



VisitBritain/Andrew Pickett

Application Form 2024/2025

Business Events Growth Programme Candidate City Bid Support

Supporting cities in the bidding process to win more international business for Great Britain

For more information, please visit: www.visitbritain.org/business-events.

Please email EventSupport@visitbritain.org if you need any assistance completing this form.

Once completed, please email this application and all the supporting documents to EventSupport@visitbritain.org, with the following reference in the subject line: **BID/Event name**.



Contents

Please complete the application in the order stated below. To ensure you meet the key qualification criteria, we advise that you first review Section Two, before continuing on with the remainder of the application.

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1. About your organisation

This section will be used by VisitBritain to contact you about your application. Your contact details will not be shared with any third parties.

Q1

Main contact details

First name

Surname

Telephone

Position

Email

Q2

Company Information

Organisation name

Trading as

Address line 1

Address line 2

Address line 3

City

Postcode

Country

Company registration number

Registered office (if different from address above)

VAT registration number

Type of organisation (e.g. CVB, DMO, Association)

Q3

How did you hear about the Business Events Growth Programme?

Q4

Have you previously applied for funding through the Business Events Growth Programme?

Yes

No

If **YES**, please specify: type of support applied for (Bid Support or International Delegate Growth), the year(s) applied in, value, and if your application was successful or not.

Q5

Have you read the Programme guidelines?

Yes

No

This is a reminder that financial support is available up to the value of £20,000 gross per event. Funds could be used to support the following, indicative activities:

- Site visits (support up to £6,000 per each visit), including contribution towards accommodation and flight costs (not business class)
- Bid pitch, including costs for support and production of the pitch
- Production of bid booklet to distribute
- Translation costs of a bid
- Communications and digital activity, website, film or other content to support the bid
- Media/social media activity in support of the bid, such as industry/sector channels and networks relating specifically to the sector of the event being bid for

These serve as examples, further ideas to secure new international business event through this fund are welcome.

2. Qualification criteria

All applications will be assessed against the following criteria. If the answer is 'yes' to all of the questions, then the event is eligible to apply but there is no guarantee that all events or activity suggested will be deemed appropriate or offered grant funding. However, the event may still benefit from Government Advocacy if the following criteria is met.

Q6 Will all the proposed grant funded activities occur in the financial year 2024/25?

All items of expenditure must be concluded and claimed in arrears within the financial year ending on 31 March 2025. No pre-payments for activities being delivered in future financial years are permitted, but the event can take place a future financial year.

Yes No

Q7 Is it a 'business event' for a professional, trade, B2B or academic audience?

This includes tradeshows/exhibitions and conferences/congresses. Consumer/ B2C events, festivals, sport and other events are ineligible to apply.

Yes No

Q8 Will the proposed business event be live or hybrid?

Virtual events are ineligible to apply.

Yes No

Q9 Is the bid for a business event to be hosted in Great Britain?

This includes England, Scotland and Wales.

Yes No

Q10 Are you the sole Britain bidder for the event?

Applications will be considered when the applicant is the sole Britain candidate for the event. Should there be more than one British destination/venue looking to bid for this event, we must either offer funding to all bidders or refuse any applications.

Yes No

Q11 Will the event attract 250 or more delegates?

VisitBritain will consider events of a smaller size if the event is clearly for a very senior audience, i.e. CEO-level or equivalent.

Yes No

Q12 Will the event include any sustainability initiatives and/or legacy projects?

Events that do not have any intellectual, social, financial or environmental impact will not be supported.

Yes No

Q13 Is the applicant a Convention Bureau (CVB) / Destination Management Organisation (DMO) or a Professional Conference Organiser (PCO)?

Venues who are partnering with CVBs/DMOs or PCOs are also eligible to apply. If not, has the CVB/DMO been informed?

Yes No

Q14 If successful, will bid marketing activity incorporate approved VisitBritain branding?

Any marketing activity funded by this programme will require the inclusion of approved VisitBritain branding, showcasing the best of what the country has to offer, to inspire the world and encourage people to visit, do business, invest and study in Great Britain. Any activities that could bring VisitBritain into disrepute do not qualify for support from the Programme.

Yes No

Q15 Has your organisation received less than £315,000 of Minimal Financial Assistance (MFA) over any period of three fiscal years?

If your answer is NO to this question, we regret that you cannot proceed with an application. The Grant is awarded as in accordance with the Subsidy Control Act 2022 which enables the Grant Recipient to receive up to a maximum level of subsidy. The current threshold is £315,000 over any period of three fiscal years.

Yes No

3. About the event

This section is to provide information about the event and bid to host the event. Please complete all questions in this section.

