



Creative Rural Communities

Vale Film Festival overview & eligibility criteria

Do you want the opportunity to run an event as part of the Vale Film Festival?

Creative Rural Communities are launching a Film Festival in the Vale of Glamorgan giving businesses & organisations the opportunity to test the viability of this. This festival will host pop – up events that are not just exclusive to screenings in a variety of locations. Are you experienced in running events? If you have an idea for a new event or want to pilot an existing event in a new & unique location, we can support you in a number of ways.

Background

What inspired the project?

‘The Vale Film Festival’ currently titled ‘The Hidden Here’ has received funding through the Vale of Glamorgan Council and the Wales Rural Development Program 2014-2020 (RDP), which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.

This particular project is now 18 months down the line with funding in place, as it is viewed as an ideal opportunity to develop the Vale further, utilizing historic venues as well as supporting local business and social enterprises in creating quality offers to exploit a sense of place through the platform of film.

This festival will celebrate film in a variety of locations across the Vale offering a palette of activities that are not just limited to screenings bearing in mind that community and tourist alike will go to the cinema to experience it in different ways. Appetite for film viewing in the Vale has continued to grow, the rural cinemas, originally developed through CRC funding thrive expanding in numbers as well as outdoor cinema locations attracting crowds and bespoke cinematic experience selling out.

Vision

What do we want?

Our vision is that we will have a suite of different type of pop-up events from September 26th up until October 6th 2019 at a host of locations across the Vale of Glamorgan. Types of events could include indoor / outdoor screenings, pedal powered cinema, immersive / experience film events, workshops from creators, talks from writers and or directors as well as ultimate movie quiz with fancy dress, location tours etc. All these events can be supported by pop-up restaurants, bars etc. creating a “festival” environment. We foresee the events attracting both existing and new visitors to the Vale of Glamorgan as well as provide activities for the local residents. We want to test the viability of different types of pop-up events with the use of different temporary infrastructure involved and/or the use of historic and or existing buildings across the Vale.

Ideas: Types of events we would look to support but feel free to innovate.

- Workshops on hair, makeup, stage and set design, scriptwriting, film making, story boarding, animations, use of technology.
- Talks from art directors, location managers, scriptwriters / novelist to film directors and producers.
- Pop up food that fits a film genre i.e. French cooking (Julia & Julia) Seafood (Surf films) etc.
- Pop up food stalls such as hot dogs, popcorn, local ice cream makers, gin bar, high tea, gourmet dining experience, wine tasting.
- Ultimate movie quiz/ fancy dress / dancing/ roller disco (i.e. suiting films screening such as Strictly Ballroom/ Saturday Night Fever / Whip It).
- Talks around films i.e. screening that could encourage debate or discussion such as political and or historical.
- Genre screenings such as surf films with talks from ecologists / litter picks / craft from litter pics etc.
- Other genre ideas that suit the history of the Vale such as Pirate's, Highway men or classic screenings such as Citizen Kane (Randolph Hurst in the Vale) Agatha Christie and murder dinner party (Murder A la Carte).
- Live performances such as music to Charlie Chaplin silent film or pianist playing a film score and or band performing songs relating to a films theme i.e. Jonny Cash "Walk the Line".
- Pedal powered cinema indoors & outdoors.
- Outdoor screenings / immersive events i.e. Blair Witch in the Woods / Season of the Witch with live actor interaction / drive in screenings.

What support will I receive if I join the pilot?

Here's a flavour of the type of support that you can expect from us if you are accepted onto the pilot programme:

- **1-2-1 support**

You will receive one to one support from one of our officers to help you to develop the logistics of the event and ensure that you have all the knowledge and information you need to pilot your activity. Much of this support will be similar to others developing their activities and there will be opportunities to meet one another and to network with your peers if appropriate. You may also have specific support needs and we will do our best to meet those needs too.

