

WEST MIDLANDS MAJOR EVENTS FUND APPLICATION FORM GUIDANCE NOTES

Major Events Evaluation Framework

Purpose of the Fund and the Framework

The Major Events Fund (held by WMCA) seeks applications made by Local Authorities to provide funding toward the total cost of a MAJOR EVENT (business, cultural or sporting) that they would like to host in their City/Region. This Framework provides overarching areas of significance that events must address in their bid submission and future planning, as well as a robust mechanism that enables objective assessment for funding.

Events that are successful in securing monies from the Major Events Fund must evidence their ability to support at least **four** event delivery VALUES of the Region (as listed below) and to achieving improvements in at least **three** anticipated focus OUTCOME areas.

| | | | | | | | |
|--------------------------|-----------------------|--------------------|----------------------------|------------------------------|---------------------|------------------------------|----------------------|
| WM Event Values | Welcoming | Inclusive | Diverse | Youthful | Innovation | Collaborative | Sustainable |
| WM Focus Outcomes | Media Profile & Image | Business & Economy | Engagement & Participation | Environment & Infrastructure | Employment & Skills | Social Inclusion & Diversity | Power & Partnerships |

Criteria assessment:

The submission form utilises the industry-recognised indicators (such as those recommended in eventIMPACTS.com, the [ASOIF/IAEH Common Indicators](#) and [OECD guidance](#)) to inform definitions and methodologies for the measurement of impacts of major events.

A briefing note detailing the roles, responsibilities, process has been supplied to Local Authorities by WMGC.

Guidance Notes for the Framework and for completion of the applications for funding have been provided by the Framework development team.

Financial criteria:

- Event requires £250k+ funding* in order to be won by and hosted in the West Midlands region as opposed to an alternative location or not take place at all
- The lower of 5% or £50,000 of the funding awarded to the Local Authority must be allocated to evaluation that evidences the meeting of some of the values and outcomes outlined above.
- Only submissions that have satisfactory management of risk, and track record for delivering quality events will qualify for funding.

* Unless there is a significant reason as to why else it would be considered as a major event.

Major Events Fund Application Form – Guidance Notes

£6m of Commonwealth Games legacy funding has been used to set up a Major Events Fund. The Major Events Fund Application Form enables Local Authority applicants to demonstrate how their proposed event fulfils the criteria set out in the framework and ensures that they have the optimal chance of securing funding for the proposed event in their geographic remit.

The application form contains a comprehensive list of relevant questions and requests applicants to provide evidence where it is available, based on existing plans and/or data from previous editions of the event . This evidence is then used to calculate a series of assessment scores to determine whether the agreed funding criteria and objectives of the region, have been met, and a ranking of the level of impact the event provides to the region.

The application form is tailored to Sport, Cultural and Business events and requires applicants to submit the following types of information:

- Core event details
- Short text submissions
- Yes/no questions
- Data indicators, of which some form part of the scoring model, others are for context for the Advisory Board.

Over the coming pages, each section of the application form has been detailed within the Additional notes fields to ensure that a) what respondents are expected to complete is clear and b) they are clear whether the question is being scored during the analysis or not. If you have any additional evidence (case studies, reports etc) that you wish to supply, please attach to the email, when returning your completed document to mef@wmgrowth.com.

Legacy Funding Application – Major Events Fund Assessment

To qualify for the funding, events must satisfactorily demonstrate how they address **Risk**, track record of delivering **Quality** and at least four **Values**. This assessment will be made by comparing the short text submission against the criteria set out in these Guidance Notes.

In addition, a ranking score for the event will be calculated for each of the seven **Outcomes**. Scores from each Outcome area will also contribute to a total score to determine which are shortlisted to secure funding. All questions are mandatory. Some will be scored for the purpose of this evaluation, others are to provide due diligence and context during the Advisory Group review stage and to provide information that will be required during the post-award process.