Q16 Event name

Q17 Event website 'if available'

Q18 Event type

Association Conference

Other (please specify)

B2B Event

Trade Show / Exhibition

Q19 Date(s) of event

Q20 Candidate city

Q21 Potential host venue 'if known'

Q22 Which cities are you competing against in the bid process?

Q23

Event Sector

Aerospace	Environment	Real estate
Automotive	Financial & professional services	Science
Creative & digital industries		Smart cities
Education	Food & drink	Technology & Innovation
Energy	Healthcare & life sciences	Transport
Engineering & manufacturing	Maritime	
Other (please specify)		

Q24

Event Synopsis, including brief history of where else it has been hosted, current size of event and pre/post plans or activity

Q25

Estimated Visitor Origin

	Total Number	% of total
UK/domestic		
Europe		
North America		
Rest of World		
Total		100%

Q26

Delegate profile

For example, corporate professionals, decision-makers, scientists, etc.

Q27

Estimated economic value (in £/GBP), economic benefit to the host destination and wider trade & investments opportunities to the country

Include detail on how economic value was reached. For the latest delegate spend estimates, please refer to and use the [latest VisitBritain research](#).

Q28

Sustainability initiatives, legacy projects and positive outcomes of hosting the event

e.g. natural, cultural, intellectual, social, human, political, built and financial positive outcomes of events as outlined in [VisitBritain graph](#).

Q29

Key milestones and dates

e.g. bid deadline, shortlisted selection and communication, site inspection, winner announcement.

Q30

Breakdown of overall bidding costs

4. Funding proposal

This section will be used for assessment relating to minimum requirements for funding. Information relating to why we are asking these questions is supplied and also gives details of some requirements if the application is successful. Please complete all questions in this section.

Q31

Total amount of support required from the fund in £/GBP (including VAT)

Please note that grants of up to £20,000 (incl. VAT) will be awarded.

£

Q32

Will this grant support new, additional activities for the bid?

The grant cannot support activity already confirmed to take place or in retrospect of expenditure already made. Please read the guidelines for a list of eligible and ineligible activities.

Yes

No

Q33

Describe, in detail, the support you are seeking including activity/activities and the estimated breakdown of costs for each activity specified

For each activity, please include (1) Description; (2) Cost; (3) Benefits/Risks; (4) Timelines

Q34 When do you propose to deliver the funded activities?
i.e. in which months/estimated timeline?

All funded activities must occur within this financial year – before 31 March 2025.

Q35 Are you receiving other monetary and in-kind support?

Yes No

If **YES**, please specify.

Q36 How do you propose to evaluate the outputs and outcomes of each activity?

A full evaluation plan is required at the point a conditional offer for a grant is made.

Outcome expected as a result of this support could include:

Uplift of international visitors/delegates from x% to y%, as a result of activity XX

Estimated additional economic impact as a result of bid win or growth of international visitors / delegates.

Q37

Do you need Soft Power / Government Advocacy from VisitBritain or to include in your bid proposal?’

This could include letters or videos of support from VisitBritain or HM government.

Yes No

Please note Government Advocacy requests will take a minimum of 3 weeks, if approved.

Q38

Is there any further information considered relevant for this application?

Q39

Please let us know if future funding or government advocacy beyond this financial year may be required for this event

We cannot guarantee support beyond end March 2025, however, this information will be of use for support requirements in the future.

5. Conditions and Declaration

This section outlines preliminary conditions that must be satisfied, if a conditional offer is made.

Data Protection

The data contained in this application form is a mandatory requirement to enable your information to be considered for a grant under the Business Events Growth Programme.

VisitBritain is the 'data controller' for any personal data in relation to applications to the Business Events Growth Programme and controls and processes personal data (including sensitive special data) under the lawful bases of Article 6 (1) (e) and Article 9 (2) (b) GDPR and all applicable laws and regulations relating to processing of personal data and privacy, including, where necessary, the guidance and codes of practice issued by the Information Commissioner and any other relevant data protection regulations.

By proceeding to complete and submit this form, you consent that we may process the personal data (including sensitive personal data) that we collect from you, and use the information you provide to us, in accordance with our Privacy Policy

Declaration

By emailing this application, I confirm on behalf of my organisation that this event fulfils all criteria required for this application to be considered. I confirm that all information provided is true, complete and accurate.

Name	Position
Organisation	Date / /

Once you have completed your application, please complete the declaration above and email this application and all supporting documents to EventSupport@visitbritain.org, with the following reference in the subject line: **BID/Event name**.

Document Submission

Before submitting your application, please ensure you have all the required supporting documentation:

- One (1) electronic copy of the completed application form, signed and dated
- Completed Annex B: Subsidy Control Declaration
- Completed New Supplier Form (only if have never received a grant payment from VisitBritain/VisitEngland)