



An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media

Longford Town

NTE Diversification Fund

Café Lates Grant 2025

Guidance Note

Opening Date: Monday 14th April

Closing Date: Friday 2nd May 4pm

Return completed applications to:

kreilly@longfordcoco.ie

Queries to Karen Reilly, Night-Time Economy Advisor, Longford County
Council

Telephone: 086 3535175 or Email: kreilly@longfordcoco.ie

An independent assessment panel will award funding on a competitive basis; therefore, all applications submitted must be accompanied by comprehensive supporting information. If you do not provide the relevant documentation, we will consider your application ineligible.

Overview:

Under the Night-Time Economy Diversification Fund, Longford County Council is pleased to announce a dedicated call for "Café Lates," a pilot grant initiative designed to foster a vibrant and diverse nighttime café culture. Under Call 1, we are inviting local cafés located in Longford town to apply for funding to introduce engaging cultural programming after 6pm on the two dates outlined below.

- Thursday 29th May
- Thursday 26th June

The successful applicants must commit to extending their opening hours and enhancing their nighttime offering on both dates.

As one of nine pilot cities nationwide actively shaping Ireland's night-time economy, Longford County Council is committed to enhancing the town's after-6 p.m. offerings. "Café Lates," is a direct response to our nighttime economy public consultation that aims to:

- **Diversify Nightlife:** Expand evening options offering an enhanced experience for residents, workers, and visitors alike.
- **Stimulate the Economy:** Increase dwell time in the city and encourage additional footfall and increase revenue streams for cafés during evening hours.

The types of programming we envisage and encourage are live performances from local bands to intimate acoustic and DJ sets, Spoken word and poetry, comedy, book clubs, workshops, and tastings to themed nights. We also encourage programming that appeals to a youth audience, creating a welcoming and inclusive space for all.

Who Can Apply:

Cafés located in Longford town that can host events and are interested in piloting evening and nighttime events. Successful applicants must organise events that will extend their opening hours by at least two hours after 6pm on both Thursday 29th May and Thursday 26th June.

Grant Funding Available

Eligible funding:

- Artist's, performers, guides fees/costs etc. (artists/performers must be paid).
- Event insurance.
- Set up/staging costs.
- AV Costs and equipment hire.
- Photography, Marketing and Advertising Costs.
- Costs related to conducting a visitor survey/exhibition survey.
- Subsidised entrance fee or ticket fee for the event or initiative (if the activity is of a commercial nature).

Ineligible funding:

- Cost incurred before the awarding of the grant.
- Capital or construction costs.
- Purchase of equipment/materials.
- Purchase of musical instruments.
- Local authority rates.
- Staff costs or additional staffing costs for later openings.
- Accommodation.
- Legal and accountancy fees.
- Annual insurance costs (with the exception of per event insurance).
- Food and beverages.

Features of the pilot scheme:

- The minimum grant award is €350, and the maximum grant award is €750 (ex VAT). This is a competitive funding call with a limited budget. It may not be possible to offer funding to all applicants and it may also not be possible to offer the full amount requested to any individual applicant.
- A minimum of 10% of your approved funding must be spent on marketing/promotion.
- Working with new partners is encouraged to attract new audiences and inspire new uses of existing spaces in the community for late night artists and cultural communities.
- Grant payments will be made based on paid invoices and receipts submitted and only for the proposed expenditure submitted on the original application form. Cash payments to suppliers are not permitted.
- All successful Grantees are also required to conduct a participant/ visitor survey. This data will help Longford County Council evaluate the success of the pilot and will assist in gaining valuable insights into who is attending these events, the number of attendees and their overall experience of the events/initiative.
- All successful Grantees will be required to fill out an evaluation questionnaire. in relation to this scheme when drawing down funds. This will allow the Longford County Council to evaluate the effectiveness of the funding and to gain learnings from the pilot.
- Programmes must be advertised locally through various channels to ensure maximum visibility. Longford County Council and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media's support must be acknowledged in public advertising. Logos will be provided to successful applicants.

Why Participate?

- **Financial Support:** Receive funding to offset the costs of hosting cultural events and experimenting with new late-night offerings.
- **Increased Visibility:** Benefit from promotional support, reaching new audiences and potentially attracting new customers to your café.
- **Data-Driven Insights:** Gain valuable feedback through participant surveys to understand your audience, refine your offerings, and determine the feasibility of extending your café's hours and programming in the future.

