



VisitEngland™

## Discover England Fund

Guidance and Criteria - Year 3 (2018/19) Projects

## Introduction

Now entering its third year, the Discover England Fund has already seen some outstanding and innovative products delivered through over 40 projects. These projects reflect the immense variety of high quality tourism product that England has to offer and it has been inspiring to see the industry react so positively to the challenge of scaling up the inbound offer.

Early successes have brought 14 new, market-ready products across all England's regions, from the packaging of itineraries along the South West Coast Path to an innovative augmented reality experience in Durham Cathedral and 13 other historic sites across the country. These new tourism products increase the competitiveness of England's tourism offer both for the consumer and the travel trade.

We have been reflecting on these successes to ensure that the final year of the Discover England Fund delivers additionally and benefits in areas that have so far not significantly featured in grant funded activity.

As such, funding has been allocated in Year 3 of the Discover England Fund to support a limited number of projects that can move quickly from development to delivery i.e. achieve outputs and agreed expenditure by 31 March 2019. In this round, there will be a focus on projects that respond to identified market gaps and opportunities that are not being explored by current projects, as well as, amplifying existing Discover England Fund activities where value added and sustainability beyond March 2019 can be clearly demonstrated. These projects will:

- Develop world class bookable English tourism products to meet the needs of international consumers
- Join up tourism product through a geographical or thematic approach, capitalising on England's international gateways and hubs
- Drive a collaborative and partnership approach to delivery involving the public and private sectors
- Deliver solutions to barriers to international travel to England

## Year 3 projects

### Product Development focus

The Discover England Fund is focused on **product development that meets the needs of international consumers**. Product development is the creation of a new service and/or product that inspires an international customer and triggers them to book a holiday to England. It is required to be bookable through an international distributor thus increasing the number of visits, length of stay and spend by international visitors – and extends the tourism season beyond the traditional summer months.

New products created through the Discover England Fund need to have a strong market appeal in order to influence and determine a travel decision and choice of destination. It is key that new product development is focussed on a main target international market and customer demographic – and guided therefore by the type of experience the customer seeks.

Applicants will therefore need to demonstrate:

- A clearly defined product and consumer proposition, articulated in a succinct and motivating way that outlines the key benefits and features that will attract international visitors.

- How the product fits with international opportunity areas and trends (both market and consumer). This should be evidence based and highlight understanding of the overall marketplace and your competitors.

Please see overleaf for opportunity areas and gaps where Discover England Fund applications for Year 3 would be particularly welcome based on what has been funded to date and VE/VB research and insights.

## Solution oriented

In line with the Discover England Fund objectives, projects should be solution oriented and fall into one or more of these categories:

<b>1</b>	<b>Product testing</b>	<i>Do you have the right product? Do you know what international customers want and what your competitors offer? Are local businesses engaged and adopting the product?</i>
<b>2</b>	<b>Problem solving</b>	<i>Is the product linked by gateway/transport corridor/theme/location/distributor to make it easy for customers to understand, experience and purchase (i.e. bookable)? Is it easy for the trade to access? Does your project help get product to market?</i>
<b>3</b>	<b>Amplification</b>	<i>Is the product scalable e.g. domestic product that has international appeal; product that is not yet bookable; product that could be applied across other geographical areas; and is it reaching the customer in the right way (digitally and through the right distribution channels)?</i>
<b>4</b>	<b>New product</b>	<i>Does the product provide new reasons for international customers to explore England's regions? Does it address a market gap or respond to market intelligence that identifies consumer demand?</i>

## Target markets, segments and themes

Projects that focus on one or more of the following international markets, customer segments and product themes would be welcome.

### **International Markets**

Key target markets for this round of grant funding are identified in this section. They represent gaps or opportunity areas for the Discover England Fund, but are also high value international markets when assessing levels of spend in regional England (outside of London).

To date, there is a large concentration (60%) of projects that are targeting Northern European markets, in particular Germany and the Netherlands. Therefore projects targeting these two target markets are not sought in this round of grant funding. However, the southern European markets of Italy and Spain would be of interest. As are Sweden, Denmark and Norway which are high spend markets in regional England and where there is further growth potential. USA is a focus for 5 current DEF projects but it is a large market and there is scope to develop further products, likewise Australia where only one current DEF project is targeting this market. India has also been included, particularly aligned to the opportunity to develop product targeted at families.

