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| *VisitEngland Administration use only* | |
| Our Ref: | SB \_ \_ \_ |
| Date received: | \_\_ / mm / 2024 |



***SHOWCASE BRITAIN 2025:* INTERNATIONAL TRAVEL BUYERS’ FAMILIARISATION TRIPS FUND**

**APPLICATION FORM**

**The *Showcase Britain 2025:* International Travel Buyers’ Familiarisation Trips Fund is a new grant scheme operating as a restrictive competition whereby prospective applicants, whether Strategic Partners (in Scotland and Wales), Destination Development Partnerships (DDP) and/or Local Visitor Economy Partnerships (LVEP) in England, if established and accredited, may apply to deliver the respective trip to their geographical area in late February 2025.**

**Please refer closely to the application eligibility and assessment criteria stated in the accompanying guidance notes before completing this application form. Prospective applicants should pay close attention to the questions that are scored.**

**You are asked to provide supporting information with your completed application form so that VisitBritain can assess your application to host a familiarisation trip, including:**

**1) Complete the separate template document (in Excel) providing full details of two (2) suggested itineraries for your familiarisation trip.**

**2) Complete the seaparte Subsidy Control Minimal Financial Assistance Form.**

**The closing date for applications has been extended to Tuesday 1 October 2024, 5pm. The deadlinewas previously 26 September 2024, 12:00pm/ midday. If you are able to meet the original deadline we would be pleased to receive applications early.**

**Applications will be returned if any of the necessary supporting documentation are not provided.**

**SECTION A: APPLICANT’S DETAILS**

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| **A1) Legal name of organisation (accountable body):** |  |
| **A2) Brand / trading name, if different:** |  |
| **A3) Full postal address** |  |
| **A4) Company registration number:** |  |
| **A5) VAT registration number:** |  |
| **A6) Company DUNS[[1]](#footnote-1) Number** |  |
| **A7) Name of signatory** | *This person should be either the chief executive or a director of the applicant organisation who will e-sign the Grant Funding Agreement* |
| **A8) Email** |  |
| **A9) Telephone** |  |
| **A10) Name of project manager** |  |
| **A11) Email** |  |
| **A12) Telephone** |  |

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| **A13) Company registration number(s) of any dormant or subsidiary companies associated with the number given above in your answer to Question A4:** | |
| **Full Company Name** | **Registration Number** |
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| **A14) Please tick the legal status of the applicant:** |
| □ Non-departmental public body  □ Limited company limited by guarantee or shares  □ Community interest company  □ Local authority tourism service department |

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| **A15) Please tick the familiarisation trip that you are applying to deliver:** |
| □ 1) Australia and New Zealand □ 8) Italy  □ 2) Brazil □ 9) Nordics  □ 3) Canada □ 10) China  □ 4) United States □ 11) GCC  □ 5) Austria, Germany and Switzerland □ 12) India  □ 6) Belgium and The Netherlands □ 13) Japan  □ 7) France □ 14) South Korea |

**SECTION B PROPOSED FAMILIARISATION TRIP**

You are advised to refer to the application eligibility (see page 3) and assessment (see page 7) criteria contained in the accompanying guidance notes before completing the remainder of this application form. It is important that you provide full and detailed answers to help the Awards Panel assess your funding application against these criteria.