You will be invited to a number of sessions to help you to develop your event, whilst these will be optional, your attendance will be encouraged. Although we expect you or lead participants involved in the pilot to be experienced in your chosen event idea, there will be information that will be new to even experienced event participants with regards to working together to programme events cohesively across the Vale.

- **Professional Photography**

You will be offered access to any photographs captured at the pop-up pilot events.

- **Event Infrastructure & Equipment**

Creative Rural Communities may be able to provide some event equipment, utilising equipment allocated to events in the Vale of Glamorgan through the events network. This will also be dependent on the size and scale of the event and the availability of the equipment. Participants are also welcome to bring their own infrastructure where appropriate.

- **Marketing and PR**

Creative Rural Communities will commission a marketing and PR campaign specifically focussed on the event pop-up pilot, which will include all of the pilot activities as well. This will include the following:

- ✓ A new web page for the pilot on our Creative Rural Communities page within the Vale of Glamorgan council website.
- ✓ Inclusion on the visit the vale website.
- ✓ Creation of new website.
- ✓ Printed promotional material for the pilot period, such as fliers/leaflets.
- ✓ Social media campaign.
- ✓ Adverts in local and regional press.
- ✓ Press releases to local and regional press.
- ✓ And more!

- **Evaluation**

We will help you to evaluate your pilot by giving you tools to assess all aspects of your pilot activity before, during and after the pilot period.

- **Post event support**

After you have delivered and evaluated your pilot activities, we will offer support to develop your idea by signposting you to relevant business advice, funding if applicable and appropriate networks.

Project delivery

The pilot will take place from September 26th – 6th October 2019.

Phase one - Expression of Interest window & application process (22nd April - 11th June)

- Applications invited up to the 11th June 2019
- Scoring process 12th June – 20th June 2019
- 1st Round participants chosen by 21st June
- 2nd Round participants chosen by 10th July

Phase two – Sessions/site visits/ marketing & event planning with participants (21st June – 12th August)

Meetings/sessions will take place with the lead event organisers to go through event logistics and regulations with internal teams such as licencing, health and safety and planning. An event plan for each event & marketing plan for the pilot will also form part of these sessions with the selected participants.

Phase three – Marketing of the pilot (15th July – 6th October)

- Marketing Campaign Launch

Phase four – Festival (26th September – 6th October 2019)

- Festival period

Phase five – Evaluation and dissemination (October – December 2019)

As well as an evaluation report of the project, a video will be created of the pilot as well as a toolkit to disseminate the information. Participants will be expected to contribute findings towards the evaluation of the pilot's success.

Eligibility criteria

Who can get involved?

- Third sector - community groups and voluntary organisations.
- Businesses and social enterprises.
- Thematic networks.
- Public sector organisations.
- Residents of the Vale.
- The Vale LAG members.
- CRC officers.

If your idea requires funding support it is likely that your organisation or network will be expected to provide match funding of at least 20% of the total project cost. Match funding can be either cash or in kind contributions from public, private and third sectors.

CRC will help you work out the most cost effective way to fund the idea.

Finally, funding applications will be considered from £250 - £5000 consideration will be given to the overall budget, the proportionate amount that you are requesting, how your project meets the aims of the project and value for money.

Are you eligible to apply for the event pop-up pilot?

If you are interested in applying to take part in the event pop-up pilot, you need to:

- Propose ideas to the Creative Rural Communities team.
- Be experienced in or have a partner who is experienced in the event pop-up idea being proposed.
- Have an idea of the time of day & date for the event to take place.
- Offer an event that is accessible to the public either through tickets/booking or as an open event.
- Have an idea of a possible location for your event
- Work across / with other stakeholders within the Vale of Glamorgan adding the “Festival aspect” such as providing pop up food, training, workshops etc.

When choosing participants for the pilot, consideration will be given to the overall scale of the event and the potential revenue to be generated.

Participants that are chosen successfully to take part in the pilot will:

- Collaborate with other event partners where possible.
- Propose a quality event idea and offer with an emphasis on tourism.
- Market the pilot and their individual event through their own media channels and websites.
- Contribute their findings to the evaluation process of the project.
- Attend a meeting with the council’s event liaison panel if appropriate to your event.

