

SMALL GRANT SCHEME

FOOD & DRINK FESTIVALS & EVENTS 2026-27

Scheme Application Guidelines

Before completing the application for funding form, please read through the guidelines below.

1. Scheme Aims

- 1.1 The ambition is to bring together the areas of agriculture, food processing, tourism destinations, the food service sector, food festivals and food retail outlets in order to capitalise on the economic benefits of providing visitors with a unique, high quality and distinctive cultural experience. The objectives of the Small Grant Scheme – Food & Drink Festivals & Events are to:
- Improve local and Visitor Access to Welsh Food and Drink.
 - Raise awareness of Welsh Food and Drink with the wider community.
 - Collaboration and co-operation between Food and Drink and Tourism sector.
 - Recognition to Geographical Indication products, promote healthy eating.
- 1.2 Only activities which clearly add value to the food and drink industry in Wales will be supported.

2. Who can Apply

- 2.1 The scheme is open to:
- a) Established & new Food Festivals and Events;
 - b) Representatives of producers and/or Tourism organisations who have a membership of Welsh Food and/or Drink businesses;
 - c) Not for profit agencies or voluntary associations;
 - d) Individual and joint applications from Food/Tourism groups and business agencies;
 - e) Food Clusters who wish to attend a limited number of events with their members
- 2.2 Applicants should have a proven track record in providing high quality festival/events. If this is the first venture for a new start up with no track record, Directors should have a previous demonstrable track record of festival/events in a similar field.
- 2.3 The scheme is discretionary, and every application is judged on its own merits and based on the quality of the information provided in the Application Form.
- 2.4 Retrospective applications will not be considered for reimbursement. A retrospective application is considered as a request for funding for a festival/event which has already

been held. The Welsh Government reserves the right to decide whether an application is retrospective.

- 2.5 Applicants must be based in Wales or otherwise able to demonstrate that the funding and supported activity will promote Welsh produce. Partnership projects between two or more events or organisations are welcomed. Allocation of funding for such events/festivals will be discussed and agreed prior to award for such events/festivals, and it would be helpful if you could set out in your application how you envisage the funding being administered.

3. Funding Available

- 3.1 Funding will be allocated and released to successful applicants upon evidence of defrayment in accordance with the claim criteria, with the grant amount offered being based on 100% of the eligible costs incurred up to the maximum threshold of this scheme. Whilst we will support full event/festival costs, applications which can leverage match-funding (including value-in-kind support) are particularly welcomed as this will enable our funding to go further.

Minimum Grant Funding	£2,500
Maximum Grant Funding	£8,000

- 3.2 We will only provide funding at the minimum level required to enable the event/festival to take place. Applicants will need to demonstrate that without Welsh Government support they could not deliver the proposed event/festival, or this would be at a smaller, less effective, scale.
- 3.3 Funding should not be presumed, or communicated as confirmed, in your finance plan until due process is afforded to all elements of the application and assessment process, culminating in an Award of Funding letter being fully signed and accepted by you.
- 3.4 Accurate audited accounts, evidencing all costs incurred, must be provided as part of the post grant monitoring process. Any discrepancies could result in the grant having to be paid back to Welsh Government.

4. Scheme Criteria

- 4.1 Applications will need to align with Our Mission as shown in the: [Vision for the food and drink industry from 2021 | GOV.WALES](#).
- Grow our business scale, value and productivity
 - Benefit our people and society
 - Promote Wales and celebrate our success as a global Food Nation
- 4.2 Proposed festival/events must also clearly demonstrate how they will increase opportunities and awareness of Welsh food and drink producers. A Post Event Report evidencing the impact (qualitative and/or quantitative) of the event on the Welsh Food and Drink industry will need to be submitted to Welsh Government, see section 7 & 8 for full details.

4.3 Expenditure on the following items is **NOT eligible** for funding within this Scheme:

- Any Capital costs (**see section 15 for further detail**);
- Any costs for elements of an event or festival that are not directly associated with the aims of the scheme (**see section 1 and 15 for further detail**);
- Staffing (including security costs);
- Infrastructure (utilities, fencing, toilets etc);
- Signage;
- Marketing materials;
- Websites;
- Advertisements;
- Editorials;
- Social Media;
- Performances (inc live music) that doesn't relate to Welsh Food and Drink;
- Costs incurred prior to application, or which can be met through other funding sources;
- Recoverable VAT (**i.e. if you are VAT registered you will be unable to claim VAT on expenditure incurred**);
- Redundancy costs;
- Debt or debt service charges;
- Dividends;
- Interest payments;
- Anything which is in contravention of Welsh Government legislation or advice;
- Any kind of activity which in our opinion could bring the Welsh Government into disrepute;
- Costs related to promoting the cause or beliefs of political or faith organisations;
- Festivals/Events which depend on, or encourage, free labour;
- Costs not specific to the activity applied for.

