



Application Form 2022/2023

# Business Events Growth Programme Bid Enhancement & Support

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

For more information, please visit: [www.visitbritain.org/business-events](http://www.visitbritain.org/business-events).

Please email [EventSupport@visitbritain.org](mailto: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](mailto: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.

- 01 About your organisation
- 02 Qualification criteria
- 03 About the event
- 04 Funding proposal
- 05 Conditions and Declaration

# 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 organization (e.g local authority, commercial)

Q3

### Does your organisation employ fewer than 250 people, and have a turnover of less than or equal to 50 million?

Preference will be given to grant applications from SMEs (small and medium sized enterprises), those organisations who have less ability to access financing to support such growth activities, or events which have potential for high economic impact and increase in delegates. Government and the European Commission's definition of a SME is an entity engaged in economic activity that employs fewer than 250 people, and has a turnover less than or equal to 50 million, or has a balance sheet total of less than or equal to 43 million.

Yes                      No

If **NO**, please specify the number of people your organisation employs, turnover, and the reason why grant funding is needed.

Q4

### How did you hear about the Business Events Growth Programme?

Q5

### 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.

## 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 2022/23?**

All items of expenditure must be concluded and claimed in arrears within the financial year ending on 31 March 2023. 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 tradeshow/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 the United Kingdom?**

Yes                  No

**Q10 Are you the sole UK bidder for the event?**

Applications will only be considered when the applicant is the sole UK candidate for the event.

Yes                  No



Q11

**Will the event attract 250 or more international 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

**The applicant is a Convention Bureau (CVB)/ Destination Management Organisation (DMO). If not, has the CVB/DMO been informed?**

Venues and event organisers who are partnering with CVBs/DMOs are eligible to apply. If not, has the CVB/DMO been informed?

Yes                      No

Q13

**Does this funding application support new, additional activities to support the bid?**

The following expenditure items do not qualify for support from the fund, including activity already confirmed to take place, 'business as usual' costs, such as, but not limited to rent and business overheads, salaries for existing or new positions within your organisation and capital expenditure/ replacing equipment or in retrospect of expenditure already made.

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. VisitBritain showcases the best of what the country has to offer, to inspire the world and encourage people to visit, do business, invest and study in the UK. You will be given access to the brand guidelines assets and contacts to approve the brand's use. 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 325,000 Special Drawing Rights (approximately £335,00 at the time of writing) 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 Article 3.2.4 of the Trade and Cooperation Agreement which enables the Grant Recipient to receive up to a maximum level of subsidy without engaging Chapter 3 of the Trade and Cooperation Agreement (a "Small Amount of Financial Assistance"). The current threshold is 325,000 Special Drawing Rights to a single economic actor 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

Trade show/exhibition

Other (please specify)

Conference

Congress

**Q19** Date(s) of event

**Q20** Candidate city

Note that you must be the sole UK bidder to qualify

**Q21** Who is the UK competing against in the bid process?

Q22

**Event Sector. Please select all sectors that are applicable**

Aerospace	Environment	Real estate
Automotive	Financial & professional services	Retail
Creative & digital industries	Food & drink	Smart cities / Infrastructure
Education	Healthcare & life sciences	Sports economy
Energy	Maritime	Technology
Engineering & manufacturing		Transport

Q23

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

Q24

**Estimated Visitor Origin**

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



Q25

### Delegate profile

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

Q26

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

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

Q27

### Will the event include sustainability initiatives and legacy projects?

Yes

No

If YES, please outline below.

Q28

## Key milestones and dates

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

Q29

## Breakdown of 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.

Q30

## 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. In exceptional circumstances, supported by a strong business case, grants above this value will be considered.

£

Q31

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

For each activity, outline the expected benefits, key timelines/milestones and risks.

Q32

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 2023.

Q33

Are you receiving other monetary support?

Yes

No

If YES, please specify.

Q34

### 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 must include:**

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

Estimated additional economic impact as a result of this growth of international visitors/ delegates.

Include how this figure was reached.

Q35

### Do you need Soft Power / Government Advocacy from VisitBritain or HM Government to help internationalize the event?

This could include, but is not limited to, Letters of Support from Ministerial or Senior Government officials, attendance at a bid support activity by a Government Minister or influencer (e.g. meeting a bid committee), hosting a reception for event organisers in the UK to push the British offer.

Yes

No

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

Q36

Is there any further information considered relevant for this application?

Q37

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 2023, 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.

## Subsidy Control

This grant funding opportunity is being operated by VisitBritain as a ‘Small Amount of Financial Assistance’. The Grant is awarded as in accordance with Article 3.2.4 of the Trade and Cooperation Agreement which enables the Grant Recipient to receive up to a maximum level of subsidy without engaging Chapter 3 of the Trade and Cooperation Agreement (a “Small Amount of Financial Assistance”). The current threshold is 325,000 Special Drawing Rights to a single economic actor over any period of three fiscal years.

## 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](mailto:EventSupport@visitbritain.org), with the following reference in the subject line: **BID/Event name**.