Some questions have been identified as key indicators of an event likely to fulfil the defined criteria for a Major Event funding award. Industry benchmarks have been applied where they exist to determine the score, as shown in the table below.

| Score awarded | 10 | 5 | 3 | 1 | 0 |
|------------------------------------|-----------|-----------|-----------|-----------|----|
| Outcomes assessment scoring | | | | | |
| - High priority data indicators | Top range | Mid range | Low range | | |
| - Other scoring data indicators | | Top range | Mid range | Low range | |
| - High priority yes/no questions | | Yes | | | No |
| - Medium priority yes/no questions | | | Yes | | No |
| - Low priority yes/no questions | | | | Yes | No |

For events that are successful in securing funding, further evidence related to yes/no questions (e.g. evidence of plans or policies) may be requested during the post-award process and included in grant agreements.

Legacy Funding Application Form

The Legacy Funding Application Form includes the following sections which must be completed by applicants:

| Event Details | Event Financials | Event Profile |
|--|---|---|
| <p>Applicants are required to complete details of the Event, Venues or Locations to be used across the region and Sector or Sport that the Event attracts/covers.</p> <p>Funded events must take place before 31st March 2025 - If the event you are submitting takes place after this date, please do not complete any further fields.</p> | <p>Applicants are required to complete headline details around the Funding of the event, the Costs attached to delivery, Track Record of delivering quality events and early identification of any potential Risks associated with the delivery of the Event.</p> <p>Only submissions that have satisfactory responses to the Risk and Track Record questions will qualify for funding.</p> | <p>Please ensure you complete the tab related to the event type – Business, Cultural or Sport event.</p> <p>Applicants are required to answer questions related to the region’s event Values, which are detailed on the pages 7 to 9.</p> <p>Applicants are then required to complete details around the expected Participants and audience Attendance at the event as well as provide evidence or plans for the seven event Outcome areas (Media, Business, Engagement, Inclusion, Environment, Employment and Partnerships).</p> <p>There is a notes box provided at the end for you to provide extraordinary information or insight.</p> |

Legacy Funding Application – Event Details

This section enables the Advisory Board to be able to understand basic characteristics of the event and the venue(s) where the event is held, as part of the overall mix of events included in the Major Events Fund.

| | Question | Value | Additional notes | |
|-------------|--|---------|---|--|
| | Event Details | | | |
| 1.01 | Event Years | Year(s) | Year (or years) when the event is proposed to be held | Funded events must be before 31 March 2025 |
| 1.02 | Event Month | Month | Month when the event is proposed to be held | |
| 1.03 | Event Start Date | Date | Proposed start date | |
| 1.04 | Event Finish Date | Date | Proposed end date | |
| 1.05 | Event Days | Number | Days the event is held (not including set-up or take-down days) | Not scoring |
| 1.06 | Event Frequency | Option | If the event staged regularly, with what frequency (eg annually/every 2 years)? | Not scoring |
| 1.07 | Event Level | Option | International status of the event (eg world, continental or national) | Scoring |
| 1.08 | Event Category | Option | | Not scoring |
| 1.09 | Event Type | Option | | Not scoring |
| 1.10 | Event held in WM for more than one year? | Yes/No | | Not scoring |
| 2.00 | Venue Details | | | |
| 2.01 | Number of Venues | Year(s) | | Not scoring |
| 2.02 | Venue Capacity | Number | | Not scoring |
| 2.03 | Venue/Location Name | Text | | Not scoring |
| 2.04 | Venue Type | Option | | Not scoring |
| 2.05 | Number of Hotels | Number | Hotel(s) formally used for accommodating participants, staff and spectators | Not scoring |
| 2.06 | Category of Hotels | Option | Rating of hotel(s) | Not scoring |
| 2.07 | Number of Cities | Number | | Not scoring |

Legacy Funding Application – Event Details

This section enables the Advisory Board to be able to understand basic characteristics of the event and the venue(s) where the event is held, as part of the overall mix of events included in the Major Events Fund.