Funding Conditions:

1. Grant payments will be made based on paid invoices and receipts submitted along with proof of payment and only for the proposed expenditure submitted on the original application form and subsequently approved in the letter of offer. Cash payments to suppliers are not permitted.
2. Only one application for this Scheme per individual/venue/business will be considered and must be organised events that take place in Longford town, and which will extend their opening hours by at least two hours after 6pm on both Thursday 29th May and Thursday 26th June.
3. Grant funding should not be used as top-up or substitute funding for existing events. Groups & Organisations already in receipt of funding from Longford County Council or other funding agencies will need to declare this and demonstrate that the activity proposed under this scheme is separate and distinct. Proposals that include activities that have already started or are completed outside of the timeframes specified are not eligible for funding.
4. Please note your project or event cannot commence until you have been notified as to whether you are successful. Longford County Council will not retrospectively fund and take no responsibility for proposed projects that have not been awarded funding by due process. If your application is successful, you will be notified of your funding award in the first week of April.
6. The grant award must be drawn down no later than two weeks after the final event has completed. The funding will only be paid to the applicant body (not a sub-contractor(s) of the applicant)
7. Where a grant is allocated for a specific event / project Longford County Council will not be responsible for the insurance of that event / project. The organisers must ensure that adequate insurance is in place prior to the commencement of any event / project.
8. It is the responsibility of the applicant to ensure that all permissions, approvals, licenses or consents needed for your project are secured.
9. If your application is successful, evidence of appropriate public liability must be provided. Organisers will also be asked to indemnify Longford County Council on their public liability insurance.
10. If applicants intend to work with children and young people, evidence will be requested if successful of having an up-to-date child protection policy or the child protection policy of your partner organisation.
11. If the event or project is altered, postponed, or cancelled – in whole or in part – the Longford County Councils Night-Time Economy Advisor, Karen Reilly, must be contacted in order to discuss the matter.
12. Longford County Council and the Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media must be acknowledged on all publicity, press and marketing material, websites and social media outlets produced in connection with the undertaking or event. Logos will be sent to all successful applicants.
13. Copies of all such material produced must be sent to the Night-Time Economy Advisor in advance of the event and included as part of the Evaluation Report.

14. Selection of projects/events will be made through the appointment of an independent assessment panel and scored on the criteria outlined in the guidance note.

Appeals:

An appeal may be made by an applicant to kreilly@longfordcoco.ie if they are not satisfied with the outcome of their application. An appeal must be made within 5 working days of the date of the decision letter/email. The appeal will be reviewed independently and on completion of the review, a decision will issue to the applicant.

Payment Conditions:

Successful applicants will receive a Letter of Offer along with an acceptance slip. This will form the contract between Longford County Council and the organiser/lead applicant and will detail all conditions and requirements which will include all health and safety requirements by you if appropriate, guidance on GDPR imagery that identifies a person in your images and correct consent forms returned. Full details of all conditions will be emailed to successful applicants.

To receive payment, the successful applicant must provide the following:

- A completed Longford County Council “supplier set up form” with tax registration certification and copy of your bank statement header.
- Evidence that project/initiative/event has taken place (e.g. photographic evidence, MAX 5, high quality jpeg images must be supplied, copies of press features and evidence that on ALL publicity material about your project acknowledge Longford County Council and Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media with the logos clearly visible, appear and are acknowledged on all print materials, interviews, films produced and social media postings – (Logos will be supplied to you if successful).
- Receipts and evidence of payment to supplier for ALL PAYMENTS applicable to the funding approved in the letter of offer. Cash payments to suppliers are not permitted.
- Payment will be made by Electronic Fund Transfer (EFT) only.
- Failure to return the required report and related receipts will forfeit the grant.

How will the decision on funding be made?

Grant applications will be assessed using the following criteria:

Project Merit
How the proposal addresses the intended objectives of the funding scheme. Applicants should demonstrate how their proposed event will support the growth of the night-time economy.
30%

Overall Impact

The applicant should indicate the potential economic benefits of their proposed project, for example – the impact on business turnover, and the number of new customers/visitors created.

30%

Viability

The applicant should indicate their experience and capacity to undertake the project and the extent to which the proposed budgets and project plans are cost effective and realistic for the delivery of the intended outcomes.

25%

Sustainability & Accessibility focus

The applicant should indicate how support for their event will contribute to Longford towns vision for a diverse, sustainable, and accessible nightlife? (Consider the environmental impact, inclusivity, accessibility for people with disabilities, age-friendly including youth etc.)
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15%

Completed applications must be submitted by email to kreilly@longfordcoco.ie with the subject title Café Lates before the deadline of 5pm on Friday 28th March

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