

Appendix 1 - Community Event Criteria

Organisational Capabilities – the credibility and capability of the organising body and their track record of event delivery.

Community Fit – how the event as presented fits with the identified community as defined by place, shared interest, heritage, day of celebration etc; how the activity celebrates or promotes an individual community and what opportunities the event provides for others to explore community culture/background.

Event Rationale and Criteria Fit – how the event demonstrates its fit with the three primary outcomes:

a) Community Leadership – how does the staging of the event support community cohesion, civic pride and empowerment by bringing people together from across the city to share common interests.

- Does the event demonstrate relevance to the target community, and a citywide level of community participation, volunteering and involvement in development and delivery.
- Will the event attract an audience from more than one community and from different backgrounds and age groups.
- Is there a development strategy that initiates partnerships, capacity builds (through volunteering, skills training etc) and diversifies activity.
- Does the event promote social inclusion – identifying barriers to access, developing activity that is relevant to the community and its interests and ensuring that the event will be neither threatening nor offensive.

b) Community Celebration – how does the event celebrate a community's distinctive cultural identity or engage with what others see as their 'identity'. How will the event and promote innovation, quality and creativity to raise the profile of the city and improve satisfaction and pride among residents.

- Does the application demonstrate that artistic, creative and innovative elements are included in the development of a quality event programme.
- Is the level of community engagement and participation strong enough to extend the reach of the activity.
- Will the staging of the event promote a positive profile in the media and amongst local and regional residents.
- Does the event enhance the cultural experience of people who live, work or visit Manchester.

c) Community Led Regeneration – how does the event provide the opportunity for community participation and commitment on a citywide basis, developing the use of public spaces and delivering economic benefits to the city through supporting skills, jobs and generating new visitor spend.

- Will the event attract visitors to Manchester, develop new audiences, generate economic benefit for the city and enhance the city's profile nationally and in the region.
- Will the event animate and interpret the physical environment or promote the use of our built assets.
- Does the event have the potential to deliver strong engagement and support from the city's business community and key stakeholders and/or support the development of wider strategic partnerships and collaborations.
- Will the event attract funding from other public sector or grant giving bodies and commercial sponsorship sources – and does the organiser demonstrate how they will maximise additional funding from earned income, donations, advertising revenue and in-kind support.

Strength of Partnerships – can the event organiser demonstrate that it has established (or can establish) strong partnerships with key supporters/stakeholders and leverage involvement from others outside the organising body.

Skills Development – does the application identify the skills required to develop and deliver the event, how local people can get involved in roles on the event and the level of volunteering opportunities.

Reach – does the application provide a realistic target for the number of performers/participants that will feature in the event – and of the number of day/stay visitors that will attend including detail of their demographics and origin.

Marketing and Media – what is the scale and reach of the promotion and media plan for the event – television, print, online, socials etc – and will the marketing plan support the attraction of an audience from its target area.

Financial Management – does the application provide assurance that the required approach to governance, accountability and procurement is in place and robustly monitored.

Event Budget – is the promoted budget realistic, evidence based and credible? Does the event application identify why public sector funding is justified the event and whether the event would happen without City Council support.

Forward Planning – is the proposed model sustainable, what is the ambition/growth potential of the event and is there potential to plan in an incremental decrease in City Council Funding as the event develops in future years.

Event Sustainability – does the staging of the event support Manchester City Council's commitment to tackle climate change in making Manchester a Zero Carbon city by 2038 and does the application demonstrate what sustainable event practices will be delivered as part of the management of the event in order to support MCC's Carbon reduction target.

Identified Risk Factors – are there potential negative impacts that need to be mitigated if

the City Council is to support (eg. Environmental, equality etc) – and does the event organiser have the relevant capability to deliver the event to the required standard.