| | Question | Value | Additional notes | |
|-------------|---|--------|--|-------------|
| 3.00 | Sector Details | | | |
| 3.01 | Number of Sports/Sectors | Number | Number of individual sports or industry sectors the event includes | Not scoring |
| 3.02 | Primary Sport/Sector | Text | | Not scoring |
| 3.03 | Is the event-owner a not-for-profit organisation? | Yes/No | | Not scoring |

Legacy Funding Application Form – Event Financials

This section enables the Advisory Board to be able to assess how the funding requested contributes to the overall cost of the event, how its funding will help leverage additional funding, and the risks of the event being delivered successfully in a high quality way.

| | Question | Value | Additional notes | |
|-------------|---|----------------------------|---|--------------------------------|
| 4.00 | Funding | | | |
| 4.01 | Amount being applied for | £ | | Non scoring |
| 4.02 | Does the Host/Sponsor Local Authority have match funding or Value in Kind to support event? | Yes/No | If yes, please provide confirm the amount and (if applicable) details of the Value in Kind support. Please include the key areas of expenditure and projected spend within each area. | Not scoring |
| 5.00 | Costs | | | |
| 5.01 | What is the anticipated total cost to deliver this event (not including this funding)? | £ | | Not scoring |
| 5.02 | What percentage of the total event budget does this application for funding make up? | % | | Not scoring |
| 5.03 | If successful, what aspect(s) of the event will this money fund? | Text | | Not scoring |
| 6.00 | Risk Management | | | |
| 6.01 | Top 5 areas of risk for your LA in hosting this event | Text (less than 500 words) | A comprehensive Risk Management Policy and Risk Management Plan Outline will be required during the individual Business Case development | Requires satisfactory response |
| 7.00 | Organiser Track Record | | | |
| 7.01 | Track record of organisers to deliver a quality high profile event | Text (less than 500 words) | Organiser/rights holder must provide evidence of an experienced team involved, experience of similar size and profile events and insurance requirements for nature of event are already known/in situ. Submission includes evidence of understanding and responsiveness required for crisis management. | Requires satisfactory response |

Legacy Funding Application Form

Event Profile – 8.Values

Applicants are required to complete a short written description to provide evidence of how their event aligns with the following major event values for the region. Examples can be found below.

| 8. Values | Definition | Example |
|-------------------|--|--|
| 8.01 Welcoming | Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK | <p>E.g.</p> <p>Event is open to people of all cultural backgrounds and/or broad physical capability</p> <p>A cultural programme which promotes diversity and inclusivity is planned to run alongside the event</p> <p>Consideration is given to festivals, holidays and celebration dates of local authority's diverse communities in the scheduling of activity</p> <p>Event promotes activities that will encourage visitors to return to the region</p> <p>The event uses welcoming features through its marketing imagery, language and/or languages used/translations before and at-event</p> <p>The event programme utilises local and/or new artists or performers offering unique opportunities for talented emerging artists, writers and performers to exhibit their work to a diverse audience.</p> <p>The event is open to and aims to attract visitors from different parts of the world</p> <p>The event clearly demonstrates ways to promote the best of the region - people, platforms, sectors, expertise, production or intellectual capital etc</p> |
| 8.02 Inclusive | Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate | <p>E.g.</p> <p>Event encourages participation and/or attendance from people from diverse communities, including local residents</p> <p>Event addresses accessible design in its planning and delivery enabling all spectators / delegates to attend and fully participate</p> <p>Event considers inclusive communication, language and channels in its marketing and at-event collateral/signage</p> <p>Event is conscious of gender, sexuality and religious inclusivity in participants and/or spectators</p> <p>Event is conscious of inclusivity in its catering provision if relevant</p> <p>Staff are trained in cultural and disability awareness to provide a warm welcome to all guests.</p> |

