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## **Taste the Island Tourism Events Scheme 2019 Guidelines for Applicants**

### **1.0 Introduction**

Taste the Island is a collaborative initiative developed in partnership with Tourism Northern Ireland, Fáilte Ireland and Tourism Ireland. It is an annual celebration of our food and drink culture, taking place across September, October and November 2019.

In recent years, Northern Ireland has made significant strides in strengthening the breadth and quality of our food and drink offer. The Taste the Island Initiative will build on the success of the Northern Ireland Year of Food and Drink 2016 and Northern Ireland's 'Best Food Destination' accolade at the International Travel and Tourism Awards in November 2018. The overall ambition for this project is to drive economic benefit by extending the season, encouraging regional spread of visitors with a call to action to increase the perception visitors have of local food and drink produce.

Food and drink can play a starring role in delivering great festivals and events. It is a vital component of the visitor experience and all events have a massive opportunity to celebrate and integrate Northern Ireland food and drink into their fabric.

A Tourism Event is classed as an event occurring on 1 day or over a period of several consecutive days (**there must be no break in days**). It will attract visitors to travel to and stay in Northern Ireland and offer an authentic Northern Ireland experience. The event will attract additional spectator and participant spend, increase the occupancy rate of local accommodation, provide a positive image of Northern Ireland, give the visitor a true Northern Ireland experience and leave a lasting legacy.

Tourism NI is offering support to events that showcase new or enhanced activity which best demonstrate activity that fulfill the objectives outlined for the Taste the Island Tourism Events Scheme 2019.

The Taste the Island Tourism Events Scheme 2019 is open to eligible events taking place between 1 September 2019 and 30 November 2019.

### **2.0 Aims and Objectives**

The primary aim of the Taste the Island Tourism Events Scheme 2019 will be to support the celebration of Taste the Island.



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The key objectives of supporting events will be to maximise opportunities to:

- Enhance the reputation of Northern Ireland's food and drink offering at events
- Celebrate Northern Ireland's food and drink i.e. using local produce, awareness of provenance, quality and value for money
- Support, promote and celebrate Taste the Island initiative
- Develop a promotional programme of events from September 2019 to November 2019 to support the Taste the Island activity
- Generate economic benefits for Northern Ireland through increased visitor numbers and spend
- Address regional spread
- Elongate the tourism season

This scheme is to act as a catalyst and motivator for the events industry. It does not provide core or long-term funding.

### **3.0 Parameters**

Events must satisfy the below parameters to apply to the Taste the Island Tourism Events Scheme 2019:

- Total visitor numbers greater than 1,000
- Events must have an overall minimum income of £30,000 through ticket sales, private sponsorship, other public sector, merchandise etc. (prior to receiving support from Tourism NI)
- Events must have an overall minimum expenditure of £30,000 (prior to receiving support from Tourism NI)
- Demonstrate how the event will showcase the authentic Northern Ireland food and/or drink (new or uplift of existing element/s)
- Demonstrate how the event will support, promote and celebrate Taste the Island initiative
- Sponsorship support available £3,000 (inclusive of VAT) - £10,000 (inclusive of VAT)
- In-kind support not included in the budget

### **4.0 Requirements**

Tourism NI will appraise your application to the Taste the Island Tourism Events Scheme 2019 by taking into account the following areas:

1. Taste the Island Event Experience
2. Support, promote and celebrate Taste the Island
3. Tourism Economic Impact



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4. Finance
5. Equality of Opportunity and Accessibility

Additional Priorities include:

- Addressing regional spread
- Elongate the tourism season

Full details of the requirements are explained in Section 6.0.

Tourism NI is under no obligation to provide sponsorship to any event and it remains in their absolute discretion not to sponsor an event for any reason whether stated above or not.

### **5.0 Who can apply?**

Applications will be open to legally constituted organisations or individuals in the public, private or voluntary sectors.

Event organisers may only submit one application per event to this Scheme if they meet the Parameters and can demonstrate the Requirements outlined. Any financial award offered will depend on the overall budget available to Tourism NI and the number of applications received.

*If you have been successful in receiving support via the Tourism Event Funding Programme 2019/20 you will only be required to complete Requirements 1 and 2 of the application.*

Who is not eligible to apply?

- **Conferences/Exhibitions**
- **Community Festivals**

### **5.1 How to apply**

Please refer to [tourismni.com/events](http://tourismni.com/events) for full application details.

