



Events Initiative Scheme for Local Councils

Guidance Notes to the Application Form

Parliamentary Secretariat for Tourism

**Parliamentary Secretariat
for Public Dialogue and Information**

Office of the Prime Minister

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A. INTRODUCTION

As part of the measures being undertaken by central government for the development of sustainable localities a fund amounting to €250,000 has been allocated to assist Local Councils in the implementation of events held throughout the year.

This scheme follows Government's policies objectives namely the Policy for Local Governance and the National Tourism Policy on the need to diversify the product offer, reduce seasonality and provide a better distribution of income within our localities. The scheme will thus serve the purpose of giving an incentive to those Councils that propose initiatives aiming at enhancing their localities' cultural heritage, through the promotion of traditional activities, the enrichment of local artists' skills and talents to domestic and foreign visitors alike.

The primary aim of this document is that of a guidance tool to be used by any prospective grant applicant in identifying what kind of projects and interventions are eligible for grant assistance, and what are the steps in the application process and eventual implementation of approved projects. These guidance notes are intended to assist applicants in the submission of their projects for support under the Cultural Events Initiatives Scheme for Local Councils for 2010.

With tourism as one of the mainstays of the Maltese economy and a provider for a wide array of employment activity in the archipelago, the proposed scheme will assist in enhancing the visibility and create awareness of Malta's cultural diversity. This financial assistance will further encourage Local Councils to embark on cultural activities which if organised outside the peak months would help de-congestion whilst promoting social, economical, cultural and environmental sustainability of localities.

Malta – a prime tourist destination during the summer months, well known for its 'sun and sea' attributes – has a great potential due to its wealth relating to tangible and intangible heritage. The organisation of cultural activities highlighting Malta's diversity would in turn assist in easing problems of seasonality and help channel tourism flows towards the non-traditional locations.

B. ELIGIBLE CRITERIA

The scheme is directed towards:

- The positive socio-economic impacts resulting from the proper development and promotion of the cultural heritage initiatives being proposed;
- The respect and enhancement of the communities' ways of life ensuring that any development performed would not conflict with the character of the natural, social and cultural resources already present within the localities;

- Supporting a participative approach by Local Councils with other entities, towards design, implementation and management of initiatives aiming at meeting the objectives mentioned above;
- Applicants must indicate how their project will contribute to:
 - the promotion of tangible cultural heritage namely historical sites, monuments and artefacts;
 - the conservation and promotion of intangible cultural heritage namely social values and traditions, customs and practices, aesthetic and spiritual beliefs, artistic expression, language and other aspects of human activity through the proper involvement of artists;
 - the promotion of arts, traditions, customs and skills employed in the performing arts, in applied arts and in crafts and other intangible assets which have a historical, artistic or ethnographic value;
 - "integrated conservation" means the whole range of measures aimed at ensuring the perpetuation of the cultural heritage, its maintenance as part of an appropriate environment, whether manmade or natural, its utilisation and its adaptation to the needs of society. Such an objective is to be achieved through the revitalisation and integration of cultural heritage within the physical environment of present-day society and by assigning a social function to such cultural heritage compatible with its dignity and its setting;
- Local Councils forming consortia to work on a project together to achieve a common goal will be given considerable credit during the evaluation process;
- The Signatory of the Application Form should be the Mayor of the respective Local Council. Contact details of the signatory are required. In the case of a consortium, all Mayors forming this consortium will need to provide their signature in the respective application form;
- Previous experience in the implementation of projects and proper management of budgets will be considered an asset;
- The level of co-financing will also be given due consideration during the evaluation procedure. Applicants will need to indicate whether the project will be co-financed, the percentage being co-financed and the partners involved;

- Eligible initiatives will be those that:
 - aim at promoting their cultural characteristics to visitors on a national, European and International scale;
 - represent innovative ideas;
 - identify, appreciate, safeguard and promote local cultural assets;
 - develop their locality as a new touristic offer;
 - incorporate and provide important aspects within the locality itself;
 - involve various stakeholders and collaborations while aiming to enrich the cultural calendar;
 - consider and ensure visitor satisfaction while preserving and maintaining the traditional aspects of the locality;
 - promote social inclusion;

- Eligible Period for the undertaking of initiatives:
 - 1st December 2009 – 15th June 2010
 - 15th September 2010 – 31st December 2010

C. ELIGIBLE RULES

These guidelines set out the rules for the submission of proposals for cultural heritage initiatives by Local Councils;

Applicants must comply with the following rules in order to be eligible for participation:

Application must be signed, dated and completed, using the application form provided;

Proposal must give a detailed description of the type of initiative being proposed encompassing a programme of activities;

The applicant is required to submit the date/s of the initiative;

A detailed outline of the budget to be allocated for the implementation of the proposed initiative.

D. FINANCIAL SUPPORT

A maximum of €10,000 may be forwarded to the awarded initiative/s to assist in the respective preparations. The amount of funding to be allocated will purely depend on the sustainable and concrete viability of the initiatives being proposed in the application form.

The scheme encourages the collaboration between Local Councils (consortia) for the implementation of one same project aiming at higher impact and better quality activities. Network projects may also be beneficial with respect to private co-financing.

E. APPLICATION PROCEDURE

E.1. Project Participation Form

Applicant Information must be submitted on the participation form provided.

Applicants should keep strictly to the format of the application and fill in the pages in order.

Applicants can apply either in English or Maltese.

Please complete the participation form carefully and as clearly as possible so that it can be assessed properly. Be precise and provide sufficient detail to ensure the application is clear, particularly as to what the aims of the project are, the investments/benefits that accrue from it and the way in which it is relevant to the scheme's objectives.

