

St David's Day 2026: Pilot Support Fund

Applicant Guidance notes

Timeline table

Wednesday 15 October 2025	Grant scheme application opens
Friday 14th November 2025	Application deadline 12:00 (midday)

These guidance notes are intended to help you to complete the funding application for the St David's Day 2026: Pilot Support Fund.

The Aims of the pilot fund:

1. The Welsh Government is looking to maximise the opportunities and benefits for celebrating St David's Day in 2026 by supporting new and innovative projects, activities and events in the lead up and on St David's Day 2026 (16 February - 1 March 2026) in Wales which promote traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language.
2. The Welsh Government's objectives around the celebrations are:
 - To support a programme of activity to strengthen Wales's approach to **celebrating St David's Day** domestically.
 - **To Promote Welsh culture and heritage** - Showcase traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language.
 - **Engage All Communities Across Wales** - Encourage participation from local councils, community groups, and schools. Support inclusive events which build awareness of shared Welsh identity and values, reflecting the diversity of modern Wales.
 - **Support Welsh Creatives and Businesses** - Provide platforms for Welsh artists, performers, and makers to exhibit their work. Promote local businesses through themed markets or partnerships, increasing

footfall in areas with activity, supporting events that will have a positive impact on local businesses e.g. hospitality, music venues.

- **Increase Visibility Nationally** - Use digital media and platforms to strengthen Wales's online approach to **celebrating St David's Day**, showcasing stories from traditional and contemporary Welsh culture as well as sharing events and activities for the celebrations
3. Whilst many organisations, in Wales and globally, will look to support their own range of activities to celebrate our national day, the Welsh Government is establishing a fund that aims to add value to a small number of **new** exceptional projects that can deliver on our core objectives.
 4. Total revenue funding of up to £750,000 is being made available for this Pilot Support Fund. Organisations may bid for a maximum of £5,000, £20,000 or £40,000 to deliver a project, activity or event.
 5. Applications must represent good value for money which will form part of the assessment. We do not expect applicants to request the maximum unless the need is clearly demonstrated in their application.
 6. Applications will be assessed against value for money, potential to generate a significant impact in line with our objectives and the ability to deliver activities effectively within a short period of time.
 7. We encourage applications submitted through collaboration or partnership arrangements. If an unincorporated organisation or constituted group is working in partnership with a fully constituted organisation, the application must be submitted by the constituted organisation, which will act on behalf of the partnership.
 8. Projects that benefit a single organisation or business are not eligible. The purpose of the grant is to support initiatives that deliver wider community benefits. Applications must demonstrate how the proposed project will have a positive impact beyond the interests of a single entity. Projects that solely enhance the operations, profitability, or visibility of one organisation or business will not be considered.

Who can apply:

9. All applicants must:

- Be based and operating in Wales.
- Be from eligible organisations able to deliver on a local, regional or pan Wales basis.
- For public facing activities, events and workshops - Applicants must have:
 - proven track record in delivering local, regional or national public events
 - provide evidence of past experience to demonstrate the ability to organise and deliver projects such as a post-event report including photos, videos and audience feedback and have clear governance, safeguarding, inclusion, and equality policies in place.
- For digital development related projects – Applicants must have a proven track record in developing relevant online content / assets and provide evidence such as links to previous projects.

10. Applications are open to legally constituted local, regional and national organisations and community groups, including but not limited to:

- Legally constituted group
- Registered charity
- Community Interest Company / Social enterprise
- Charitable Incorporated Organisation
- Community Council
- Town Council
- Regional organisations, local authorities and cultural institutions,
- Welsh Government Sponsored Bodies
- National organisations

11. This fund is not intended to support Local Authorities in the main but local, regional and national organisations which can work alongside and in partnership with the relevant authorities.

How much can you apply for?

12. Applicants can request between £1,000 and £40,000. Application requests below or over this guideline threshold may be considered. The fund is split into three levels for funding:

Small grants – Applicant Eligibility Criteria

13. You can apply for a small grant from £1000 to £5000 for your organisation to deliver a St David's Day celebration project, event or activity at a local or neighbourhood level

Medium grants – Applicant Eligibility Criteria

14. You can apply for a small grant from £5000 £20000 for your organisation to deliver a St David's Day celebration project, event or activity which will have a regional or multi-community impact.

Large grants – Applicant Eligibility Criteria

15. Applications for up to £40,000 are open to national organisations based in Wales with proven experience of delivering traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language

The funding allocation is divided into regional and sectoral pots in order to ensure a wide geographical spread of projects and sectors involved.

What projects are we looking to support?

16. The application for funding must be related to the development and running of projects, activities or events that will maximise the opportunities and benefits for celebrating St David's Day in). This can include but is not limited to:

- Physical indoor / outdoor events, celebrations, performances, such as; twmpaths, parades, music, language and artistic performances in hospitality/music venues.
- Workshops, sports activities, markets and food-based events led by community, local, regional and national bodies, to showcase St David's Day celebrations.