Legacy Funding Application Form

Event Profile – 8.Values

| 8. Values | Definition | Example |
|--------------------|--|--|
| 8.03 Diverse | Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement | <p>E.g.</p> <p>Organising Committee/Team is made up of a diverse group of individuals (gender, age, cultural background, sexuality, disability or impairment etc)</p> <p>Event intends to invite diverse group of speakers/participants/spectators as relevant.</p> <p>Event promotes content that appeals to diverse group of individuals.</p> <p>Event considers communication, language and channels to reach diverse groups where appropriate.</p> <p>Event considers DEI target-setting to drive behaviours and focus e.g: Diversity of event panels? Invitations or engagement with minority business enterprises? What was your satisfaction score among underrepresented audience groups post-event?</p> <p>Event reaches the traditionally unengaged through non-traditional spokespeople, media channels or other mechanisms</p> |
| 8.04 Youthful | Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector | <p>E.g.</p> <p>Event considers content designed to appeal to non-traditional young audiences</p> <p>Event considers marketing channels and language designed to appeal to non-traditional audiences</p> <p>Event speakers will be non-traditional in nature e.g. participants, speakers, sponsor organisations</p> <p>Event considers our broad University sector in terms of participation, spectators or opportunity.</p> |
| 8.05 Innovative | Events and formats which are new, innovative and emerging | <p>E.g.</p> <p>Event considers alternative or innovative forms of marketing, content creation, speaker engagement and delivery</p> <p>Event considers new formats (sports or cultural for example) and / or technologies in its organisation, planning or delivery</p> <p>Event takes experiential ideas from consumer events into mainstream sports, business or culture events e.g. secrecy led, "unconferences", silent meetings or workshops.</p> |

Legacy Funding Application Form

Event Profile – 8.Values

| 8. Values | Definition | Example |
|---|--|---|
| 8.06 Collaborative | Events which work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors | E.g. |
| | | Event steering group is made up of multiple stakeholders in the region |
| | | Event objectives include shared regional benefit and / or collaborations between regional organisations |
| | | Event programme considers longer term collaborations between regional organisations |
| | | Event considers involvement from private, public and third sector. |
| 8.07 Sustainable | Events which develop sustainable opportunities and outcome for long term sustainable impact | E.g. |
| | | Event has a focus on sustainability – environmental, impact and/or profit for the region |
| | | Event considers provenance and credentials of suppliers (from local region) during planning and live stages |
| | | Event objectives include long term impacts for the region (physical, geographic, infrastructure, cultural, collaborations, environmental) |
| | | Event will define targets that are designed to evidence (and report on) long term success post-event. |
| | | Event ensures robust governance focussed on regional sustainable impact |
| Event uses its own platforms to champion sustainable approaches within the region | | |

Legacy Funding Application Form

Event Profile: 9. Participants and 10. Attendance

If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box...

| | Value | Additional notes | Sport | Culture | Business |
|--|--------|--|-------------|-------------|-------------|
| 9.00 Participants | | | | | |
| 9.01 Number of Participating Continents | Number | Continents where participants/delegates are from | Not scoring | NA | Not scoring |
| 9.02 Number of Participating Nations | Number | Nations where participants/delegates are from | | NA | |
| 9.03 Number of Participants/Athletes | Number | | | | |
| 9.04 % Overseas Participants/Athletes | % | | | | |
| 9.05 % of Male Participants/Athletes | % | | Not scoring | Not scoring | Not scoring |
| 9.06 % of Female Participants/Athletes | % | | | | |
| 9.07 % of Disabled Participants/Athletes | % | | | | |
| 9.08 Number of Supporting Staff/Team Officials/Technical Officials | Number | In addition to participants and spectators, other attendees inc staff, officials, administrative support | Not scoring | Not scoring | Not scoring |
| 9.09 % Overseas Supporting Staff/Team Officials/Technical Officials | % | | Not scoring | Not scoring | Not scoring |
| 9.10 % of Male Supporting Staff/Team Officials/Technical Officials | % | | Not scoring | Not scoring | Not scoring |
| 9.11 % of Female Supporting Staff/Team Officials/Technical Officials | % | | Not scoring | Not scoring | Not scoring |
| 9.12 % of Disabled Supporting Staff/Team Officials/Technical Officials | % | | Not scoring | Not scoring | Not scoring |
| 10.00 Attendance | | | | | |
| 10.01 Estimated Total Attendance/Spectators | Number | | | | |
| 10.02 Estimated Unique Attendance/Spectators | Number | Pages 33 of the ASOIF Common Indicators describes how unique and total attendance differs | | | |
| 10.03 % Out-of-Town Spectators (excluding residents - domestic) | % | | | | |
| 10.04 % Overseas Spectators (international) | % | | Not scoring | Not scoring | Not scoring |

