



## Morecambe Town Council

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[www.morecambe.gov.uk](http://www.morecambe.gov.uk)

### **Morecambe Town Council - Festival, Sponsorship and Events Criteria**

Morecambe Town Council offers an opportunity for organisations to receive support through festivals, sponsorships and/or events, alongside specified criteria to ensure that public funds are used in ways that benefit groups of residents and protect the interests of residents in the future. The Council therefore encourages applications from local community-based not-for-profit or charitable organisations including voluntary groups, societies, clubs (including sports clubs and youth clubs), playgroups, and schools (for activities such as educational trips or special events not on the normal curriculum) to name a few.

#### **1. General Criteria**

- a) Each application will be considered on its own merit and applicants can apply for no more than £10,000.00. At the discretion of the committee, they can make a recommendation to Council for a larger award to be granted.
- b) There will be one application window per year.
- c) The value of each grant will be at the discretion of the Council but the benefit to the area or inhabitants must be commensurate with the expenditure.
- d) The purpose for which the grant is made must be in the interest of the Morecambe Town Council area or any part of it or all or some of the inhabitants.
- e) Organisations and groups may be expected to contribute some of their own funds to the project.
- f) The Council will take into consideration any previous grants made to an organisation or group when considering a new application.
- g) No grant will be awarded to or for any commercial venture unless the Committee is minded it is of significant benefit to the town as a whole and provides conditions as such to support the project.
- h) Applications made retrospectively will not be considered.
- i) Funding can be used for capital projects or for running costs.
- j) The Council regrets that, by law, it is not able to make grants to individuals (Section 137 of the Local Government Act 1972).
- k) All organisations must be able to demonstrate a bank account held in the name of the organisation.

- l) Applicants must be willing to attend a meeting of the Council to respond to any questions the Council may have.
- m) The decision of the Council is final. Organisations are unable to reapply for a grant for the same project if the Council has already made a decision not to fund the project, unless the application is returned in a substantially modified form.
- n) Applicants should demonstrate any progression towards financial self-sustainability and evidence a clear and appropriate marketing campaign that will encourage participation.
- o) Applicants should highlight any benefits that will enhance the business economy.
- p) Applicants should demonstrate partnership working, where appropriate, with other community groups and organisations.
- q) All events must be held within eighteen months of the date on the submitted application form.
- r) The Council will not consider applications for digital events/festivals that can only be attended remotely via the internet.

## **2. Assessment**

The Council will consider the following when assessing the application against the criteria:

- a) How well the project meets the needs of the community and provides positive benefit to the inhabitants.
- b) How effectively the organisation will use the funding to meet the needs of the project.
- c) Whether the costs are appropriate and the project is achievable within the budget.
- d) What level of contribution has been, or will be, attempted to be raised by the organisation.
- e) How the organisation or group is managed as indicated within their constitution or governing document.
- f) How inclusive the project will be.
- g) How the applicant intends to recognise the contribution of the Council.
- h) Applications may be called for interview during assessment.

## **3. Conditions**

- a) All grant recipients are required to provide the Council with a brief report, including photographs, of how the grant has been utilised; how it has assisted the organisation or group and what it has achieved. Such report (or extracts from it) may be published in the Council's newsletter, on its website, in press releases, on social media, and any other promotional platforms available to the Council. This report must be submitted within one month of the completion of the project or event for which the funding was awarded.
- b) Funding cannot be used to support any activities that promote religious/political beliefs.
- c) All grant recipients will be required to partake in a photo call with the Council.
- d) Whilst the acceptance of a grant will be taken as permission for the Council to publish such material in its newsletter and promotional platforms, the organisation or group is responsible for ensuring that all necessary permissions are obtained for publication of photographs.

- e) If the grant is put to purposes other than those for which it was awarded, without the prior approval of the Council, the recipient organisation or group will be required to repay the grant to the Council.
- f) If the grant is unable to be used within the stated timescale, without an extension granted by the Council, monies must be returned to the Council.
- g) Grant recipients will be required to acknowledge the grant from Morecambe Town Council. The exact nature and extent of this crediting will be determined by the Council's Communications Officer following consultation with the grant recipient. This may include some or all of the following:
  - Logo crediting on any printed materials, including (but not limited to) brochures, flyers, banners, posters, vinyls etc.
  - Text crediting within e-newsletters, social media posts, website articles, press releases etc.
- h) Projects must align to the policies of Morecambe Town Council.
- i) The organisation must sign a statement, agreeing to having read and agreed to the conditions of the Council.
- j) On completion of the project, organisations applying for a grant of less than £1,000 will be required to submit invoices and bank statements. Organisations applying for a grant of £1,000 or more, but less than £10,000, will be required to submit invoices and accounts to support their application, in addition to bank statements. Organisations applying for a grant of more than £5,000 will be required to submit verified accounts, in addition to bank statements.. When funding will be released will be considered on a case-by-case basis, and all monies will be supplied prior to an event taking place unless otherwise advised.
- k) All applicants are responsible for their own health and safety requirements, including insurances and safeguarding.
- l) All applicants must demonstrate how they will manage waste collection.
- m) Applicants should not publish promotional material on buildings and infrastructure without permission and should not illegally fly post.
- n) Applicants must return any unused funds.