- Welsh language focused activities and events and opportunities for Welsh learners.
- Projects that use digital media and online platforms to develop digital content to share stories of traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language in order to promote St David's Day.

Project eligibility

17. The project must have a clear start date and an end date and fixed deliverables. Physical in person activities/ events must be held in Wales **between 16 February - 6 March 2026**. Digital projects must be completed and ready for launch by **no later than 16 February**.
18. Public events must take the Welsh language into consideration and ensure that it is treated no less favourably than English.
19. Projects should demonstrate an inclusive approach and seek to improve equality and diversity.
20. Examples of costs the Fund could cover are:
 - Costs involved in running the project and/or payment of participants, organisers, freelancer or volunteer costs.
 - Costs of premises hire, equipment hire, transport, and expenses for those involved in the project.
 - Event related costs and insurance.
 - Costs of materials used in the project including promotional materials
 - Other marketing and promotional costs
 - Translation costs for both content development and during events, workshops and other public facing activities
 - Speaker fees
 - Trainer fees
 - Office/administration costs

What you cannot apply for

21. Some items and costs are ineligible for consideration under the bid. These include:

- Existing itineraries or programmes already underway or which are not related to St David's Day 2026
- Capital costs e.g. purchase of equipment (as this is a revenue fund)
- Core staff costs (apart from Third Sector applications)
- Start-up costs, e.g. equipment and office space, recruitment costs etc.
- Pay off existing debt (prior to 1 April 2025)
- Recoverable VAT
- Costs funded from other sources of public funding
- A sum to cover lost income or to re-inflate your reserves
- Business rates
- Legal fees
- Redundancy costs;
- Any kind of activity which in our opinion could bring the Welsh Government into disrepute
- Costs related to promoting the cause of beliefs of political or faith organisations
- Projects which depend on, or encourage, free labour
- In kind funding. In-kind funding usually refers to non-monetary contributions and support from other sources.

22. This is not a definitive list of ineligible costs and all items of expenditure within your application will be considered for their fit with the aims of the Fund on a case-by-case basis.

Match Funding

23. We welcome applications where match funding from another organisation is in place. Please note that match funding is not a requirement of this fund.

How will the application process work?

Application Process

24. Application forms must be completed and submitted electronically to StDavidsDay2026@gov.wales no later than 12:00 (midday) on 14 November 2025. No late applications will be considered. Applicants may provide supporting material as appendices.

- **The application form**

The application form is set out in 4 sections:

- **Section 1 – Applicant details**

In this section you are required to provide detail on your organisation currently including staffing details and organisational policies.

- **Section 2 – Project Details**

In this section you are required to explain your proposed project, how it will meet the aims and objectives of this fund, its impact at a local, regional or national level. We also ask you to describe the project timeline, resources required and any associated risks and what you can do to mitigate these. You will also need to confirm how the Welsh language will be included and will contribute to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in Cymraeg 2050.

- **Section 3 – Financial Information**

In this section you will need to provide us with details about the project costs, the source of your match funding (if any) and the amount of funding required by you to enable the project to go ahead in order for us to determine viability of the project.

- **Section 4 – Declarations**

It is very important that you have read this guidance document and understand the terms and conditions associated with this Grant application as this forms part of the contract between you and the Welsh Government.

Once completed, please submit your application form and supporting documentation to us via StDavidsDay2026@gov.wales.

Project Appraisal

25. Once we have received your completed application, and the application window has closed, we will carry out checks and appraisals of all projects received by the deadline. We will aim to inform all applicants of the outcome of our decisions as soon as possible after the deadline.
26. Applications that have met all the eligibility criteria and are in line with the funding objectives, will be appraised according to the appraisal criteria in Annex 1. This is a competitive scheme and, therefore, due to budget availability only the highest scoring projects will be supported.
27. Due Diligence will be undertaken on all applications. Successful applications will be issued with a Grant Offer letter that outlines in more details the terms and conditions around our grant schemes. Once received, applicants will need to ensure that they sign and return this to us as soon as possible, and after they are content with the terms and conditions as outlined in the grant offer.

Appeals

28. SDD26 is a discretionary fund with no appeals process. Unsuccessful applications will be notified following our decision. As a reminder, this is a competitive fund with a limited budget so all projects will be assessed and scored with only the top scoring projects able to be supported.

Claiming process and conditions of fund

29. As a default, grant payments will be made in arrears on a defrayed expenditure basis. This will mean that claims will be paid after the applicant has completed a transaction and included the evidence as part of the claim i.e. payment is not made up-front.
30. Third sector organisations can submit a separate request for the award to be made in advance based on a demonstrated need which will need to be evidenced by financial documentation and budgeting forecasts.