Legacy Funding Application Form

Event Profile: 11. Media Profile & Image

Providing opportunities for businesses and help stimulate economic and employment growth

| 11. Media Profile and Image | Value | Additional notes | Sport | Culture | Business |
|--|--------|---|-------------|---------|----------|
| Broadcast | | See page 45-47 of the ASOIF Common Indicators | | | |
| 11.01 Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)? | Yes/No | Not all events will have TV broadcast however with increasing use of digital media there are increasing ways of providing some form of digital coverage | | | |
| 11.02 Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)? | Yes/No | | | | |
| 11.03 Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event). | Number | ASOIF Common Indicators reference IM-B1.2 Enter zero for events with no TV | | | |
| 11.04 Media value/AVE (advertising value equivalent) achieved in the last occurrence of this event. | Number | Only include if available based on experience from a previous relevant edition | | | |
| 11.05 Estimated number of live hours of coverage internationally? | Number | Only include if available based on experience from a previous relevant edition | Not scoring | NA | NA |
| 11.06 Will the event be broadcast in key international tourism markets? | Yes/No | The key markets for the West Midlands are France, Germany, Ireland, Poland, China, USA, Australia, Singapore, Malaysia, Canada and India | | NA | NA |
| 11.07 Estimated number of tourism markets? | Number | From the 11 markets shown above | | NA | NA |
| 11.08 Will the event be broadcast nationally? | Yes/No | | | | |
| 11.09 Estimated number of live hours of coverage nationally? | Number | Only include if available based on experience from a previous relevant edition | Not scoring | NA | NA |
| 11.10 Will local stakeholders be recognised as part of the pre-event media coverage of the event? | Yes/No | | | NA | NA |
| 11.11 If the event is broadcast, are plans in place to give equal broadcast time to female and male? | Yes/No | Pages 52-53 of the ASOIF Common Indicators describe the relevance of this to UN SDGs | | NA | NA |
| Online Broadcast/Streaming | | See page 46 of the ASOIF Common Indicators | | | |
| 11.12 Will the event be streamed/broadcast online (Live or Highlights) through the event website? | Yes/No | | | | |
| 11.13 Estimated online audience for web streaming/online broadcast based on previous online statistics? | Number | Based on statistics from previous events. See ASOIF Common Indicators reference IM-B2.1 | | | 13 |

Legacy Funding Application Form

Event Profile: 11. Media Profile & Image

Providing opportunities for businesses and help stimulate economic and employment growth

| 11. Media Profile and Image | Value | Additional notes | Sport | Culture | Business |
|---|--------|---|-------------|---------|----------|
| Web Traffic | | | | | |
| 11.14 Will web traffic figures be gathered during the event? | Yes/No | | | | |
| 11.15 Estimated audience size of event/event owner web traffic (average unique users per month)? | Number | | | | NA |
| Press | | | | | |
| | | See page 52-53 of the ASOIF Common Indicators | | | |
| 11.16 Will press coverage be monitored through the event? | Yes/No | | | | |
| 11.17 No. of accredited media representatives attending the event | Number | ASOIF Common Indicators reference IM-P2.1 | | | |
| 11.18 Estimated % of media representatives from outside the UK | % | Only include if available based on experience from a previous relevant edition | Not scoring | NA | NA |
| 11.19 Estimated % of media representatives from UK | % | Only include if available based on experience from a previous relevant edition | Not scoring | NA | NA |
| Social Media | | | | | |
| | | See page 48-49 of the ASOIF Common Indicators | | | |
| 11.20 Will key metrics be measured for social media engagement during the event (eg Posts, mentions, shares, retweets, likes, comments, and overall sentiment)? | Yes/No | | | | |
| 11.21 No. of social media followers of event/event-owner (All Social Media Accounts) | Number | ASOIF Common Indicators reference IM-SM1.1 | | | |
| 11.22 What do you expect to spend on Social Media Monitoring during your event? | £ | | | | |
| Satisfaction Survey | | | | | |
| 11.23 Will attendee and/or viewer attitudes to the event be monitored and reported? | Yes/No | eventIMPACTS.com contains advice on how an event satisfaction survey can be created | | | |
| 11.24 Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)? | Yes/No | Promotion of limited offers in the media increases interest however may not be relevant to all events | | | |

