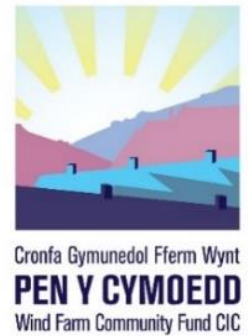


# Guidance for Applicants: One off Events and Festivals



Pen y Cymoedd Wind Farm Community Fund recognises and values the benefits of one-off local events and festivals. They are an important part of everyday life that encourage people to play a more active part in their communities. They may celebrate a particular occasion, bring people together to take part in or watch arts events, raise funds for a good cause or simply bring people in a community closer together.

Even small events can have a big impact in terms of building community spirit and pride, raising the profile of an area or organisation and bringing business to local producers and suppliers. The Fund has been delighted to support a range of community events – read more about these below.

## In your application for funding for an event or festival, you will need to show:

- **How the event will bring the community together:** involvement and engagement are key to the success of an event at any scale. We would expect you to have talked to and engaged other groups in planning the event, and to be able to demonstrate that there is local support for it. Events can help to build local awareness of activities and services, and act as valuable starting points for involvement or change.
- **That it is being planned and managed well:** planning an event needs time – you need to start work well in advance. Details of the event programme need to have been carefully thought through and costed, covering e.g. venue and equipment hire, obtaining any legal consents (may be needed if for example you are holding a raffle or selling alcohol or closing a road), risk assessments with appropriate measures in place to ensure safety, First Aid provision how food safety standards will be met for any food being served or sold, access for all community members – including people with disabilities, insurance cover
- **How the event will build awareness of community facilities and bring economic benefits:** it can only take one or two regular events to put a town, village or region firmly on the map. How can your event bring business to local shops, pubs, restaurants, suppliers etc.? Will it involve the use of community venues and involve local performers?
- **Your plans for generating income:** being able to show that you have secured match funding is always welcome through e.g. stall rental, local sponsorship. If you are planning to hold the event regularly, how might it become self-sustaining?
- **That you have thought about and planned Publicity and Marketing:** as you will have engaged the wider community, most people should already know of your plans, but how will you ensure that you've reached as many people as possible? Are you hoping to attract visitors from outside your community to the event – how will you go about doing that?

### Further Guidance:

- Cabinet Guide '[Organising a voluntary event – a can-do guide](#)'
- Health & Safety Executive '[Running and Event Safely](#)'
- Resource Centre '[Event Planning Checklist](#)'

*NB: compliance with this guidance note does not guarantee that an application will be successful – it just gives an indication of some elements of our assessment process and criteria.*

## Festivals and Events: Case Studies

### Avant Breakdancing Competition

**Avant** are a theatre company and CIC from the South Wales Valleys, formed in 2015. Creating relevant, distinctive theatre, dance and artistic activity with and for their community and championing this work at home and afar. Over the past three years they had created 7 dramas, 2 Hip Hop Theatre projects, run 2 festivals, 1 competitive sport Breakin' Jam event, made 1 film, run numerous workshops and regular classes, with and for the community. All this had helped to increase theatre audiences at council managed and other venues, increase participation in the arts, increase diversity within these audiences and to develop a new arts scene in the Valleys.

The success for the initial breakin' event - Full Circle - in 2018 was acknowledged and welcomed by the local PCSO. There was a gang of young people who saw the dancers arrive, they cycled down and spoke to the venue leader, they were hesitant to join in, to leave their bikes outside. Two of the young people braved the experience and joined them inside, after one round they left and returned with the rest of the gang, their phones came out and the dancing was captured for Instagram and Snap Chat and more local young people joined them.

This project benefitted:

- Community Building (Boys & Girls Club) that had activity there that drew in a new audience and generated income
- Shopkeepers who had new people in the area spending money
- Participants who learnt a new skill, improved physical and mental health and well-being and were exposed to a new art form and sport that has career opportunities.



### RAFT (Rhondda Arts Festival Treorchy)

We were really pleased to support this new group for their 1<sup>st</sup> Festival in 2018 with a grant of £5,000.

The first Rhondda Arts Festival Treorchy (RAFT) took place in 2018 and featured **Jools Holland, Lesley Garrett & the Welsh National Opera Company, Only Men Aloud** alongside a host of local performers and artists.

Investing at this early stage allowed the first year to be a huge success and injecting funds at that stage proved helpful in allowing them to make a real splash with what has now become a yearly festival attracting hundreds of visitors to the area.

Each June they seek to celebrate and showcase the tremendous array of creativity and artistic talent present throughout the Rhondda valleys, and bring the very finest visiting artists to the region. Centred on the thriving town of Treorchy, each summer RAFT brings the very best in South Wales' and wider artforms, filling every conceivable space with your favourite music, theatre, comedy, literature, art, poetry - and more!



## Glyncorrwg River Festival

“What a fantastic day, beautiful place. It was a great opportunity not only for community to come together and have a really fun day but also brought people from local towns. We were at the nature reserve, which is nearby. It seems that many people still think that the valleys are still black and filthy with coal dust, we have beautiful surroundings and all free to visit, hopefully as a result of this event more people will regularly visit our beautiful village. The event was opened by Iolo Williams and so many local groups, suppliers and entertainers took part, a true community day.”



## Uilleann Piping Day

This was an interesting proposal, the group meet regularly and hold events and recitals in Pontypridd Museum, but they really wanted to bring the activity further up the Valley.

This was an all-day event involving multiple community and private venues therefore bringing a new audience to those venues also. World renowned pipers came to Aberdare and Ferndale for the day bringing many visiting followers as pipers across the UK travel to attend these events as they are so rare. The group had active social media accounts and circulated posters and flyers in the upper Rhondda and upper Cynon. GTFM local radio station also advertised the event.

The event also served as an opportunity to recruit new young pipers – it was a modest grant request for an activity that would benefit various community venues, group members, bring tourists to the area and offer new learning experiences to hopefully grow group membership and improve future sustainability.

