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| *VisitBritain Administration use only*  |
| Our Ref: | GGIF \_ \_ \_  |
| Date received: | \_\_ / \_\_ / 2024 |
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**GREAT GATEWAY INNOVATION FUND**

**GRANT APPLICATION FORM**

**With the support of the GREAT Britain and Northern Ireland Campaign, the Fund aims to provide financial assistance to UK-registered DDPs (England only), LVEPs (England only) or DMOs (only in Scotland and Wales), to deliver marketing activity in either France or Germany and the United States. The Fund seeks to drive marketing innovation by focusing on a specific inbound gateway or region in Great Britain which has a direct port of passenger entry, whether an airport, a seaport or fixed rail link, from one of the three key GREAT markets referenced above.**

**You are advised to refer to the application eligibility and assessment criteria, against which applications will be evaluated, contained in the accompanying Guidance Notes before attempting to complete this application form.**

**If having read the accompanying Guidance Notes and have any questions about your prospective application then please contact VisitBritain by email to** **InnovationGatewayFund@visitbritain.org** **We aim to respond to enquiries within three days.**

**The deadline for the receipt of completed grant funding applications is Mid-day 12PM (UK time) on 25 October 2024. Any applications, including incomplete applications, received after this time will not be considered.**

**SECTION A: APPLICANT’S DETAILS**

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| **A1) Legal name of organisation (accountable body):** |  |
| **A2) Brand / trading name, if different:** |  |
| **A3) Registered postal address** |  |
| **A4) Website URL** | www. |
| **A5) Company registration number (also see B3):** |  |
| **A6) UK VAT registration number:** |  |
| **A7) Company DUNS[[1]](#footnote-1) Number** |  |
| **A8a) Name of responsible director** |  |
| **A8b) Email** |  |
| **A8c) Telephone** |  |
| ***Optional contacts:*** |  |
| **A9a) Name of project manager** |  |
| **A9b) Email** |  |
| **A9c) Telephone** |  |
| **A10a) Name of finance manager** |  |
| **A10b) Email** |  |
| **A10c) Telephone** |  |

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| **A11) Company registration number(s) of any dormant or subsidiary companies associated with the number given above in Question A5. Please insert additional lines, if required.** |
| **Full Company Name** | **Registration Number** |
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| **A12) Please tick the UK nation in which you are registered:** |
|  □ England □ Scotland □ Wales  |

**SECTION B CORPORATE INFORMATION**

**Value Added Tax (VAT)**

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| **B1) UK Value Added Tax (VAT)** |
| If your application is successful, your organisation will be awarded a grant to deliver the marketing activity. The allocated funding in the grant funding agreement is a gross cash amount and any irrecoverable VAT has to be accounted within the allocated grant. This is because HMRC categorises a grant as non-business income. VAT recovery is dependent on each organisation’s taxable status and VAT recovery agreement with HMRC. VisitBritain strongly recommends that each organisation checks its own taxable status or seeks professional advice. VisitBritain is unable to provide VAT advice to grant recipients. It is important that organisations in receipt of a grant take account of the cost of VAT to their grant-funded projects are they create detailed financial plans.Prospective grant recipients are also reminded that if they procure marketing services from an overseas-based supplier then any invoice may not show UK VAT. In this instance, the VAT Reverse Charge will apply and you must account for VAT on marketing services that you buy from businesses who are based outside the UK[[2]](#footnote-2).  |
| **B2) Once you have checked your VAT recovery status, please could you supply on headed letter paper a statement, signed by your finance director, confirming whether irrecoverable VAT will be a direct project costs or, if not, the percentage rate at which you are able to recover VAT from HMRC.** |
|  □ Yes (letter accompanying this application) □ No  |

**Economic and Financial Standing**

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| **B3) The Organisation is…** | **Supporting documentation required:** | **Yes or N/A** |
| **a) Established as a formal entity with a trading history – if the organisation is not a local authority or other public body established under statute.** | **Financial Accounts/ Statements for the most recent two years of trading including, as a minimum, Profit and Loss Account and Balance Sheets.** **The most recent year’s accounts should not be older than two years.** To enable us to look into your trading history in terms of turnover, profitability, and equity, please ensure that the correct Companies House registration number is given in Section A5.  | Yes / No |
| **b) Alternative means of demonstrating financial status if trading for less than a year.** | Please also attach a copy of your monthly financial management accounts for the current fiscal year. This must show your organisation’s cash flow forecast for the current year. |  |

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| **B4) If requested, would you be willing to provide a banker’s reference?** | **YES / NO** |