Legacy Funding Application Form

Event Profile: 12. Business and Economy

Providing opportunities for businesses and help stimulate economic and employment growth

| 12. Business and Economy | Value | Additional notes | Sport | Culture | Business |
|--|--------|--|-------------|-------------|-------------|
| 12.01 Is there a plan to promote event-related business to local suppliers? | Yes/No | | | | |
| 12.02 Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)? | Number | eventIMPACTS.com provides an online calculator to be able to estimate economic benefit | | | |
| 12.03 Overnight stays in paid accommodation by visiting spectators | Number | This data is a component of the economic benefit calculation (see also ASOIF reference EC-S2.2) | | NA | NA |
| 12.04 Overnight stays in paid accommodation by visiting participants | Number | This data is a component of the economic benefit calculation (see also ASOIF reference EC-P2.2) | | NA | |
| 12.05 Total operational budgeted expenditure (excluding Value-in-Kind) | Number | ASOIF Common Indicators reference EC-OE1.1 | Not scoring | Not scoring | Not scoring |
| 12.06 What % of your supply chain will you commit to sourcing from the West Midlands Region? | % | | | | |
| 12.07 Value of contracts with local suppliers | £ | Estimate of value based on the expected % of the event expenditure being sourced within the WM | | | |
| 12.08 Proportion of operation event costs funded by commercial revenue | % | ASOIF Common Indicators reference EC-OE2.2 | Not scoring | Not scoring | Not scoring |

Legacy Funding Application Form

Event Profile: 13. Engagement and Participation

Encouraging citizens of all abilities and ages to take part and improve their mental and physical health and wellbeing

| 13. Engagement and Participation | Value | Additional notes | Sport | Culture | Business |
|---|--------|--|-------------|-------------|----------|
| 13.01 Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)? | Yes/No | | | | |
| 13.02 Will the event have a regional community engagement strategy in place? | Yes/No | Pages 59-61 of the ASOIF Common Indicators describe how event can engage communities | | | |
| 13.03 Is there a dedicated engagement role with the purpose of driving engagement in the region? | Yes/No | Someone involved in the organisation of the event who is dedicated to delivering this strategy | | | NA |
| 13.04 Estimated number of people to be engaged (at least aware of the event)? | Number | Estimate based on realistic reach of the strategy | | | NA |
| 13.05 Will the event aim to increase physical activity/sport/arts within the adult population in the region? | Yes/No | See page 78-79 of the ASOIF Common Indicators | | | NA |
| 13.06 Estimated number of adults to be involved? | Number | | Not scoring | Not scoring | NA |
| 13.07 Will the event aim to increase physical activity/sport/arts within the schools population in the region? | Yes/No | This refers specifically to young people at school | | | NA |
| 13.08 Estimated number of school children to be involved? | Number | | Not scoring | Not scoring | NA |
| 13.09 Planned no. of attendees at free activity related to the event | Number | See page 64-65 of the ASOIF Common Indicators | | | NA |
| 13.10 Are individuals or teams from the West Midlands be provided enhanced access to the event (eg qualifying roster, special delegate access)? | Yes/No | For international event these may be in-built opportunities as a result of hosting the event | | NA | NA |
| 13.11 Money invested in grass-roots programmes as a result of the event | Number | Some events may result in funding allocated to grass-roots activities alongside the event | Not scoring | Not scoring | NA |
| 13.12 Proportion of spectators inspired to participate more (sport/physical activity or arts)? | Number | ASOIF Common Indicators reference SP-SP2.1 | Not scoring | Not scoring | NA |
| 13.13 Will resident attitudes to the event be monitored and reported? | Yes/No | | | NA | NA |

