



Llywodraeth Cymru
Welsh Government

GUIDANCE, DOCUMENT

Sport and culture events: application guidance and funding criteria

The criteria sport and culture events must meet to be able to apply for help with funding.

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Introduction

This guidance note contains advice for event owners and organisers wishing to apply for Welsh Government Event Wales funding, for sport or culture events, and must be read in full before making an application. There is a similar, but separate, application process for business events (MICE): [Business events: applicant guidance and funding criteria](#)

Before making an application, you must speak to a member of the Event Wales team to determine if your event and proposal aligns with our [The National Events Strategy for Wales 2022 to 2030](#) ('Strategy') and budget availability for the year in which you wish to apply. Please contact us with a brief outline of your event/proposal at eventwales@gov.wales and a member of the team will aim to contact you within 10 working days to arrange a discussion. Lead in times for consideration of any award of funding are usually a minimum of 12 to 18 months so this will need to be factored into your planning.

As part of that discussion we will also consider with you, and any other potential funders (such as Arts Council of Wales, sport governing body or your local authority), how your proposal aligns with their strategic priorities, the range of impacts and strategic outputs which we would expect to be delivered as a result of our investment in your event and to ensure there is no potential for duplication of funding awarded by other bodies.

Purpose of Event Wales grant funding

Event Wales is not a recurring grant giving body or sponsor. We operate as a time-limited strategic investor to support the establishment of new events, development and growth of existing events, or to attract major international events to Wales which can deliver economic, social and other positive impacts

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to Wales.

The purpose of Event Wales funding is not to relieve budget pressures and will therefore not be provided for existing core event delivery costs. We are also unable to fund capital costs or performer fees. Instead, we aim to bring added value to an event, through support for new or enhanced event related activities, which deliver positive economic and social impacts to Wales and/or raise Wales' international profile (or to prevent the discontinuation of such activities which would have a detrimental effect on existing impacts), such as:

- marketing and promotion activity to attract additional or new audiences into Wales, or to profile the Cymru Wales brand in key international tourism and business markets
- additional production and staging costs which will support the growth and development of the event
- rights fees
- event related training and development, or creation of new jobs e.g. Equality, Diversity and Inclusion training for event staff, employment of a dedicated Marketing Manager to deliver enhanced marketing activity which results in additional economic or international profile impacts for Wales
- providing opportunities for Welsh or Wales based artists and athletes to perform to international audiences or to provide opportunities for Welsh audiences to experience international events and performances that otherwise may not be possible.

How we will assess your request for funding

Stage 1

Following the initial discussion with one of our team, if we determine your event and proposal potentially aligns with our Strategy, you will be asked to complete

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an application questionnaire to provide further, detailed, information about your event, organisation, purpose of funding request and what 'added value' this will deliver to enable us to fully assess whether your event meets the strategic priorities of Event Wales.

Completion of the application questionnaire is not a guarantee of funding. Only once an assessment of the information provided has been satisfactorily completed, and due diligence checks undertaken, will your application be put forward for consideration by Ministers. You should therefore not commit yourself to any additional or avoidable expenditure related to your application until this process is completed and a funding award letter has been issued by us and accepted by you.

Your proposals will be assessed against the **funding criteria**, appropriate to the nature and scale of your event. When completing the questionnaire, it is important that you include firm evidence of how your event meets the criteria. For existing events, you must provide data (visitor numbers etc) from the most recent event. For new events, please reference any research into events of a similar nature and scale.

In addition, you will need to evidence and include information on Local Authority, or any other relevant body, support (financial or in-kind) confirmed or sought for your event.

When completing the economic impact section of the questionnaire, you should calculate the economic impact of your event using the free to access **eventIMPACTS calculator** and provide a copy of this with your questionnaire. The host economy should be defined as Wales, not the town or region where your event is held. Further guidance on using the calculator is available on the Event Impacts website and the Event Wales team can provide support and advice also.

The assessment form should be returned by email to the appraisal officer who

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undertook the initial discussion.

Should your application be approved, the information provided will be used as the basis of targets for inclusion in your Award of Funding (e.g. economic impact). Funding will be released, typically, in 4 instalments (2 pre and 2 post event). The final instalment is conditional upon achievement of these targets so you must provide as accurate information as possible as failure to meet targets, in the absence of any mitigating circumstances, may lead to a corresponding reduction of the grant awarded.

