



EVENT GRANT APPLICATION GUIDANCE

Newhaven Town Council (NTC) has a budget to fund events that support the town's active, vibrant and sustainable community. Please make sure that you read the Event Grant Policy thoroughly, gather all the necessary supporting documents and then complete the application form.

When filling out the application form, please provide as much detail as possible. Successful applications should clearly demonstrate community benefit, inclusivity, environmental responsibility and value for money. Where possible, do not make generalised statements, use specific examples and evidence.

Here is some guidance for each question:

What do you hope to achieve from this event, what are the outcomes that demonstrate 'success'?

This question is asking you to describe the purpose of the event and the difference it will make to the people that attend and the wider community. Then, explain what success would look like and how you will measure it.

Examples could include:

- The main aims of the event
- Expected attendance numbers
- Whether the event will increase community participation, wellbeing, skills, education, or local pride
- Under-represented groups you would like to engage with
- Benefits to local businesses, organisations or volunteers
- How feedback or attendance data will be collected.

Examples of success could include:

- X number of residents attended the event
- X number of under 18's participated in activities
- Positive feedback from at least X% of attendees (how and when would you measure feedback from attendees?)
- X amount of money raised
- Increased engagement from groups who do not usually participate in community events
- New volunteers recruited for future events/activities.

What sections of, or communities in Newhaven will benefit from this Event and how?

Please clearly identify who will benefit from the event and the nature of that benefit. Try to be as specific as possible.

Examples could include:

- Children and young people
- Families
- Older residents
- People with disabilities
- Minority ethnic communities
- Low-income households
- Community groups and charities
- Local businesses and traders
- Residents from particular neighbourhoods in Newhaven.

Examples of how the above groups could benefit may include:

- How the event is accessible and inclusive
- Whether admission is free or low cost
- How distinct groups will be able to participate
- Any social, cultural, educational, health or economic benefits.

How will delivery of this event contribute towards sustainability and the environment?

Explain how you will minimise the environmental impact of your event and promote sustainability e.g.:

- Reducing single-use plastics
- Encouraging recycling and waste reduction
- Using reusable materials and signage
- Providing clearly marked recycling facilities
- Steps taken to deal with any littering, such as volunteers with litter pickers or adequate bins
- Encouraging walking, cycling and public transport to get to the event
- Sourcing goods and services locally
- Using digital marketing rather than printed materials (whilst maintaining accessibility for those without digital access)
- Choosing environmentally responsible suppliers
- Reusing equipment from previous events
- Educating attendees about environmental issues.

You should explain both what actions you will take and the expected environmental benefits.

Provide a detailed breakdown of costs for the Event.

Please provide a realistic, itemised budget showing all costs you expect to have to fund; ensure figures are accurate and that totals are correct.

These may include:

- Venue hire
- Equipment hire
- Entertainment and performers
- Staffing and stewarding
- Security
- First aid provision
- Marketing and publicity
- Printing
- Insurance
- Licences and permits
- Waste management
- Accessibility measures
- Volunteer expenses
- Transportation
- Catering.

Applicants should also identify:

- Total event cost
- Amount requested from NTC (ensuring this is less than 60% of the total cost)
- Other funding sources secured or being sought
- Any non-monetary contributions such as volunteer's time, donated equipment or free venue use.

Please note that contingencies will not be funded.

What fundraising activities over the preceding 12 months have taken place?

Please detail efforts made to raise funds and generate income which will help us to assess community support for your activities and show steps you are taking to support your own long-term financial viability.

Include details of any:

- Fundraising events
- Community collections
- Sponsorship activities
- Business donations
- Membership income
- Ticket sales
- Crowdfunding campaigns
- Raffles, quizzes, fairs or community events
- Grant applications submitted/received.

For the above, please detail:

- Date
- Description
- Amount raised
- How the funds were or will be used.