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| **B1) Please provide a suggested familiarisation trip itinerary outlining in full the route that the trip will take hour by hour, day by day in terms of the hotels to be stayed in and attractions and places of interest to be visited.**  **Your choices should be imaginative with the interests and tastes of the target market in mind, taking into consideration relevant new and existing trade ready products.**  **Please include details for informal local supplier networking opportunities within the itinerary.** | |
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| **B2) Please describe in full what measures you would take to ensure a high level of services throughout the entire trip should the following non-exhaustive issues occur:**  **Unexpected absence of key staff-member(s) in charge of managing and delivering key parts of the trip.**  **Emergencies and unplanned events that might impact the trip prior to departure; adverse weather conditions, sudden business closure, delayed as well as during the trip.** | |
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| **B3) Please describe the proposed vehicle(s) that would be used.**  **Please confirm that the transportation providers that you will use, have public liability insurance in place to a minimum of £5 million. Proof of this will be required.**  **Please confirm whether it may be suitable to hire and use electric vehicles (EVs).** | |
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| **B4) Please provide full details about how you will resource the planning and operationalisation of your proposed trip. Weekly meetings with the market will be required as well as fast response times to all emails, received from VB, throughout the planning period.** | |
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| **B5) Please describe any aspects of your proposed trip that fits in with accessibility considerations.** | |
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| **B6) Please describe any aspects of your proposed trip that fits in with sustainability considerations.** | |
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| **B7) Please give details of any tourism businesses included in your proposed itineraries which are award-winning for the quality of their product offer.**  **Please indicate if any of the tourism businesses included in the trip itineraries have (a) participated in the trade education programme, *Taking England to the World* (applicable to England only) and (b) (relevant to all areas) if these businesses are already selling to overseas customers either directly or through travel trade intermediaries.** | |
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| B8) Please provide a detailed budget breakdown showing all direct cost items to the applicant (i.e. that will be funded from the grant) and other items that will be covered by third parties’ monetised in-kind contributions. |
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**SECTION C: PROPOSED PROJECT EXPENDITURE**

Linked to your answer above in Question B8, please state below how much grant funding you wish to apply for and give a breakdown as to how this resource would be spent if your funding applications were to be approved. For further information, please refer to page 6 of the accompanying guidance notes.

If applicable depending upon your organisation’s irrecoverable VAT position, please remember to include VAT on suppliers’ invoices as a direct project cost in your bid below.

Give all figures as whole numbers, i.e. £1,500 rather than £1.5k

**TOTAL FUNDING REQUESTED**

|  |  |
| --- | --- |
| **C1) Summary** | **£** |
|  | £ |
|  | £ |
|  | £ |
| **TOTAL AMOUNT APPLIED FOR:** | **£** |

**SECTION D: OTHER SUPPORTING INFORMATION**

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| **D1) Please outline briefly here anything else that you want to say in support of your grant application to the Showcase Britain 2025 International Travel Buyers’ Familiarisation Trip Fund. (max. 200 words)** |
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| **D2) Please state how you will ensure that VisitBritain as the body organising *Showcase Britain 2025* will be fully accredited in any external communications activity and also when liaising with local industry partners over the planning of this familiarisation trip.** |
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**SECTION E RISK MANAGEMENT AND SUBSIDY CONTROL**

Please complete the accompanying Subsidy Control: Minimal Financial Assistance Form with its accompanying guidance.

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| **E1) Please describe the key risks that you could encounter in delivering your selected familiarisation trip. What actions and interventions would you propose to manage these risks?** |
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| **E2) Please confirm that you have completed and signed the accompanying Subsidy Control Minimal Financial Assistance Fund.** |
| **□ YES □ NO** |

**SECTION F SUBMITTING YOUR APPLICATION**

Please send your completed application form as a **Word file,** along with your supporting documentation by email to [**partnerships@visitbritain.org**](mailto:partnerships@visitbritain.org)by the updated deadline of **Tuesday 1 October 2024, 5pm.**

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| **HAVE YOU REMEMBERED EVERYTHING? Please tick!**  □ Attached two (2) proposed trip itineraries. 1) Details of itinerary and 2) Costed itinerary.  □ Completed, signed and enclosed the Minimal Financial Assistance Form.  □ Signed declaration form (see Annex A below) confirming the amount of aid your organization has received to date under the EC’s Temporary State Aid Framework. |

**SECTION F: DECLARATION**

The following statement must be signed by either the chief executive officer or a director of the applicant organisation.

By submitting this application via email I declare that:

1. The information contained in this application and supporting documents is accurate and true.
2. I shall undertake to provide a fully completed Grant Claim and Project Monitoring Report Form evidencing actual expenditure and KPI attainment over the project delivery period to 31 January 2025.
3. I confirm that my organisaion will ensure and check that any transport providers used have public liability insurance in place to a minimum of £5 million.
4. Actual data against KPIs and other metrics at the local destination level will be collated and provided, when requested, to VisitBritain in order to inform the overall evaluation of this grant scheme.

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| **Signature:** | **Name and Title:** | **Date:** |
|  |  | \_ \_ / MM / 2024 |

1. Data Universal Numbering System [↑](#footnote-ref-1)