

Connected Destinations Fund FAQs

Question	Answer
Can non-LVEPs be included within collaborative bids?	Non-LVEPs product can be included in the proposition if they strengthen this but the organisation cannot be the lead for the project.
Can other nations outside of England be included within collaborative bids?	Cross-border collaborations with Scotland, Ireland and Wales are possible if those partners contribute funding. All VisitEngland-funded activity must take place in England.
Can LVEPs apply for more than one bid?	LVEPs can be involved in more than one bid as a partner but can only lead on one.
Will the fund only be granted to four projects maximum, or is there some flexibility on this?	The fund aims for four projects but is open to flexibility if strong proposals are received, with the possibility of merging similar proposals.
Should LVEPs try and link their bids with Gateway activity, if applicable?	Yes, provided the bid builds on existing activity to create a larger proposition and compliment each other, rather than duplicating activity.
Is the fund just focused on leisure tourism, or can LVEPs include bids on business events?	Business events activity can be included if it creates additionality and aligns with the fund criteria.
How will bookability be assessed?	Bookability will be assessed through travel trade readiness and partnerships with tour operators and DMCs, with guidance to be provided on expectations.
Can you share the headlines of the draft Visitor Economy Growth Strategy so LVEPs can align their bids?	The prospectus will reflect the priorities of the current draft Visitor Economy Growth Strategy as discussed with DCMS.
Does the fund focus on growing overseas tourism rather than domestic?	The draft Visitor Economy Growth Strategy includes targets for both overseas and domestic growth, so both are applicable to the fund.

Will Year two be available for brand new projects to bid into, or only for the successful year one projects?	Year one projects could progress into years two and three to create the strongest propositions but there may be opportunities to expand the geography of projects after year one.
How can LVEPs build in unknowns around potential match-funding partnerships e.g. GB Rail?	For year one bids, LVEPs are encouraged to provide an over-arching ambition and potential partners. Years two and three will be more commercially focused with match requirements.
What percentage of funding can be allocated to LVEP staffing resource?	This will be confirmed in the final prospectus.
Is there any market prioritisation in terms of international?	VisitBritain priority international markets are currently being confirmed and shared in due course. The MOSAIC research includes a breakdown of international markets by regional area in terms of propensity to visit. All projects should evidence demand in terms of market prioritisation
Can the Connected Destinations Fund support nationally thematic bids as opposed to regional clusters?	If LVEPs believe this is the best opportunity for regional growth, national thematic projects can be considered.
How can LVEPs find out about other potential tourism-related grants?	All government departments and public bodies are required by Cabinet Office to publish details of all new grant schemes on a central UK Government website called 'Find a Grant' (Home – Find a grant). LVEPs are advised to register on this website for automatic alerts so that they become aware of new opportunities when they are published. The Connected Destinations (England) Fund 2026-29 will be published on this website.