What would make me ineligible?

- Private events that are not accessible to the public.
- If you are not experienced or you don’t have a lead partner who is experienced in your chosen event pop-up.
- Events that are not logistically possible to achieve in the time frame
- Costs that fall in to Appendix A as part of the LEADER guidelines

If you are ineligible to apply for the event pop-up pilot at this time, we will help in directing you to other support organisations that may be able to provide assistance.

Approval Process

Once the application are received, the grants will be assessed by the Panel. This will be an eligibility check on the funding. Projects will be scored against the following criteria

- Does the applicant demonstrate an original project idea working with local business or community groups within the Vale? (Q.2 in application)
- Does the applicant demonstrate how innovative this activity is to this community? (Q2 in application)
- Does the applicant demonstrate value for money? Amount of funding requested and the amount of match funding secured. (Q6 in application)
- Does the applicant demonstrate an effective promotion of the activity (Q10. in application)
- Does the applicant demonstrate a willingness to share their learning experiences? (Q9. in application)

If the project is supported, a funding letter will be issued by the 10th July. The applicant is required to sign the funding letter and then the group would be eligible to spend money.

How do I get involved?

Interested organisations, businesses or networks should initially contact Creative Rural Communities where you will then be contacted by the Rural Regeneration Officer (Film) to discuss your event idea further. The officer will carry out initial checks to determine if your event idea is eligible for the pilot.

Contact:

Creative Rural Communities
Old Hall
High Street
Cowbridge
CF71 7AH

Phone: 07725951899

Email: msims@valeofglamorgan.gov.uk

Twitter: @ruralvale

Facebook: /CreativeRuralCommunities

Website www.creativeruralcommunities.co.uk

Annex A: Ineligible costs

Copy list from LEADER guidance notes:

The following items or types of expenditure are not eligible under the LEADER measure:

- The purchase of trading stock
- The purchase of land

- The purchase of buildings
- The purchase of cars, vans, motorcycles, bicycles and any other form of personal transport (for whatever purpose)
- The purchase of vehicles for external transportation (such as lorries, buses, vans, minibuses or any other kind of vehicle used to transport goods or people)
- Any physical site work or other expenditure incurred before the project start date without prior written approval from the grantor
- Temporary works not directly related to the execution of the project
- Maintenance costs for existing buildings, plant or equipment
- Like for like replacement
- Costs connected with a leasing contract such as the lessor's margin, interest financing costs, overheads and insurance charges
- Costs of arranging loans, VAT and other taxes recoverable by the beneficiary, administrative and staff costs or compensation paid to third parties for expropriation, etc
- Overheads allocated or apportioned at rates materially in excess of rates for similar costs incurred by other comparable delivery mechanisms
- Notional expenditure
- Payments for activity of a political nature
- Depreciation, amortisation and impairment of assets purchased with the help of a European grant
- Provisions
- Contingent liabilities
- Contingencies
- Dividends to shareholders
- Interest charges (unless under an approved State Aid scheme)
- Service charges arising on finance leases, hire purchase and credit arrangements
- Costs resulting from the deferral of payments to creditors
- Costs involved in winding up a commercial company
- Payments for unfunded pensions
- Compensation for loss of office
- Bad debts arising from loans to employees, proprietors, partner's directors, guarantors, shareholders or a person connected with any of these
- Payments for gifts and donations
- Personal entertainments (including alcohol)
- Statutory fines and penalties
- Criminal fines and damages
- Legal expenses in respect of litigation
- Reclaimable VAT.

<https://gov.wales/sites/default/files/publications/2018-09/leader-guidance.pdf>



Vale Film Festival Event Application

Please answer all questions in the boxes & please expand the boxes if required. Refer to the overview & eligibility criteria document for supporting information.

