

Event Wales: Assessment Questionnaire

Major and Signature Events

*To assist the assessment process please complete all sections below as fully as possible. Whilst a detailed Business Plan is not necessary at this stage, supporting documentation or evidence may be requested to assist appraisal officers where necessary. You are advised to refer to the accompanying guidance note and assessment criteria when completing this questionnaire.*

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| Event Details | |
| Category (Major/Signature) |  |
| Event Name |  |
| Date(s) |  |
| Venue(s) |  |
| Organisation Contact Details | |
| Event Owner / Organiser |  |
| Key Contact & position in organisation |  |
| Contact Address |  |
| Contact Telephone number |  |
| Email Address |  |
| Event website |  |
| Language Preference | Welsh  English  Bilingual  This form is also available in Welsh at <http://gov.wales/topics/tourism/marketingl1/majorevents/guidance/?skip=1&lang=cy> |
| Overview of the event | |
| Please provide a description of the event, including history (where appropriate), frequency of event and its aims and objectives. | |
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| Outline how your event sits in the events calendar in Wales, the UK and internationally (if applicable) and how the location and timing will maximise impact. Confirm that you have checked the timing of the event(s) with local/regional stakeholders to ensure that there are no competing events on the identified date(s). | |
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| Organisation details | |
| Please provide full details of the organisation seeking funding from the MEU.  This should include details of when the organisation was established, its main aims and objectives and experience of event management. | |
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| Delivery Partners | |
| Please outline to what extent you have engaged with local delivery partners e.g. Local Authority, Event Venue/s, Highways Authorities | |
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| Please submit comments below from local delivery partners, to include supporting documents where possible, in respect of your event. | |
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| Economic Criteria | |
| How will your event help stimulate new enterprise and business growth in Wales? | |
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| Will any new jobs be created specifically to help deliver your event? (you should indicate the size and duration of any jobs based on a 12 month Full Time Equivalent (FTE) of 37hrs p.w). Please also outline the nature of the roles/tasks to be fulfilled. | |
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| Please indicate how your event will help support existing jobs in the local economy (e.g. use of local suppliers, tourism/accommodation providers and similar) | |
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| What is the estimated economic impact of your event to the Welsh economy? Please use the [www.eventIMPACTS.com](http://www.eventIMPACTS.com) tool to calculate and provide a copy of this with your application. (Please note that for the purposes of this calculation the host economy should be defined as Wales, not the town or region where your event is held. Further guidance on using the calculator is available on the Event Impacts website). | |
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| Outline what networking opportunities will be generated by, or at, your event for engagement or interaction with appropriate businesses | |
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| Are there any proposed internship or student placement opportunities at your event. If so, please outline the nature of the roles and indicate to what extent you have already engaged with local FE/HE providers. | |
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| Will there be volunteer opportunities at your event? How will any volunteers be recruited and what will be the nature of their roles? | |
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| How many spectators and participants do you estimate will come to your event? How many of those will be from outside Wales? And how long will they stay in Wales? | |
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| What other sources of private or public income have been secured, or are sought, towards event costs. Please indicate whether funding is a sponsorship, grant or other. (Where public funds have been secured please indicate if these have been awarded under EU ‘de-miminis’ regulations). Although a detailed budget and business plan is not required at this stage a skeleton budget forecast, showing anticipated overall expenditure and income streams, should be included with this application. | |
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| International Profile and Reputation Criteria | |
| How will your event promote the Wales brand in UK or overseas tourism markets and/or appropriate business sectors? | |
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| Outline the level of media coverage across appropriate platforms (TV, radio, press, online etc) that you anticipate your event will attract (including details of proposed audience reach for each i.e Wales only, UK-wide and/or international). Please include any supporting documentation as appropriate including (for major events only) an estimate of the media value of any proposed coverage. | |
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| If applicable, how is any TV coverage of your event to be funded? | |
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| Outline how your event will provide opportunities for Welsh athletes/artistes to perform to UK or international audiences and provide Welsh audiences with world class experiences. | |
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| Socio-Cultural Criteria | |
| How will your event widen access to, and encourage sustainable participation in the arts or sport? Please give details of any proposed outreach or participation programmes or other activities aimed at widening access to the event, particularly among under-represented groups. | |
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| Statutory Policies | |
| What will your event do to promote and support equality of opportunity? | |
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| What will your event do to promote, support and make use of the Welsh language? | |
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| What will your event do to promote and support sustainability management and minimise waste through reduction, reuse and recycling? | |
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| Measuring Success | |
| What ‘added value’ will Welsh Government funding bring to your event that otherwise would not be achieved. | |
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| Please tell us “what success would look like” for your event. | |
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