For events taking place between 1 September 2019 and 30 November 2019, the call for applications will open on Monday 17 June 2019 at 12 noon and close on Monday 8 July 2019 at 12 noon.

**No applications received after this date will be considered.**



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An online application will be available for all applicants during the open call. It is important that applicants demonstrate, by example and evidence how their event meets the 5 Requirements described below. **It is not enough to replicate text in the guidance notes.**

*If you have been successful in receiving support via the Tourism Event Funding Programme 2019/20 you will only be required to complete Requirements 1 and 2 of the application.*

**Please note: all responses are stand alone. The scoring panel will not take into account information presented in another part of the application.**

The application form requires applicants to state if they have ever been declared bankrupt, or are awaiting any criminal or civil proceedings against them, or if they have unspent criminal or civil convictions. Applications must also state if they have any outstanding court judgements against them.

If an applicant answers 'Yes' to any of these areas they will be required to provide detailed evidence to support their application.

Once assessed, all applications will be brought before a panel for approval.

## **5.2 Sponsorship Award**

Successful applicants will be issued with a sponsorship agreement. The agreement will include a tailored overview of requirements for Tourism NI.

The value of the package can range from £3,000 (inclusive of VAT) - £10,000 (inclusive of VAT).

## **5.3 Payment**

Payment will be made in one instalment and must be claimed 10 weeks after the event. This is a simple post event reporting process, details of which will be included in the Sponsorship Agreement.

Payments are made using budget from Central Government. If Tourism NI do not receive adequate budget to cover the Tourism Event Funding Programme, we can suspend, end or reduce the amount we offer.

## **6.0 Explanation of Requirements**

### **Requirement 1: Taste the Island Event Experience**



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Our focus is attracting visitors to attend events and within this section of the application, you should clearly outline which visitor segments you are targeting, and how you will tailor your Northern Ireland food and drink activity to encourage them to visit.

The reader must clearly understand how the event programming will appeal to the visitor:

- What is the major uplift in the local food and/or drink experience?
- What new authentic food and/or drink experience will you be delivering?
- If a new event, how will it focus on use of Northern Ireland food and/or drink?

This may include but is not limited to:

- Cookery demonstrations, pop up destination kitchens within the event
- Tours and demonstrations
- Multi-disciplinary food experiences – working in partnership with local food and/or drink suppliers
- Seasonal fresh local produce
- Using Northern Ireland PGI products
- Local food and drink messaging within the event
- Does the food and drink link to your audience?

How will your event incorporate local food and drink produce and suppliers at the event? How will you work in partnership to enhance the food offering at your event? It is important to engage and use local suppliers at your event.

*If you have been successful in obtaining support from the Tourism Event Funding Programme 2019/20 you must clearly identify how you will uplift activity and what is new from your previous event. If you are a new event, please clearly outline the food and drink experience for the visitor.*

### Know your visitor

Understanding your visitor is the starting point to how your event will appeal and attract them to visit. Within this section of the application, clearly paint a picture of your target visitor(s) and demonstrate how the food and drink experience will attract them to your event. Below is an outline of the key visitor segments.

#### Republic of Ireland Priority Segments

- Active Maximisers
- Open to Ideas

#### International Segments

- Culturally Curious
- Great Escapers



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- Open Minded Explorers
- Social Energisers

For full details on the visitor segments please visit [www.tourismni.com](http://www.tourismni.com) / Taste the Island Toolkit.

### **Requirement 2: Support, promote and celebrate Taste the Island 2019**

In this section of the application process it allows you to outline how you will celebrate, support and promote Taste the Island. As this is the first year of this initiative, events have an opportunity to celebrate and encourage the messaging and the brand to visitors.

Consider:

- How will you market and communicate to the visitor?
- What food and drink messaging will you use to target the visitor?
- Will your messaging include Northern Ireland food and drink?
- Will you incorporate images of local Northern Ireland food/drink/landscapes/destinations within your communication channels?
- Within your messaging is there an opportunity to include Taste the Island? e.g. #TasteTheIsland, #DiscoverNI
- How can you celebrate Taste the Island at your event e.g. promote local produce on menu boards, profile local providers and promote local ingredients?
- Use of a Compere to deliver local food and drink messages?
- Educate staff on food and drink offering at events and ensure delivery of a Northern Ireland message?
- Branding opportunities at your event?

