



Business Events Growth Programme

Candidate City Bid Support

Guidelines 2024-2025

www.visitbritain.org/business-events



Introduction

VisitBritain promotes business events through the establishment of the Business Events Growth Programme (BEGP). In operation since 2016, BEGP forms part of our commitment to build, develop and boost the business events sector, supporting the attraction, creation and growth of international business events which align with the Government's priority industry sectors.

The **Candidate City Bid Support** strand of the programme specifically supports the bidding process for international business events in key sector priorities in Britain, to assist with site visit and bid pitching and to help boost the city winning potential.

The objective of this strand is to secure new international business events in the coming years, boosting the country's winning potential through financial support.

Financial support

Financial support is available to support cities and venues in bidding for international business events, up to the value of £20,000 gross per event. Exceptional proposals requiring more than £20,000 per bid, backed by a strong business case may be considered on a case-by-case basis (subject to available funds).

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.

The following types of activities will not be supported:

- Business as usual costs (e.g. office rent, utilities)
- Subsidy for event costs (e.g. venue cost, deposits)
- Compensation payments to employees for loss of office
- Payments that support activity intended to influence or attempt to influence Parliament, Government or political parties, or attempting to influence the awarding or renewal of contracts and grants, or attempting to influence legislative or regulatory action

You will need to set out what activities will be delivered, and by when, in your application as well as a project plan that highlights key delivery milestones and resource/budget allocation.

Mandatory eligibility criteria

Support from the Business Events Growth Programme (BEGP) is determined via a submission and assessment process.

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. Before submitting your application, please ensure you have reviewed and addressed the following:

1. **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.
2. **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.
3. **Will the proposed business event be live or hybrid?** Virtual events are ineligible to apply.
4. **Is the bid for a business event to be hosted in Great Britain?** This includes England, Scotland and Wales.
5. **To the best of your knowledge, 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.
6. **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.
7. **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.
8. **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.
9. **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.
10. **Has your organisation received less than £315,000 of Minimal Financial Assistance (MFA)¹ over any period of three fiscal years?** If your answer is NO to

¹ <https://www.gov.uk/government/collections/subsidy-control-regime>

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 years².

If you are in doubt as to whether your application meets the Business Events Growth Programme criteria, please do not hesitate to contact VisitBritain at EventSupport@visitbritain.org for further assistance.

Who can apply

We welcome applications from Convention Bureau (CVBs) / Destination Management Organisations (DMOs), as well as venues and Professional Congress Organisers (PCOs) who are partnering with CVBs/DMOs.

How to apply

1. Read the guidelines to familiarise yourself prior to completing your application for support. It describes where, when and how VisitBritain will consider offering financial support and the criteria that must be satisfied before this support will be offered.
2. Read the mandatory eligibility criteria, to understand the key requirements for any event seeking support through the Business Events Growth Programme
3. If you fulfil the mandatory eligibility criteria, complete the application form and the following supporting documentation:
 - **Annex B: Subsidy Control declaration** – confirming the Minimal Financial Assistance received over the last three financial years
 - **BTA New Supplier request form** – only applicable if your organisation has not received direct grant payments from VisitBritain before.
4. Take note of the stages and the time required before signing a Grant Funding Agreement and ensure that fits with your application. *During the assessment process, VisitBritain may require additional information and will communicate directly with applicants to obtain details as required*
5. Once you have completed your application, please email it with the supporting documentation (Annex B and Supplier form) to EventSupport@visitbritain.org, with the following reference in the subject line: **BID/Event name**.

Be aware that submitting a request for support, regardless of whether the criteria is satisfied, does not ensure that the support will be made available under this or any other initiative.

There is no guarantee that all events or activity will be deemed appropriate or offered grant funding. VisitBritain, at its discretion, will determine where, when and how support will be offered and provided.

² It also includes any aid given under the EU state aid de minimis regulations and subsidies given as small amounts of financial assistance under the UK–EU Trade and Cooperation Agreement after 31 December 2020.

Assessment

Applications will be considered by a Panel of industry experts, to determine successful applicants.

If successful, we will conduct a credit check on your organization and you will be requested to provide us mandatory information (i.e. Corporate Information and Organization Details including VAT registration number and recovery status, detailed Evaluation Plan) in order to complete a **Due Diligence & Fraud Risk Assessment**.

Please note, the assessment is a two-way process that can take up to **6 weeks** after application. Bear this in mind when considering your activity.

Once the above documents are received and approved, we will draw up and sign a Grant Funding Agreement.

Branding

VisitBritain provides a high quality, well-recognised and consistent platform to target specific audiences overseas. That is why one of the conditions of funding from the Business Events Growth Programme Fund is for you to use the VisitBritain brand to communicate and promote your project.

It is a requirement that **VisitBritain must be included in all communications related to your bid**. If support is provided before your bid proposal submission, please include VisitBritain branding into your bid document. If support is provided after your bid proposal submission (including shortlisting and site visits), please include VisitBritain as bid supporter in all future communications.

In case of an event win, it is mandatory to **include VisitBritain branding in all announcements and communications** – this also includes a mention in press releases.

Please note

- This grant funding opportunity is being operated by VisitBritain as a '**Minimal Financial Assistance**'. The Grant is awarded as in accordance with Section 36 of the Subsidy Control Act which enables the Grant Recipient to receive up to a maximum level of subsidy without engaging the subsidy control requirements (with the exception of the transparency requirements for subsidies over £100,000) under the Act ("Minimal Financial Assistance"). The current threshold is £315,000 to a single enterprise over the elapsed part of the current financial year and the two preceding financial years ("the Applicable Period").
- The award of this Grant will be conditional upon the Grant Recipient providing the Authority with the Minimal Financial Assistance declaration form confirming how much Exempt Subsidy if any, it has received in the Applicable Period.
- Grants will be paid in arrears on the basis of the actual **reimbursement of eligible project costs**. If successful, you will need to provide completed grant claims to draw down funding, which must include copies of invoices and receipts as evidence of payment, and a project monitoring report alongside each grant claim.

Find out more

For more information on the Candidate City Bid Support, please visit [VisitBritain Business Events Growth Programme](#)

For enquiries about the programme, please email EventSupport@visitbritain.org