Ireland has potential in this round and can be included as a second market. It's the 4<sup>th</sup> largest inbound holiday market for the Rest of England in volume and the 5<sup>th</sup> largest in spend terms. Also 50% of Irish holidays are to the Rest of England - higher than any other market - demonstrating a significant opportunity.

Short Haul	Long Haul
France and Belgium	Australia
Southern Europe – Italy and Spain	USA
Sweden, Denmark and Norway	India
Ireland (as a second market)	

### ***Customer Segments***

To date a limited number of Discover England Fund projects have focused on youth and no projects have specifically targeted families. There remains scope for product development to target these segments and projects that focus on these segments would be welcomed.

- **Young Active Explorers (Buzzseekers)**

Millennials (18-34 year olds) with the world at their feet looking for fun and excitement through travel. A spontaneous group who live for the moment, with few commitments to hold them back. Attracted to City life and higher octane activities away from the buzz. Please see page 5 VisitEngland's [market opportunity guidance](#) for more information on this segment and how to develop and target product to meet their demands.

- **Families**

Product ideas that have potential to attract international families by making England more motivating as a holiday destination are very much in scope. Demand for product targeted at families is growing, as is the need to cater for multi-generational travel (an ongoing trend, particularly in the USA). Families show up in 3 of the segments in [VisitEngland's market opportunity guidance](#): Cultural Adventurers, Lifestyle Travellers and Outdoor Enthusiasts. Considering which type of family your product could attract should be more helpful than thinking about families in general, as there are important differences driven by the parents and their life stages, values and attitudes. IPS data shows that the highest volume of holiday trips involving children comes from England's near European neighbours, though bidders might also want to consider adult family group trips from markets such as India, USA and Australia.

### ***Product Themes***

Discover England Fund projects to date cover a wealth of themes from heritage to culture, walking to cycling, touring routes and gateway development. However, there do remain some themes that are potential product development opportunities, based on VE/VB research and insights, where applications would be welcome.

Theme	Description
Sport	<p>England is the home of a number of world renowned sports, clubs, venues and destinations and has hosted numerous major sporting events making England a strong draw for sport lovers in international markets.</p> <p>Sport has featured in the Discover England Fund to date but with a focus on participation, for example, in cycling, golf and adventure sports. However, there has been limited focus on targeting those interested in watching live sports (the only Year 1 example is focused on Horse Racing, although a small number of projects are considering how it could be embedded in itineraries).</p> <p>4% of international visitors currently watch live sports as part of an England holiday, however activities research undertaken through the Discover England Fund highlights that 36% of international travellers surveyed were interested in watching live sports as part of an England holiday. This demonstrates some wider potential for product development in this area.</p>
Live like a local	<p>Seeking authentic experiences and fully immersing oneself in a local culture and atmosphere, has become a driving force behind the desire for travel for many. 64% of global consumers would go as far as saying that experiencing authentic culture of a place is the most important thing to them when going on a holiday – a figure that rises to 73% in France. Travellers want to go off the beaten track and understand what it is like to live, feel, eat and drink like a local – and are often consulting these same locals to understand how they can do this. One route for visitors to do this is through skills acquisition – the so called ‘leisure upgrade’. Audiences are increasingly incorporating self-development in their leisure repertoires, and tourism experiences that offer this can also offer a way to interact with local culture.</p>
Business Events	<p>A barrier to the UK’s business events sector is the lack of perception and knowledge in international markets around what England has to offer outside of London. English destinations are easy to get to and have quality product, service and experience to rival international competitors. Ideas are welcome that convince buyers to choose England through developing bookable business events product and getting it to market, for example, using emerging, immersive technologies to engage audiences and win business, or that develop capacity and capability of the sector. Only 2 business events projects have been successful to date – one on incentive product and the other focused on an extender programme built around science business meetings. The Panel would welcome further applications from this sector.</p> <p>You may find it useful to review VisitBritain/VisitEngland’s research which highlights motivations and barriers for this market, and gives an indication of the value of conference delegates and the opportunities, especially relating to trip extensions and incentive travel:  <a href="https://www.visitbritain.org/business-events-research">https://www.visitbritain.org/business-events-research</a>.</p>

## **Group Travel and FIT**

There is also scope to develop **group travel products** that will help target the trade more in markets where there is opportunity for growth, such as India, Australia and Southern Europe. You should consider whether your product has potential for the group travel market, as well as considering the **FIT (Fully Independent) traveler**.

A group is categorised as being able to cater over 10 and approx. tend to be 20-50pax per group either travelling by a flight or via coach business to the UK.