Stage 2

Subject to satisfactory assessment of your questionnaire, you will be asked to provide a detailed business or event management plan.

As a minimum, this plan must cover the following:

- aims, objectives and targets
- governance and management arrangements with details of relevant experience
- budget forecasts (income and expenditure projections for each year of funding applied for including any other funding support sought or secured – including Value-In-Kind)
- risk management plan
- marketing plan
- legacy plans

You must also submit the following where these are in place or, otherwise, information regarding your plans to develop and implement such policies during the funding period.

- Welsh language policy (which aligns with the Welsh Language (Wales)

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Measure 2011)

- Sustainable event management policy (which aligns with the BS ISO 20121 Standard on Sustainable Event Management)
- Equality, Diversity, Inclusion policy (which aligns with the Equality Act 2010)

The Event Wales team can provide advice and guidance on these and further information and resource links are available on our website e.g. the “**Helo Blod**” Welsh language advice service

We will use your business/management plan to assess your experience of successfully delivering events and the overall viability of your proposals both financially and in terms of delivering a long-term positive impact for Wales. At this stage due diligence checks will also be undertaken and you may be asked for further information, such as up to date management accounts, to assist this.

We may also share your proposal with relevant colleagues in other Welsh Government departments for additional views on the how the proposal aligns with their strategies or provides opportunities to leverage associated benefits. This could include, but is not limited to: Visit Wales, Creative Wales, International Relations, Transport, Health and Education. Where relevant we will also seek the views of, or confirmation of funding from, external bodies such as the Arts Council of Wales, Sport Wales or appropriate Local Authority.

Our Strategy highlights the importance of strong partnerships and the business plan for delivering your event should explore opportunities to forge new strategic alliances and develop new forms of collaboration with public and private partners across geographic, organisational and sectoral boundaries. Consideration of geographic and seasonal spread of events across Wales will also be taken into consideration when assessing your proposal.

As funding for indigenous events is to support establishment, growth and development, we encourage applications which look to do this over several years (typically three). This not only allows us to assess the long-term impact of

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our funding support but provides applicants with some stability to grow sustainably and develop longer-term proposals which may be more cost effective, and impactful, than short-term activities. Applications must demonstrate how any ongoing activity and positive impacts will continue to be delivered and supported beyond the funding period.

Major international events will typically take place in one year only and Event Wales funding will be directed towards bidding for and leveraging the associated economic and other benefits of hosting these events in Wales.

Timetable

There are no 'bidding rounds'. Applications may be submitted at any time, and for any future year, subject to eligibility and available budget. We will not consider requests for retrospective funding.

The international events industry is highly competitive and built on long term planning, with lead in times of several years for some events. As a result, significant proportions of the Event Wales budget can be committed several years in advance and our lead in time for consideration of funding support is normally 12 to 18 months as indicated above. You should therefore speak to us at the earliest possible opportunity - we are happy to discuss proposals in draft and revisit these when they are further developed. We will not consider any applications for an event due to take place within 6 months of first contact, other than in exceptional circumstances and subject to available budget and other competing priorities at that time.

Once all requested documentation has been received and we have completed our assessment and due diligence checks, advice will be submitted to Ministers for consideration. The timescale for assessment and decision making can be subject to a number of factors so whilst we will endeavour to provide a decision

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to you as soon as we can, we recommend that you allow a minimum of 12 weeks for your application to be fully processed.

If the decision is taken not to support your event we will provide you with the reasons why as soon as we are able to.

If your application is approved, a formal Award of Funding will be discussed with you and must be accepted by you before the funding is made available to you.

Further advice on this will be provided at the time of notification of a successful application.

UK subsidy

Awards of funding will be made under one of the Event Wales schemes below depending on the nature of the application.

- **SC10185: Welsh Government Culture and Heritage Conservation Scheme**
- **SC10591: Major sporting events 2022 to 2030**

Privacy

All information submitted to us in pursuance of Event Wales funding, including any personal data we collect will be managed in accordance with the advice in this guidance and the **Welsh Government's Privacy Notice for Grants**.

Grant documentation held by the Welsh Government, will be retained for at least 10 years, in accordance with the Welsh Government Retention and Disposal Schedule and the Welsh Government Grant Privacy Notice.

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All successful awards of funding, including their value, will be published in a Decision Report on GOV.WALES.