Legacy Funding Application Form

Event Profile: 14. Environment and Infrastructure

Promoting the host venues and assets; enhancing its environment and facilities; and supporting sustainable practices

| 14. Environment and Infrastructure | Value | Additional notes | Sport | Culture | Business |
|--|--------|---|-------------|-------------|-------------|
| 14.01 Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030 | Yes/No | See Sustainability West Midlands Roadmap to 2030 | | | |
| 14.02 Will there be any investment in venues or physical infrastructure designed for sustainable long-term use? | Yes/No | | | | |
| 14.03 Total Investment in venues and equipment for long-term use | £ | | Not scoring | NA | NA |
| 14.04 Does the event have public commitment to positive environmental policies? | Yes/No | See page 84 of the ASOIF Common Indicators | | NA | NA |
| 14.05 Will the carbon footprint of the event be calculated? | Yes/No | ASOIF Common Indicators reference EN-EP1.2 | | | |
| 14.06 Will the event have ISO2021 accreditation, or other recognised certification? | Yes/No | ASOIF Common Indicators reference EN-EP2.1 | | | |
| 14.07 Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport? | Yes/No | See page 85 of the ASOIF Common Indicators | | | |
| 14.08 Proportion of spectators/delegates using public or sustainable transport | % | ASOIF Common Indicators reference EN-T2.1 | Not scoring | Not scoring | Not scoring |
| 14.09 Will the event have an environmental strategy in place? | | | | | |
| 14.10 Will the event have a waste management plan in place? | Yes/No | See page 86 of the ASOIF Common Indicators | | | |
| 14.11 Will the event have a water management policy in place? | Yes/No | | | | |
| 14.12 Will the event have a energy management plan in place? | Yes/No | See page 88 of the ASOIF Common Indicators | | | |
| 14.13 What % of energy is planned to come from renewable energy? | % | ASOIF Common Indicators reference EN-EN2.1 | Not scoring | Not scoring | Not scoring |
| 14.14 Will the event have a Sustainable Procurement Code in place for all products and services? | Yes/No | Further references provided on page 89 of the ASOIF Common Indicators (ref EN-P1.1) | | | |
| 14.15 Will the event have a bio-diversity plan in place? | Yes/No | See page 90 of the ASOIF Common Indicators | | | |
| 14.16 Will the event have initiatives to improve the local environment? | Yes/No | ASOIF Common Indicators reference EN-LB1.1 | | | |

Legacy Funding Application Form

Event Profile: 15. Employment and Skills

Developing & promoting volunteering, leadership and apprenticeship opportunities to enhance the skills, capacity and employability of the host communities

| 15. Employment and Skills | Value | Additional notes | Sport | Culture | Business |
|---|--------|--|-------------|-------------|-------------|
| 15.01 Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme? | Yes/No | | | | |
| 15.02 Will volunteers be specifically recruited and trained from target members of the local community? | Yes/No | "Target members of the local community" relates to the specific needs where the event is hosted | | | |
| 15.03 Estimated number of total volunteers | Number | Reference ASOIF Common Indicator SO-V1.1 | | | NA |
| 15.04 Estimated % of volunteers from WM target communities | % | Reference ASOIF Common Indicator SO-V1.2 | | | NA |
| 15.05 Will the event have a volunteer training programme in place? | Yes/No | | | | NA |
| 15.06 Will volunteer attitudes to the event be monitored and reported? | Yes/No | | | | NA |
| 15.07 Will there be dedicated employment opportunities (eg internships)? | Yes/No | | | | NA |
| 15.08 Is there a written equal opportunity policy in place for the organisation of the event? | Yes/No | Specific elements of a policy referred to on page 68 of the ASOIF Common Indicators (ref SO-DI1.1) | | | |
| 15.09 What % of staff will be from minority populations? | % | Minority populations classified as Black, Asian and Minority Ethnic | | | |
| 15.10 What % of staff will be female? | % | | Not scoring | Not scoring | Not scoring |
| 15.11 What % of staff will be disabled? | % | | Not scoring | Not scoring | Not scoring |
| 15.12 Will new jobs and/or upskilling of local staff be part of your core recruitment strategy? | Yes/No | See Skills Development Plan on page 70 of the ASOIF Common Indicators (ref SO-SD1.1) | | | |