Only one project proposal may be submitted by each applicant.

E.1.1 How to complete the form

The information to be included is listed in the following inventory with a brief description on each feature however should you face any difficulties in completing the application form do not hesitate to inform the consultant about your problem.

1. **Details of Project Proposal**
Use a clear, self-explanatory title of not more than 15 words, providing guidance as to the content of the project.
2. **Contact Person and Local Council name**
Applicant name will be used to identify the project file.
Address
Enter the address details of the Council/s.
Post Code
If applicable, enter alphanumeric postcode.
Telephone N° and Fax N°
Telephone number and Fax number of organisation if applicable.

Email and Website
Enter the e-mail of the Local Council

3. Information about the initiative/s
Such information consists of the objectives, description and results of the initiative/s.
4. Overall project timeframes
Please specify the programme of activities for the initiative in question.
5. Project Location
Please provide information about the locality and location where the initiative will be undertaken.
1. Project Investments/Benefits
Please provide information about the type of investment and benefits the initiative may generate.
2. Stakeholders and their involvement in the project
Provide information about who will be involved and the type of involvement in the project.
3. Financial Aid
Tick 'Yes' if the project will be co- financed or 'No' if not. If 'Yes', please specify who will be assisting in the co-financing and the percentage amount of such support.

E.2. Supporting documents to be included with the Participation submission set

Implementation Process and Budget Plan should be annexed to the application form

The original submission must be signed (in blue) by the signatory. The application must be submitted in a sealed envelope with the name of the Scheme, the name of the Local Council or Local Councils, the signatory's name and the name of the person's submitting the application. Application must be type written and submitted by not later than the deadline specified in call. The applicant must submit the following:

1. an original (printed) copy of the application form signed by the signatory/ies of the Local Council/s;
2. One (1) soft copy of the application form

Checklist of supporting documents

Complete submission means that the application form together with all the necessary supporting documents are submitted within the stipulated deadline. The following is a checklist of supporting documents required with the application.

- Application form
- Programme of activities
- Clear breakdown of proposed budget

Failure to submit any of the above supporting documents may render the applicant ineligible for funding.

E.3. Where and how to send forms and documents

The application must be lodged using the specific application form available for this call, which is attached to the present document. Copies of the application can be obtained by e-mail.

Submissions must be made:

- a) Either by registered mail, by not later than noon on Friday 11th September 2009,
- b) Or by hand, not later than noon on Friday 11th September 2009, to the following address:

Attn: Mr. Natalino Attard
Director for Local Government
26, Archbishop Street
Valletta VLT2000

Please note that electronic submissions are not allowed for this call and will not be considered.

Applicants shall observe precisely the above indications in order that proposals can reach their precise destination in due time.

Late submissions will not be considered.

E.4. Further information

Questions may be sent by e-mail to the address listed below, indicating clearly the reference of the call for participation.

E-mail address: cynthia.misokova@gov.mt

E.5. Acknowledgement of receipt

An acknowledgement of receipt by e-mail will be sent to all applicants.

F. TIMETABLE

Launch date of scheme: 10th July 2009

G. EVALUATION AND SELECTION PROCEDURE

Applications will be examined and evaluated by an evaluation committee. All applications submitted by interested parties will be vetted and assessed according to the following criteria:

1. Administrative compliance
Verification that the application is complete in accordance with the checklist.
2. Eligibility of the applicants
Verification that the applicant and the project are eligible according to the criteria set out in Section B
3. Applicants' capability and achievement of the criteria outlined in Section B and C.
4. Evaluation of the quality of projects in accordance with the criteria specified above.

H. HORIZONTAL ISSUES

The Evaluation Committee will evaluate applications according to the following horizontal issues:

H.1 Project Innovation

How innovative was the project in reaching its goals, particularly those outlined in Section A and B? The Project must have involved activities which make the location unique and authentic, protecting the integrity of the location, as well as highlight the special

characteristics the visitor will experience of a social, cultural, traditional and environmental nature always ensuring sustainability of tourism.

H.2 *Project Impact on the urban and rural dimensions*

What is the project's beneficial impact on and contribution to the urban and rural society? The project must seek to maintain, enhance and promote the urban and rural qualities of the society in terms of the culture, traditions and environment. Creation of activities that could have a beneficial impact on and contribution to the society.

H.3 *Project Social Impact*

How does the project affect the society of the area where it is located? What are the negative and positive impacts? It is important that society understands and is receptive to the work.

H.4 *Integration and Involvement*

The tourism strategy is a continuous process involving not only tourism enterprises but also a range of financial and service organisations that aim at moving the strategy forward and placing more emphasis on quality. There should be some form of integration and cooperation between providers and the locals/residents creating benefits, for example, in employment as well as between, locals and the visitors, creating an educational or informative experience. Businesses and organisations should buy local supplies and use local services, improving situations both economically and socially, whilst encouraging the utilisation of traditional and cultural customs in the society.

H.5 *Project Impact on Sustainability*

In order to be sustainable the project should have a low or minimum impact on the environment and local culture, while helping to generate income and employment. How does the project fulfil this and thus promote the sustainability of tourism and its Heritage in the locality?

H.6 *Project Impact on Employment and Equal Opportunities*

What employment and equal opportunities does the project generate? Businesses and organisations involved in such projects should do their best to employ and train local people while ensuring to promote gender equality, for example the inclusion of women and younger people in the work place of certain areas since these tend to be less present. The project should also work to decrease or eliminate racial discrimination and provide facilities and services for persons with special needs.