FIT is a type of travel that does not incorporate a packaged tour but is nonetheless customized by a travel-selling professional. Fully Independent Traveler is a single tourist or it can represent a couple or family (less than <10).

DMC's represent a significant opportunity in both FIT and group. VisitBritain has recently partnered with a number of DMC's where the majority of their business (70%-80%) comes from group travel. Existing DEF projects have allowed these businesses to grow their FIT business and they would like to be able to market new initiatives for group travel.

### **Additional information**

Please see the attached documents for more detailed information on these that will help you develop your application:

- VisitEngland's [market opportunity guidance](#) provides a detailed framework for considering where market opportunities lie in terms of visitor segments, product type, consumer benefits and barriers to overcome.
- [The Future Travel Journey](#) developed for VisitEngland by the Foresight Factory, a leading trends consultancy, identifies trends that will influence future consumer travel behaviour.

**Exceptional projects that fall outside of this will be considered where a strong case is made.** In addition to your own evidence, there is a wealth of information on the VE/VB website:

<https://www.visitbritain.org/research-programme>

<https://www.visitbritain.org/england-research-insights>

## **Funding and eligible activities**

Year 3 projects can apply for up to £250k revenue funding from the Discover England Fund. We expect you to contribute at least 20% of the grant's value (so if applying for £250k you would need to match this with £50k). Match can be from a mixture of cash and in-kind sources but we would expect at least half to be cash. Partners must also demonstrate they are bringing other assets and skills to the delivery of the project.

### **Eligible activities**

Grants through the Discover England Fund must support **revenue activities**. However, small amounts of capital investment will be considered and any requirements should be clearly identified. The following types of project activities may be supported:

- Developing thematic and/or geographic clusters/groupings of bookable product e.g. Sport, Business Events
- Itinerary and experience development (examples can help bring applications to life and aid assessment and decision making)
- Content and collateral in support of the above

- Technology to support the above (e.g. virtual reality)
- Research
- Product/market testing
- International distribution through existing channels/solutions
- Travel trade education and engagement
- International promotion (e.g. consumer marketing campaigns, press trips, tactical marketing with partners and PR activity)
- Other enabling activities such as welcome, training and business support
- Project management and delivery (including additional staff required to run the project).  
*Please note that if your project involves multiple delivery partners you will need to consider how this resource is shared to support effective delivery of your project*

The following types of activities will not be supported:

- Core funding of partner organisations
- Business as usual costs (e.g. office rent, utilities)
- Capital only projects like the adaptation, building and construction of hotels, conference centres, visitor attractions and tourist information centres
- The creation of websites/ online platforms as a substantial activity stream of the project

You will need to set out what activities will be delivered, and by when, in your application and if you are successful you will need to develop a full project plan that highlights key delivery milestones and resource/budget allocation.

***Note: Development of new promotional websites, booking platforms and apps***

The core objective of the Discover England Fund is to develop products that drive growth in international visits and expenditure. Therefore, to deliver the required international reach, you should aim to build on and integrate into existing booking solutions by working with distribution partners who already have a successful route to market for the international consumer. Development of new online promotional tools such as websites and apps should be carefully considered alongside any existing solutions that could be built upon to avoid further confusion for the consumer, ideas should be discussed with VE/VB and if included will require hard evidence on international demand and reach.

**Distribution, travel trade engagement/education and marketing activities**

A clear plan must be proposed to ensure that products are bookable through international distributors and the travel trade within the project's life-span and can be promoted to international consumers through the right channels and routes to market. **Up to 40% of your total grant can be used to support a range of activities across distribution; travel trade engagement and education; and this includes marketing.** *See below for further details on these activities.*

If your application is approved your final plans for distribution, travel trade engagement/education and marketing will need to be signed off by VE/VB before your grant offer is issued.

It is anticipated that VE/VB will play a strong role in advising and supporting you in the delivery of these activities due to international expertise and reach through partnerships and relationships with international intermediaries.

## ***Distribution***

Partnerships within the distribution supply chain are a very effective route to market and efficient distribution will facilitate product sales in advance of their actual use. Travel trade intermediaries such as ground handlers, tour operators, wholesalers, travel agents and online retailers play a significant role in attracting international visitors to England. The travel trade can help open up new markets, attract more visitors to a destination and encourage them to spend more time exploring. While consumers are increasingly organising and planning their own trips directly, the travel trade remains effective in reaching larger numbers of potential travellers in a number of markets, particularly if they are long haul.