### **Requirement 3: Tourism Economic Impact**

*Please do not complete this section if previously supported via the Tourism Event Funding Programme 2019/20.*

The tourism economic impact refers to the total amount of additional expenditure generated within the area, as a result of the event. For most events, spend by visitors and participants is a big factor in generating economic impact. Spend by the organiser is another important indicator. There are two sections in this requirement.

#### **3a. Visitor and Participant Numbers**

Events applying to the Scheme must demonstrate visitor numbers greater than 1,000.



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You will be asked to enter the total visitor and participant numbers projected for your event and a percentage breakdown of where visitors and participants will come from. It is important to be open and honest when submitting the number of visitors and participants who will attend the event. You will be asked to provide the methodology used to calculate your percentage breakdowns.

**Please keep visitor and participant numbers separate.**

You will be asked to demonstrate the event's ability to attract visitor and participant numbers to areas of Northern Ireland, during and/or after the event.

Please consider:

- Ticketed Event – measuring attendance can be monitored by ticket sales or tickets surrendered at entrance points. Please give details of ticketing including complimentary tickets
- Free Event – attendance at free events is more difficult to measure; consideration should be given to venue capacity, number of entrances, duration of event, viewing points etc.
- Consider – benchmarking against other events, surveys, police estimates
- For participants please give a clear breakdown of participant types and roles

*What is classified as a 'visitor' for tourism events?*

For tourism events, a visitor is classified as someone who comes to spectate or attend the event. They can either buy a ticket to attend the event or gain free entry.

*What is classified as a 'participant' for tourism events?*

For tourism events, participants are principally people participating in or running the event. Some typical subgroups of participants will include:

- Team Participation
- Officials
- Volunteers
- Media
- Organisers
- Artists

**3b. Bednights**

In this section, you will be asked to provide details on the economic impact of the event. Please enter the number of bednights for each type of accommodation that your visitors and participants will use, and the average number of nights that visitors and participants will stay overnight as a result of the event. Clearly outline the following:



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- Number of visitors staying overnight
- Number of nights visitors will stay
- Number of participants staying overnight
- Number of nights participant will stay

Please explain how your event will encourage overnight visitors? Do you have evidence and examples from previous events?

#### **Requirement 4: Finance**

*Please do not complete this section if previously supported via the Tourism Event Funding Programme 2019/20.*

You will be asked to provide a budget breakdown for your event. It is important not to inflate your budget. Tourism NI is not a core funder of events and this is a sponsorship scheme.

Events must have a minimum income of £30,000 through ticket sales, private sponsorship, other public sector, merchandise etc. Tourism NI support cannot be included as part of the minimum income requirements.

Events must have an overall minimum expenditure of £30,000 prior to receiving Tourism NI monies.

Applications that do not provide a budget may be ineligible and may not be scored.

Please note: in-kind support is an important element in the delivery of events but should not be included in your budget breakdown.

The assessor may contact the event organiser for further clarification if required.

#### **Requirement 5: Equality of Opportunity and Accessibility**

*Please do not complete this section if previously supported via the Tourism Event Funding Programme 2019/20.*

Section 75 of the Northern Ireland Act (1998) requires businesses (in the case of the event industry, event organisers) to pay due regard to the need to promote equality of opportunity for the following groups:

- Between persons of different religious beliefs, political opinion, racial group, age, marital status or sexual orientation
- Between men and women generally



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- Between persons with a disability and persons without

It is not sufficient to state that the venue where an event is taking place already complies with the requirement of Section 75 of the Northern Ireland Act (1998).

Event organisers must also consider promoting good relations between persons of different religious belief, political opinion and racial group.

Specific pieces of legislation such as the Sex Discrimination (NI) Orders 1976 and 1988, the Fair Employment (NI) Acts 1976 and 1989, the Disability Discrimination Act 1995 and Race Relations (NI) Order 1997 all describe legislations which will be relevant to event organisers, especially with regard to paid employment, volunteer programmes and access to events.



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**All applicants must adhere to the below commitments:**

As a participating business or event organiser I commit to:

- Promoting and celebrating Taste the Island
- Strive to use produce from Northern Ireland
- Prioritise sourcing of local food and drink produce
- Increase awareness of local provenance
- Embrace a seasonal mindset
- Strive to deliver quality and value for money
- Strive to operate sustainably and minimise and manage waste responsibly