Awards in excess of £100,000 will also be published on the [UK Subsidy Register](#) in line with UK Government requirements.

If you join Event Wales' stakeholder database to receive sector related updates or invitations to information events, any personal information provided for this purpose will be managed in accordance with the Event Wales Contacts Privacy Notice.

Funding criteria/impact indicators

Place

- Number of (unique) visitors from outside Wales
 - National wellbeing goal: prosperous
- Net additional contribution to Welsh economy (using EventIMPACTS)
 - National wellbeing goal: prosperous
- Value of contracts to local suppliers
 - National wellbeing goal: prosperous
- Other private or public sector investment leveraged
 - National wellbeing goal: prosperous
- Innovation, engagement and interaction with appropriate businesses
 - National wellbeing goal: prosperous
- No. of skills training opportunities created (eg quality internship or student placement)
 - National wellbeing goal: prosperous

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Planet

- Sustainability/Waste management plan in place
 - National wellbeing goal: resilient
 - National wellbeing goal: globally responsible
- Public commitment to environmental practices/circular economy approach e.g. strategy in place to encourage attendees to use sustainable transport
 - National wellbeing goal: globally responsible

People

- Plan in place to promote participation in arts, culture, heritage or sport/ physical activity to targeted audiences
 - National wellbeing goal: healthier
 - National wellbeing goal: vibrant culture and thriving Welsh language
- Equality, Diversity, Inclusion policy in place (aligning with the Equality Act 2010)
 - National wellbeing goal: more equal
- Commitment to the Code of Practice on Ethical Employment in Supply Chain
 - National wellbeing goal: more equal
- Targeted local community engagement plan in place
 - National wellbeing goal: cohesive communities
- Number and nature of outreach programmes
 - National wellbeing goal: cohesive communities
- Number and nature of volunteer opportunities created
 - National wellbeing goal: cohesive communities
- Welsh Language policy in place
 - National wellbeing goal: vibrant culture and thriving Welsh language
- Number of planned territories for media engagement (or with other relevance)

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such as base location of visiting artists or athletes)

- National wellbeing goal: n/a
- Number of Social media followers/engagements for the event
 - National wellbeing goal: n/a
- Plan to integrate Cymru Wales brand values into event marketing
 - National wellbeing goal: n/a

The Well-being of Future Generations (Wales) Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. There are 7 connected well-being goals for Wales. Read the 'Essentials Guide': [Well-being of future generations act: the essentials | GOV.WALES](#)

Useful resources, guidance and toolkits for events in Wales

The Welsh Government does not accept any responsibility for any content supplied by third parties. Where our website contains third party content and/or links to other sites and resources provided by third parties, these are provided for your information only. The inclusion of third party content or links to the same should not be interpreted as endorsement or approval by us of that content or information you may obtain from those links.

Equality

Tackling poverty and inequality is central to the Welsh Governments' Programme for Government. All events in receipt of funding from Event Wales/ Welsh Government are required to have in place and apply equality policies covering employment, use of volunteers and provision of services, in accordance with the [Equality Act 2010](#). Guidance on protected characteristics can be accessed from the [Equality and Human Rights Commission](#)

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[Homepage | EHRC \(equalityhumanrights.com\)](https://equalityhumanrights.com)

The United Nations Convention on the Rights of the Child is part of Welsh Law through the Rights of Children and Young Persons (Wales) Measure 2011. A full list of the protected rights (known as Articles), and further information, is available via the following link [The United Nations Convention on the rights of the child poster \(gov.wales\)](#)

Welsh language

The Welsh Language (Wales) Measure 2011 gives the Welsh language official status in Wales, and establishes the principle that the Welsh language should be treated no less favourably than the English language.

The Welsh Government is committed to supporting the Welsh language and culture and The Cymraeg 2050: A million Welsh speakers Welsh language strategy ([Cymraeg 2050](#)) provides a vision for the growth and further development of the Welsh language. An important focus of the strategy is ensuring that there are opportunities for people, especially young people and new speakers, to use the Welsh language socially

You are encouraged to take a creative and inclusive approach to use of the Welsh language. This includes actively promoting and facilitating the Welsh language at your Event, and ensuring that there are opportunities for visitors to use the Welsh language at the Event.

For general advice on providing services bilingually and for information on which organisations are able to support you, please contact the Welsh language advice service “[Helo Blod](#)” on 03000 258888 or e-mail heloblod@gov.wales with your query.