Film Festival Application	
Name of business/organisation/network:	
Is this a joint event proposal? If so, please list all businesses involved.	
Name of lead partner:	
Address for correspondence:	
Postcode:	
Telephone number:	
Mobile number:	
Email address:	
Business website & social media pages	
1. Your Business Briefly describe your current business operation & type of business. Please consider: <ul style="list-style-type: none">• How many people are involved in the business?	

2. The Event

Briefly describe your event idea. Please consider:

- Who is your target market?
- What is the size & scale of your event?
- How many people will your event accommodate?
- What is the location of your event?
- Will your event be ticketed or an open event?
- How will people book your event? Will your event have a positive impact on the Vale of Glamorgan?
- Will you be supporting other local business i.e with Pop up food / catering / design/ training/ workshops?

3. Dates & times

- Tell us your proposed event dates, time of day & number of days your event will take place (please note these must be between 26th September – 6th October 2019)

4. Event infrastructure

- Do you have any of your own event infrastructure?
- Do you require event infrastructure to support your event? E.g. a commercial kitchen, marquee, marshals. Please list the infrastructure required below:

5. Risk assessment

- How will you assess the risks to public safety at your event?

6. Costings

- What is your budget for the event and grant application amount needed?
- How will you make up the 20% element of match funding?

8. Experience

- Do you have experience in running your proposed event? (please give examples & any evidence)

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9. Help & Advice

- If you were selected to take part in the pilot, what would you like to learn from taking part?
- What type of sessions or advice would you find helpful for running your event?

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10. Marketing

- Although Creative Rural Communities will be running a marketing campaign to promote the pilot programme of events, how will you market your event?
- Who is your target market?

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11. Qualifications & Insurance

- Do you need to have any industry qualifications in order to run your event? If so, do you have them?
- Is there an industry standard? If applicable, please list below.

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- What insurance do you currently hold in relation to your activity? (Please note, you may state any relevant insurance that you intend to obtain, or state that you require support to determine what type of insurance you may require.)

12. Evaluation

- What monitoring and evaluation will you do of your event?
- As part of the pilot you will be expected to contribute to the evaluation of your pop-up event, this may include:
 - Reporting visitor numbers/profiles
 - Approximate overall event costs
 - Providing photographs
 - Supporting visitor surveys and anecdotal evaluation during and post-pilot.

Please confirm that you are willing to provide any evaluation that is requested. Yes/No

Please note that all offers to participate in this scheme will be subject the submission of further satisfactory paperwork including:

- Relevant Qualifications
- Insurance or satisfactory disclaimers procedures
- Agreement of a suitable rent/hire/pitch charge

Signature:

The information which you provide to Creative Rural Communities will be held for the purpose of monitoring and evaluating which is a requirement for the European Commission's Rural Development Programmes and the Common Monitoring and Evaluation Framework. To enable us to meet our obligations we shall share your information with the Welsh Assembly Government. For further information on how your information is used, how we maintain the security of your information and your rights to access information we hold on you please contact: Victoria Trundle at: The Annexe, Old Hall, Cowbridge, CF71 7AH. Direct line 01446 775118 or via Vrtrundle@valeofglamorgan.gov.uk.

I consent to all of the above and declare that the information contained in this application form is correct, and on behalf of:

(name of organisation or individual)

Signature:

Date:

What happens next?

When you have completed your application, please email to:

Madeleine Sims

msims@valeofglamorgan.gov.uk

The application deadline is 12.00pm on 11th June 2019.

The Panel scoring applications may wish to meet with you to discuss your event further. We have allocated time from the 12th -20th June to meet with applicants if required. Please let the Creative Rural Communities team know if you are unavailable to discuss your event with the panel during this time.

If successful, the Creative Rural Communities team will get back to you on the first round of grants on the 21st June then again on the 10th July 2019, with an offer letter which will include details of any costs required by participants to take part in the pilot. If unsuccessful at this stage, the Creative Rural Communities team can offer some feedback & will help in directing you to support from other organisations that may be able to help at this time.