**Organisation History**

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| **B5) Please provide a brief history of your organisation in more than 250 words, including details of any parent and associated companies, any changes of ownership over the last 5 years, details of significant pending developments, changes in financial structure or ownership, prospective take-over bids, buy-outs and closures etc. which are in the public domain.**  |
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| **B6) Please list all the current directors and the number of years in post.** |
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**Staff Resources**

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| **B7) Please give the post-titles of the staff-members whom would be allocated to the delivery of this project, if successful.**  |
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**Grounds for Discretionary Rejection – Disputes**

Is there any pending or threatened litigation or other legal proceedings connected with similar projects against the potential Grant Recipient and/or any of its named supply chain members (sub-contractors) that may affect the delivery of this project?

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| **B8) Legal proceedings pending**  | **YES / NO** |
| **B9) If you have answered ‘Yes’ please give an explanatory statement (maximum 300 words):** |
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**Grounds for Mandatory Rejection**

In some circumstances, VisitBritain is required by law to exclude an organisation from participating further in a grant scheme. If you cannot answer ‘No’ to every question in this section, it is unlikely that your application will progress. Please state either ‘Yes’ or ‘No’ to each question below.

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| **B10) Has your organisation or any directors or partner or any other person who has powers of representation, decision or control been convicted of any of the following offences?** | **Yes / No** |
| Conspiracy within the meaning of section 1 of the Criminal Law Act 1977 where that conspiracy relates to participation in a criminal organisation as defined in Article 2(1) of Council Joint Action 98/733/JHA (as amended) |  |
| Corruption within the meaning of the Bribery Act 2010 |  |
| The offence of bribery within the meaning of the Bribery Act 2010 |  |
| Fraud, where the offence relates to fraud affecting the financial interests of the European Communities as defined by Article 1 of the Convention relating to the protection of the financial interests of the European Union, within the meaning of: |  |
| The offence of cheating the HM Revenue & Customs within Article 1(1)(b) |  |
| The offence of conspiracy to defraud within Article 1(1)(a) |  |
| Fraud or theft within the meaning of the Theft Act 1968 and the Fraud Act 2006 |  |
| Fraudulent trading within the meaning of section 993 of the Companies Act 2006 |  |
| Defrauding the Customs within the meaning of the Customs and Excise Management Act 1979 and the Value Added Tax Act 1994 |  |
| An offence in connection with taxation in the European Community within the meaning of section 71 of the Criminal Justice Act 1993; or |  |
| Destroying, defacing or concealing of documents or procuring the extension of a valuable security within the meaning of section 20 of the Theft Act 1968 |  |
| Money laundering within the meaning of the Money Laundering Regulations 2007; or |  |
| Any other offence within the meaning of Article 45(1) of Directive 2004/18/EC as defined by the national law of any relevant State. |  |

**SECTION C: PROPOSED MARKETING ACTIVITY**

You are advised to refer to the eligibility and assessment 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 each criterion to help the Awards Panel assess your funding application against the scoring framework.

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| **C1)** **Please select the names of the markets below that your proposal covers:**  |
|  □ France □ Germany □ United States |

**Market Alignment (maximum 25 points)**

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| **C2a) With reference to the guidance criteria, please explain why your destination or region in terms of its tourism offer is a suitable port of entry for inbound leisure visitors from your chosen GREAT overseas market.** **Transport routes**

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| --- | --- | --- |
| **Name of partner transport carrier(s):** | **Key route(s) from your chosen GREAT overseas market:** | **Quantitative estimate of spare passenger capacity on each route, if known:** |
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| **C2b) Please detail known capacity levels for accommodation product (relevance being to the experience-seeker audience).** |
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| **C3) Please explain how the product offer in your destination gateway or region would fulfil the needs and aspirations of an experience-seeker audience.**  |
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**Industry Partnerships (maximum 25 points)**

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| **C4) With reference to the guidance criteria, please detail the industry partners with whom you propose to work, why they are relevant for your proposed marketing campaign and what expertise they can offer.**  |
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| **C5) Additional weighting will be given to those who stretch their destination focus beyond the immediate boundaries if that would be appealing to the consumer. Please provide details if this will be part of your submission.** |
| **C6) Please complete the table below with as much information as possible on your campaign partners’ cash co-financing and monetised in-kind commitments.** |
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| --- | --- | --- |
| **Partner** | **Cash Value** | **Monetised in-kind contributions - please include channels, value, estimated reach etc**  |
| **Applicant (you)** |  |  |
| **Booking Partner** |  |  |
| **Supporting Partner** |  |  |
| **Additional Partner** |  |  |
| **Additional Partner** |  |  |