The Welsh Government’s Guidelines on Communications and Marketing and the

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Welsh Language Standards also provides helpful guidance and is available at [Welsh Language Standards: communication and marketing guidelines | GOV.WALES](#)

Well-being of Future Generations

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. This will help us to create a Wales that we all want to live in, now and in the future. To make sure we are all working towards the same vision, the act puts in place 7 well-being goals:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

Sustainable event management

Your use of the Funding must contribute to, and align with, the ambitions and actions set out in **Beyond Recycling** (e.g. removing unnecessary single-use items; supporting behavioural change through behaviours at events; minimising food-waste; keeping materials in use for as long as possible; supporting circular business models) and commitment to a [Net Zero Wales | GOV.WALES](#)

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BSI standard on sustainable event management: ISO20121:2012

BSI Standard on Sustainable event management: ISO 20121:2012 is based on the earlier British Standard called 'BS 8901 Specification for a Sustainability Management System for Events' which was first developed in 2007. Due to the high level interest in BS 8901, it was decided to create an international version of the standard to coincide with the London 2012 Olympics.

Please note there may be costs associated with subscriptions on the following website:

In simple terms, **ISO 20121:2012 (Event sustainability management systems. Requirements with guidance for use)** describes the building blocks of a management system that will help any event related organisation to:

- continue to be financially successful
- become more socially responsible
- reduce its environmental footprint

Organisation for Economic Co-operation and Development (OECD): global events guide and toolkit

The OECD defines global events as 'events of a limited duration that have a global reach, require significant public investment and have an impact on the population and built environment'.

The **Global Events Toolkit** turns the **OECD Recommendation on Global Events and Local Development** into practice. It provides concrete guidance to local and national governments, event organisers and hosts. It proposes concrete actions to take into account throughout the life-cycle of global events,

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including the pre-bidding, bidding, operational and delivery, and evaluation phases. For more information please visit [The OECD Recommendation on Global Events and Local Development](#)

International Association of Event Hosts (IAEH)

The IAEH exists for representatives of international destinations to collaborate together to generate the best possible value from hosting major sporting and cultural events, and provide a voice for not-for-profit hosts of events.

IAEH provides a platform for members to learn from the successes and challenges of major events, share knowledge and generate greater long term social and economic benefits from hosting events.

Whilst most documents are available to members only there are a number of publicly accessible resources available here [Resources Archive: International Association of Event Hosts](#)

eventIMPACTS.com

The [eventIMPACTS toolkit](#) is intended to provide organisers and supporters of public events with some key guidance and good practice principles for evaluating the Economic, Social, Environmental and Media related impacts associated with their event.

UK Sport

UK Sport is the lead government agency for major sporting events at the UK level. We work closely with our sporting and hosting partners to ensure that the UK successfully bids for and stages a range of the world's biggest international

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sporting events. For further information on support services and event research and impacts visit [Investing in events | UK Sport](#) or here for their latest [Environmental Sustainability Strategy](#).

Protect UK

The Protect Duty, also known as 'Martyn's Law, is part of the UK government's response to the [Manchester Arena Inquiry Volume 1](#) which recommended the introduction of legislation to improve the safety and security of public venues. It will place a requirement on those responsible for certain venues to consider the threat from terrorism and implement appropriate and proportionate mitigation measures. Launched in 2022, [ProtectUK](#) is a new central hub for counter terrorism and security advice.

WRAP Cymru

[WRAP Cymru](#) works with governments, businesses, and communities to deliver practical solutions to improve resource efficiency around the world.

Vision 2025

Founded in 2015, Vision 2025 are a not-for-profit group driven by a steering group of outdoor events industry associations and leaders in the field of sustainability in live events and the arts. [Vision:2025](#) grew from their sister project Powerful Thinking and is hosted by Julie's Bicycle.

Hynt Cymru

[Hynt](#) is a new national access scheme that works with theatres and arts centres

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in Wales to make sure there is a consistent offer available for visitors with an impairment or specific access requirement, and their Carers or Personal Assistants. Hynt is an Arts Council of Wales initiative managed by Creu Cymru in partnership with Diverse Cymru.

Attitude is Everything

Their vision is to see music and live event industries valuing disabled people as audience members, performers, professionals and volunteers. **Attitude is Everything: Improving access together**

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For more information refer to our [accessibility statement](#).

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