not exist without the project/funding. |  |  |  |  |  |  |
| **How many jobs will be extended e.g., an existing role moving from PT to FT?** (N.B. that are not included above) Please detail and give how much the job will be extended as a FTE. |  |  |  |  |  |  |
| **How many jobs will be safeguarded?** (No. of FTE equivalents, that would otherwise be lost within the next 6 months)?  |  |  |  |  |  |  |
| **How many freelancers/contractors will be employed on this project and how many days of work will this equate to** (enter no. of freelancers and no. of days work) E.g.,10 freelancers for a total of 100 days.  |  |  |  |  |  |  |
| **How many local supply chain businesses will be contracted?** |  |  |  |  |  |  |
| **What is the total value (£) of freelancer/contractor contracts?** |  |  |  |  |  |  |
| **What percentage % of staff and freelancers working on this project will be based in Tees Valley?** |  |  |  |  |  |  |
| **What percentage % of staff and freelancers working on this project will be based in Tees Valley?** |  |  |  |  |  |  |

#### Section 8: Subsidy Control

The UK subsidy control regime began on 4 January 2023. It enables public authorities, including devolved administrations and local authorities, to give subsidies that are tailored to their local needs, and that drive economic growth while minimising distortion to UK competition and protecting our international obligations. Under the Subsidy Control Act 2022 (‘the Act’), Tees Valley Combined Authority is under a legal obligation to design any subsidy to ensure that it complies with the Act. Applicants must confirm how much public funding the business or organisation has received in the last 3 financial years which has been classified as ‘De-Minimis’ under the former State Aid regime or Minimal Financial Assistance or Services of public economic interest under the Subsidy Control Act 2022. Subject to the amount stated applicants may be required to complete a Minimal Financial Assistance Notification or provide an independent subsidy control assessment from a legal professional.  For more information on the UK Subsidy Control Regime please go to <https://www.gov.uk/government/collections/subsidy-control-regime>.

Minimal Financial Assistance (MFA) exemption specified in section 36 (1) of the Subsidy Control Act 2022 allows a company or business to receive up to £315,000 of public funding over a rolling three-year period. Please declare the full amount of public subsidies you have already received over the last 3 years (beginning with the date on which the Minimal Financial Assistance was given) under the Minimal Financial Assistance rules. The following is not a comprehensive list of the possible forms of subsidy. However, it should give an indication of the most common forms of subsidy, which you may have received over the past three years. Potentially any assistance from a public body might be a subsidy. Should you have any doubts on this matter, please contact the body from which the assistance was received.

* Grants from public bodies
* Loans from public bodies at favourable rates
* Loan guarantees from public bodies
* Differential tax benefits
* Grants from an investment trust (including charities) which may themselves have received the funds from a public body.
* Grants from a part publicly funded venture capital fund
* Publicly administered funds, even if the funds were originally not public such as the national lottery.
* Waiving or deferral of fees or interest normally due to a public body such as the waiving or deferral of rent or waiver of interest normally due on late payment of taxation or other costs to a public body
* Monopoly licences or guarantees of market share.
* Advertising via a public channel such as a tourist board or state-owned television
* Consultancy advice provided either free or at a reduced rate.
* Training provided either free or at a reduced rate. Aid for investment in environmental projects
* Provision of a free or reduced rate feasibility study for research and development or other assistance with research and development
* Purchase of public land or property at a less than market rate
* Benefiting from the provision of infrastructure where your organisation was pre-identified as a beneficiary.

I declare that the amount of subsidy received by the organisation over the last three years is as follows:

**Subsidy Received**

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| --- | --- | --- |
| **Organisation who provided the subsidy**  | **Date subsidy was approved\*** | **Estimated value (£)** |
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*Please add further rows if necessary*

\*This should be the date the subsidy was approved, not the date the subsidy was received.

#### Section 9: Financial Due Diligence

Please consent to TVCA undertaking financial due diligence checks using the information provided in this form.

TVCA will need undertake financial due diligence on eligible organisations that pass initial assessment on the organisation and its officers and will provide the TVCA Creative Place Team with a risk assessment to inform the final decision. These due diligence checks will be commensurate and dependant on size and type of organisation. We may need to ask you for additional information at this stage.

This may include:

* Authenticating the personal identities of persons with significant control and carrying out a financial/fraud risk assessment.
* Carrying out a general risk assessment of the organisation using Experian and Companies House records.
* Carrying out a financial viability assessment of each organisation using their accounts together with Experian and Companies House records.
* Carrying out a reputational risk assessment of each applicant.
* Validating grantees’ bank accounts using Experian and/or CreditSafe.

We may request additional documentation in order to complete these checks such as;

* Evidence of existing bank account
* Details of any person who has control of the business including the completion of a 'fit and proper person' declaration
* Subsidy control declaration (previously known as state aid).
* **I consent to TVCA undertaking financial due diligence**

#### Request advanced quarterly payments

TVCA grant funding is, as a rule, issued in arrears. However, we are aware that some of the businesses we support operate on a project-by-project basis without significant reserves/cash in the bank. Therefore, without advance funds delivery of the project would be difficult to cashflow.

1. If you require advanced quarterly payments, please provide a short statement detailing your financial position and why you would need an advance in order to deliver the project. Your request will be sent to the finance department to verify and check from your accounts and approve or otherwise. You will be required to supply TVCA with a quarterly forecast in advance of releasing the payment. Leave blank if you do not need advance payments.

**Application Check list:**

Complete and submit the application form by the published deadline to creativeplace@teesvalley-ca.gov.uk.

Make sure you attach the following:

* Project Budget and Methodology/Delivery Plan using the template provided.
* Your most recent audited accounts (Lead Applicant only)
* One additional document which supports your application (optional)

PRIVACY POLICY