Legacy Funding Application Form

Event Profile: 16. Social Inclusion & Diversity

Working with diverse communities to ensure the events are inclusive and connect with citizens in a way that enhances civic pride

| 16. Social Inclusion and Diversity | Value | Additional notes | Sport | Culture | Business |
|---|--------|---|-------|---------|-------------|
| 16.01 Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)? | Yes/No | Page 68-69 of the ASOIF Common Indicators provide additional references and example definitions relating to diversity and inclusion | | | Not scoring |
| 16.02 Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience? | Yes/No | | | | |
| 16.03 Will you have a diversity and inclusion policy for the event? | Yes/No | ASOIF Common Indicators reference SO-DI1.1 | | | |
| 16.04 Will you have a gender equality policy for the event? | Yes/No | | | | |
| 16.05 Will you have a disability and accessibility policy for your event? | Yes/No | | | | |
| 16.06 Does the event include plans for "outreach" programmes? | Yes/No | This refers to activity before the event (see page 66 of the ASOIF Common Indicators) | | | |
| 16.07 Planned no. of participants in outreach programmes | Number | Reference ASOIF Common Indicator SO-O1.1 | | | NA |
| 16.08 Will local community groups benefit from outreach activity? | Yes/No | Reference ASOIF Common Indicator SO-O1.2 | | | NA |
| 16.09 Will the attitudes of participants in outreach activity linked to the event be monitored and reported? | Yes/No | | | | NA |

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Event Profile: 17. Power and Partnerships

Enhancing the hosts reputation; leveraging soft power; supporting partnerships regionally, nationally and internationally; and supporting good governance in an ethical and sustainable way.

| 17. Power and Partnerships | Value | Additional notes | Sport | Culture | Business |
|---|--------|---|-------------|-------------|-------------|
| 17.01 Is there a plan for the event to take an innovative approach to event delivery, e.g. use of technology, audience engagement and experience? | Yes/No | | | | |
| 17.02 Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes? | Yes/No | This refers to specific plans to form partnerships with organisations across local boundaries in the WM | | | |
| 17.03 Will the event enable local or national organisations to have more international influence (eg through membership of international associations)? | Yes/No | Hosting international events can raise the profile of national organisations within international bodies | | | |
| 17.04 Estimate minimum number of co-created fringe or associated events with WM based organisations | Number | If possible, make reference to any specific initiatives | Not scoring | Not scoring | Not scoring |
| 17.05 Does the event contribute to any national policy agendas linked to government departments or NDPBs? | Yes/No | WM can take a lead role for the country by hosting events with national significance | | | |
| 17.06 Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region? | Yes/No | | | | |
| 17.07 Will the event have a risk management policy? | Yes/No | | | | |
| 17.08 Will the event or rights-owner have a human rights policy or commit to international labour rights? | Yes/No | Further references provided on page 70 of the ASOIF Common Indicators | | | |
| 17.09 Does the event have an audience in relevant international markets for tourism or trade? | Yes/No | Is the event particularly popular in international | | | |
| 17.10 Does the event involve international nations being represented? | Yes/No | This refers to not just international participants but where they are formally representing their country | | | |

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Event Profile: 18. Additional Information

Enhancing the hosts reputation; leveraging soft power; supporting partnerships regionally, nationally and internationally; and supporting good governance in an ethical and sustainable way.

| | 18.00 Notes | Sport | Culture | Business |
|-------|--|-------------|-------------|-------------|
| 18.01 | If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box | Non-scoring | Non-Scoring | Non-Scoring |