4.4 Eligible costs must directly link to the promotion of Welsh Food and Drink. The following are **examples of eligible costs**:

- Marquee / venue or event attendance costs
- Cooking demonstrations (Welsh produce)
- Speakers promoting Welsh food and drink
- Welsh food and drink produce costs
- Trade or stand spaces for Welsh food and drink producers

5. Application and assessment process

- 5.1 Our team can provide advice on eligibility and the application process but discussing your festival/event with a team member does not imply approval. An application form is available on the website or can be emailed to you. For advice or support, please contact the team at Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru
- 5.2 Applications for this initial round of the Fund will open at **12:00 (midday) on 19 February 2026**. Applications should be submitted to Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru no later than **12:00 (midday) 9 March 2026**. No late applications will be considered. Any further rounds will be subject to funding.

- 5.3 All applications and supporting information will be subject to full due diligence and financial checks. This will include a review of your financial projections, a fraud check, and checks on Directors of your company. Where information is not available (e.g. sole traders not registered with Companies House) you will be asked to provide relevant information separately for this purpose. If you are involved in a business which is in debt to the Welsh Government, you are unlikely to be able to apply for further funding and should discuss this with us in advance of any application.
- 5.4 Applications which do not meet all the eligibility checks (including due diligence) will be rejected, and notified, at this stage.
- 5.5 Applications which have met all eligibility criteria and satisfied due diligence checks will then be assessed by Food Division officials.
- 5.6 Should the value of eligible applications exceed the budget available in any financial year the highest scoring applications will be prioritised for support.
- 5.7 All awards of funding, including their value, will be published on the [Food and Drink Wales website](#).
- 5.8 This is a discretionary fund with no appeals. Unsuccessful applicants will be notified by email either after the initial Stage 1 sift or following the outcome of the assessment process.
- 5.9 Applicants will be required to send applications, accounts, claim forms and reports digitally, by email to the following address:
- Foodfestivalsevents@gov.wales / Gwyliaubwyd@llyw.cymru
- 5.10 Application forms should include scanned signatures, or alternatively, must be sent by the person named on the form from their email address.
- 5.11 Only **one** successful application per festival/contract/event can be accepted within the financial year (until 31 March 2027).

6. Timescales

6.1 Timeline Table

19 February 2026	Grant scheme application window opens.
9 March 2026	Applications received to be scored. Where festivals/events are to be held within this scheme window, all efforts will be made to advise applicants as soon as possible.
2 April 2026 Notification of grant awarded	The acceptance form must be returned within 14 working days of receipt of the offer letter. An invoice for the offered funding amount must also be supplied.

Claims & Reporting	<p>Post Event Report form and Claim Form together with all evidence of expenditure must be submitted within 30 working days of the festival/event.</p> <p>Payment of the grant will be made within 30 working days of receiving these.</p>
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7. Scoring Criteria

7.1 Each application is assessed against the criteria below.

Each criterion is assigned a rating of:

- **High (H)** – Strong evidence, fully meets and exceeds expectations
- **Medium (M)** – Adequate evidence, meets minimum expectations
- **Low (L)** – Limited or insufficient evidence

7.2 **To qualify for funding, an application must score at least MEDIUM in every category (sections 2-5 in the application form).**

7.3 Where funding is oversubscribed, applications with the highest number of **High** ratings are prioritised (aligned with scheme note on prioritisation when budget is exceeded).

8. Finance & Monitoring

8.1 The maximum grant value to be awarded is £8,000

8.2 Support under this programme is subject to Welsh Government approval and budget availability.

8.3 The funding will be awarded as a grant, subject to conditions which will be set out in the award letter.

- The funding will be paid in arrears as default. In exceptional cases funding may be paid in advance, where an applicant can demonstrate a satisfactory business case.
- Details of what you need to provide at claim stage will be included in your award letter.
- We aim to process payment within 30 working days of a claim being submitted with **all** supporting evidence.
- Applicants should be aware that the grant may be required to be repaid in part or full if you do not meet the terms and conditions of any award of funding.

8.4 We must be notified immediately of any changes to the festival/event once awarded.

8.5 There are situations where funding, having been awarded in advance of the festival/event, may be required to be paid back in part or full. These include the following:

- if the festival/event does not go ahead as planned through foreseen or unforeseen circumstances;
- the festival/event held doesn't meet the scheme criteria (see section 4);
- the organiser is unable to provide evidence of event expenditure within the timescale annotated (see 8.10); and/or
- it isn't proven that the grant amount received has been spent on the 2026/27 festival/event.