Grant

Repayment

31. Applicants should note that the Welsh Government may require repayment of the grant in full or part if the funds are not used for the purposes stated on the application form. The applicant is entering into an agreement, and this will be enforced by requesting proof, post grant award.

UK subsidy control

32. You must ensure that the use of the funding is compatible with the applicable agreements contained in the World Trade Organisation rules, UK-EU Trade and Cooperation Agreement, any Free Trade Agreement involving the UK the Northern Ireland Protocol and any relevant domestic legislation. As part of your application, you will need to provide details of any previous funding your business has received.
33. Your application, if successful, will count as Minimal Financial Assistance (MFA) in line with Part 3 Chapter 2 of the Subsidy Control Act 2022 previously known as (SAFA)* / de minimis aid, as per Article 3.2 paragraph 4 of the UK-EU Trade and Cooperation Agreement. This aid limits the amount of aid a business can receive from the state.
34. If you have received MFA, SAFA or de minimis in the past, you should have been notified in writing when you received that aid.
35. You will need to add this award to your overall total of MFA over the last three fiscal years which needs to remain under approximately £315,000 and for any future MFA declarations or claims and declare the amount to us at application stage. You are responsible for ensuring that the Purposes are delivered in line with the State Aid criteria upon which the Funding is awarded. If you exceed the limit, you will be responsible for any action as a result, including repayment of the support you have received. For more information please refer to [Statutory Guidance on the UK Subsidy Control Regime](#)

Welsh Language

36. The Welsh Government is committed to promoting and growing the Welsh language. The arts, sports, hospitality, creative and cultural sectors industries



play a key role in contributing to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in Cymraeg 2050. We welcome applications for projects that support our ambitions and maximise opportunities to promote the Welsh language. Welsh language priorities are one of a range of areas we will consider as part of our assessment of strategic fit when reviewing projects.

Privacy Notice

37. Welsh Government is the Data Controller for any information you provide. Full details of our privacy policy can be found on the [Privacy Notice page](#). Please ensure you have read, understood and accept the 'Guidance Notes' and 'Privacy Notice' **before** you start the application.

Annex 1

• Appraisal Criteria

Projects will need to meet the eligibility criteria for assessment against the following criteria:

AC	Appraisal Criteria	Weighting	Score
1	Strategic Fit <ul style="list-style-type: none"> Fit with the overarching funding objectives to support a Programme of activity to strengthen Wales's approach to celebrating St David's Day domestically. to Promote Welsh culture and heritage - Showcase traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language. Engage All Communities Across Wales - Encourage participation from local councils, community groups, and schools. Support inclusive events which build awareness of shared Welsh identity and values, reflecting the diversity of modern Wales. Support Welsh Creatives and Businesses - Provide platforms for Welsh artists, performers, and makers to exhibit their work. Promote local businesses through themed markets or partnerships, increasing footfall in areas with activity, supporting events that will have a positive impact on local businesses e.g. hospitality, music venues. Increase Visibility Nationally - Use digital media and platforms to strengthen Wales's online approach to celebrating St David's Day, showcasing stories from traditional and contemporary Welsh culture such as music, art, literature, sport, food and the Welsh language as well as sharing events and activities for the celebrations 	X 10	/5
2	Project Quality and Engagement <ul style="list-style-type: none"> Local, Regional or national level impact Community engagement 	× 10	/5

	<ul style="list-style-type: none"> • Stakeholder and partnership approach • Diversity and inclusion • Well-being and Future Generations act 2015 • Welsh language 		
3.	Risks, Project Implementation and Delivery Quality of information provided for: <ul style="list-style-type: none"> • Project plan, timetable and team resources • Management Team Structure • Project collaboration / partners • Project Risks 	× 5	/5
4.	Project Costs and Value for Money <ul style="list-style-type: none"> • Overall proposal represents value for money • Activity and associated costs represent realistic and best value • Project costs, claim schedule • Expected benefits are proportionate with costs • Good evidence provided for exit strategy and long-term sustainability of proposal • Ability to have an impact over a longer period 	× 5	/5

Total out of 150

Scoring matrix

Score	Indicator	Fundable
5	Exceptional – The response was robust, detailed, well-articulated in all material respects providing strong evidence that the criteria would be met, with no weaknesses or areas of concern with the content.	Yes
3	High quality – The response presented evidence that the criteria would be met, good in many respects but with minor weaknesses or concerns with the content.	Yes
1*	Poor – The response provided limited evidence that the criteria would be met, there were major weaknesses or concerns with the content. The response lacked significant detail/or clarity.	No
0*	Unacceptable – The response did not provide evidence that the criteria would be met; and was wholly unsatisfactory in terms of content. Major weaknesses, issues or omissions were identified. The response was poorly articulated and/or inconsistent.	No

*If you receive a score of 1 or 0 for any question your application will be rejected.