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**Marketing plans, creative and content (maximum 25 points)**

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| **C7) With reference to the guidance criteria please detail your proposed marketing plan demonstrating how this will drive incremental consideration for travel to your destination gateway or region. Your response should include details of the proposed marketing activities, relevant channels, product inclusion and how you have used VisitBritain’s consumer sentiment research.****Please also demonstrate how you would align your creative to the VisitBritain brand guidelines, experience buckets and link to Film/TV theme.****Please include any additional evidence to support this answer in your submission.** |
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**Objectives and measurement (maximum 20 points)**

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| **C8) Marketing campaigns should aim to convert interest into bookings and so your application should include forecasts of the campaign metrics you expect to achieve. Your plans will be assessed to review targeting, activity and forecast results from partners.****Please refer to the guidance criteria for a breakdown of what is required.** |
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**Staff resourcing and expertise (maximum 10 points)**

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| **C9) Please outline how you will mobilise this activity if your application is successful, ensuring all projects stages are delivered and completed by 31 March 2025.** |
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**SECTION D: PROJECT EXPENDITURE / GRANT REQUEST**

Please state below how much grant funding you wish to apply for and give a full breakdown as to how this resource would be spent if your funding applications were to be approved. You are advised to refer to the list of both eligible and ineligible areas of expenditure contained in the accompanying guidance notes when formulating your project budget.

If applicable, depending upon your organisation’s irrecoverable VAT position (see Section B1-2 above), please remember to include VAT on suppliers’ invoices as a direct project cost in your bid below.

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

**Marketing Project Costs (to be funded from cash)**

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| **D1) List of eligible project expenditure areas:** |
| **Item(s):** | **£** |
|  | £ |
|  | £ |
|  | £ |
|  | £ |
| *Please insert additional lines, if required* | £ |
|  | £ |
| 1. **Total: *A = B + C***
 | **£** |
| 1. **Amount of cash grant requested:**
 | **£** |
| 1. **Amount of cash secured from private sector companies and/or local authorities:**
 | **£** |
| 1. **Project Intervention Rate: *(B / A) x 100***
 | **\_ \_ %** |

**Monetised in-kind contributions**

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| **D2) List of the indicative value of any partners’ monetised in-kind contributions which they will input into the marketing campaign, if known:**  |
| **Monetised in-kind contribution(s):** | **£** |
|  | £ |
|  | £ |
|  | £ |
|  | £ |
| *Please insert additional lines, if required* | £ |
| **TOTAL** | **£** |

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| **D3) In the event that the Fund is oversubscribed, please can you describe how you would deliver your proposal with a lower grant award. (max. 200 words)** |
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**SECTION E: OTHER SUPPORTING INFORMATION**

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| **E1) Please outline below anything else that you want to add in support of this grant funding application. (max. 200 words)** |
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**SECTION F:**  **SUBMITTING YOUR APPLICATION**

Please send your completed funding application form as a **Word file,** along with your supporting documentation by email to **InnovationGatewayFund@visitbritain.org** **no later than Mid-day 12PM (UK time) on 25 October 2024.**

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| **Have you remembered everything? Please tick!** □ Attached letter(s) of commitment from industry partners and transport carriers, with whom you are partnering, stating the level of their financial commitment to the proposed destination gateway / region marketing campaign.  □ Attached a completed New Supplier Form so that your organisation can be set up for the payment of grant instalments by BACS payments if your funding application is successful. This may not be necessary if your organisation has received grant-funding from VisitBritain / VisitEngland in the recent past.  □ Attached a letter signed by your finance director providing details of your VAT recovery position (see Questions B1-2) in terms of whether irrecoverable VAT will be a direct project cost.  |

**SECTION H: DECLARATION**

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

By submitting this application form via email I declare that:

1. The information contained in this application and supporting documents is accurate and true.
2. Subject to application, I confirm that all project marketing activity will support the inbound Britain campaign and carry the relevant branding and messaging. Sign off on final creative and marketing plans are subject to VisitBritain approval.
3. I shall undertake to provide the necessary grant claims, interim and post-completion monitoring and evaluation reports by the required dates.
4. Actual data against KPIs and other metrics will be collated over the course of the local campaign delivery period and provided, when requested, to VisitBritain in order to inform the overall programme-level evaluation of the GREAT Gateway Innovation Fund.

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

1. Data Universal Numbering System [↑](#footnote-ref-1)
2. See <https://www.gov.uk/guidance/vat-imports-acquisitions-and-purchases-from-abroad#services-received-from-overseas-suppliers> [↑](#footnote-ref-2)