- 8.6 Cash payments cannot be considered as eligible expenditure within the grant fund.
- 8.7 Revenue costs and non-statutory costs only can be considered within the eligible expenditure to be utilised by the grant.
- 8.8 Payments will be made after applications have been considered and an offer letter provided – which must be signed and returned as acceptance of the funding and terms. An invoice for the grant amount should also be provided with the acceptance form.
- 8.9 All funded festivals/events will need to complete a post event report form – including information on programme of activities and events, footfall information and full details of all attendees and beneficiaries along with imagery of the event. This report should be submitted to Welsh Government with the final claim within 30 working days of the festival/event and is a condition of funding.
- 8.10 All funded festivals/events will need to provide proof of expenditure (i.e. invoices/receipts) – as well as proof of payment from your account (bank statement) for the total of the grant received – as part of their festival/event report. This is to evidence that the full grant received has been spent on festival/event costs. Failure to provide this evidence within 30 working days of the festival/event will result in the disallowance of expenditure, and the funding being recouped.
- 8.11 The Welsh Government is committed to evaluating the success of this grant. Through post-completion monitoring we will assess the extent to which the outputs and outcomes can be attributed directly to the scheme activities and examine whether wider anticipated or unanticipated effects have been realised.
- 8.12 The Welsh Government or a third party acting on behalf of Welsh Government may contact you for the purpose of research and evaluation and/or to give feedback on your experience of the scheme. This information will be analysed and presented anonymously in line with the Privacy Notice.

9. UK subsidy control

- 9.1 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.
- 9.2 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.
- 9.3 If you have received MFA, SAFA or de minimis in the past, you should have been notified in writing when you received that aid. 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.

- 9.4 You are responsible for ensuring that the Purposes are delivered in line with the State Aid criteria upon which the Funding is awarded.
- 9.5 If you exceed the limit, you will be responsible for any action as a result, including repayment of the support you have received.
- 9.6 For more information please refer to [Statutory Guidance on the UK Subsidy Control Regime](#)

10. Welsh Language

- 10.1 The Welsh Government is committed to promoting and growing the Welsh language. The events industry has a key role to play 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*.
- 10.2 Any written materials (including signage and information published online) must be provided firstly in Welsh followed by English. Guidance about providing services and written materials in Welsh can be obtained from the Welsh Language Commissioner by visiting www.comisiynyddygyymraeg.org

11. Publicity

- 11.1 All successful applications will be expected to:
- Agree to be included on publicity, press releases and marketing material we produce in relation to this Fund, for up to three years from the date of Award. This may require the supply of images or video, and relevant rights for us to use in press and publicity.
 - Agree to include a Funded/Part-funded by Welsh Government credit on their promotional material including, where appropriate, their website.
 - Successful applicants will be notified and informed prior to the general release of promotional material.

12. Wellbeing of Future Generations

- 12.1 The objectives of the Act show how each public body will work to achieve the vision for Wales set out in the '[well-being goals](#)'. The seven well-being goals show the kind of Wales we want to see. The Act makes it clear that the listed public bodies must work to achieve all of the goals, not just one or two. The strategy is aimed at ensuring we expand the contribution that festivals/events already make to these seven goals. Reference to and explanation as to how your festival/event meets these goals will be important in the assessment of an application.

13. Equality, diversity and inclusion

- 13.1 Our strategy places a conscious focus on ensuring festivals/events cover a wide variety of genres to appeal to as many people as possible. A balanced portfolio will consider age, region, ethnicity, religion, cost to attend and so on to ensure the festivals/events on offer are widely inclusive and accessible.
- 13.2 Festivals/Events which can demonstrate and address underrepresentation in the industry are therefore particularly welcomed.

14. Privacy notices

- 14.1 Please ensure you have read, understood and accepted the 'Guidance Notes', and 'Privacy Notice' **before** you start the application.
[Welsh Government Privacy Notice](#).

15. Capital Expenditure

- 15.1 Capital Expenditure is not an eligible cost.
- 15.2 Capital Expenditure is anything that is an 'item' which is kept for future use. The intention of the grant is to support the promotion of Welsh Food and Drink , not to purchase items which have a future monetary value i.e. an asset.
- 15.3 Consumables (items which are normally written off within a year) are also not an eligible cost.
- 15.4 Eligible expenditure must be directly associated with the aims of the scheme and promoting Food and drink. Costs associated with other elements of an event e.g. music, play areas etc. are not eligible under this scheme.