Establishing effective relationships with key operators and agencies, and engaging a mix of distribution partners, can help find an effective route to market and reach target consumers. Product development is agile and therefore a 'test and learn' approach is best suited when developing new product for the international market. You should consider partners who are specialists in their field and/or markets and ensure there are key milestones, outcomes and a feedback loop to measure the success/failure of the activity.

## ***Travel Trade Education and Engagement***

Trade education ensures that the travel trade learn about new products/services through various activities including:

- **Staff Training** – it is key to educate trade staff to sell a new product/service effectively. This is particularly important when a new product is being featured in a marketing campaign
- **Product updates & toolkits** – supplementary information for travel trade available online and offline
- **Sales calls** – one to one training with key sellers
- **Workshops** – interactive training sessions, preferably with a demonstration of new products/services

This activity could, for example, involve working through bodies such as UKInbound and ETOA to access UK based operators/DMCs and/or directly with overseas buyers/international intermediaries.

Trade engagement is crucial to ensure your product/service can be passionately sold. Example activities include:

- **Educational Trips**: provide the product knowledge to a highly targeted audience including a tour operator (online and offline), wholesaler or travel agent by experiencing the product/service.
- **Trade Shows/Events**: are a forum to meet key suppliers and buyers with the aim of developing and enhancing business relationships. They are run throughout the year, each targeting different audiences (luxury), industries (business events) and/or key markets. *For example Explore GB.*
- **Trade Missions**: are conducted within key markets and allow new entrants or existing UK suppliers to showcase their product/service within that targeted market. *For example Destination China.*
- **Staff Training**: is key to educate trade staff to sell a new product/service effectively. This is particularly key when a product is being featured in a marketing campaign.

## **Marketing Activities**

Any plans for international marketing should closely link to your plans for international distribution (including trade education and engagement) and your identified international market(s) and consumer segment(s). It is recommended that you plan your marketing activity alongside your distribution plan as follows:

- **Trade education** – travel trade are educated on the new product
- **Trade engagement** – travel trade experience the product and are inspired to sell
- **Brand marketing** – stimulating consumer demand within the international market
- **Tactical marketing** – generating enquiry within the international market with a call to action. This will most likely involve the distributor you have selected to launch your new product and will ensure sales conversion

## **Identifying and measuring outcomes and Impacts**

The activities delivered through the Discover England Fund are intended to lead to additional spending (and therefore GVA) from visitors, as well as resulting in longer term legacy impacts of partnership and other new initiatives.

The impacts of the Discover England Fund will be evaluated by assessing the individual impacts of each funded project. To enable this, you will be required to build in evaluation – including dedicated budget and resources - from the beginning of your project.

In your application you should specify how the activities that you are proposing will deliver outputs, outcomes and both economic and legacy impacts, and you should make an assessment of what will be achieved during the lifetime of the project, and in subsequent years.

You should quantify the following to allow assessment of anticipated impacts in the shorter and longer term:

- What will be delivered during the funding period (up to March 2019) – depending on the nature of the project, these may be outputs only, and/or may include initial outcomes and impacts.
- An assessment of anticipated outcomes and financial/economic impacts, and any other KPIs expected to have been delivered in the first 12 months after the end of project funding, i.e. up to March 2020. This will form the basis of the project impact measurement report, and will help determine whether projects with longer term impacts are on track to deliver against forecast.
- An assessment of anticipated outcomes and financial/economic impact for each of the following four years (i.e. between March 2020 and March 2024)
- If relevant – anticipated outcomes and financial/economic impact for a longer time horizon, up to 10 years from delivery

A core framework of metrics was developed for DEF in year 1, as below. Other year 1 and year 2 projects are being monitored using an appropriate subset of these measures (identifying relevant outputs, initial and longer-term outcomes and impacts) but in addition can specify tailored metrics in consultation with our evaluation agency SQW.

Year 3 bidders should therefore use this framework to specify the expected outputs, outcomes and impacts of their projects both within and beyond the funding period (selecting relevant metrics) but may also suggest other performance metrics and associated targets.

Stage	Metrics
<b>Outputs</b>	<ul style="list-style-type: none"> <li>• O1: New ticket or pass products developed</li> <li>• O2: New itineraries / cluster of product and supporting content developed</li> <li>• O3: New or upgraded apps / websites developed</li> <li>• O4: Familiarisation visits completed</li> <li>• O5: Individuals attending workshops / events</li> </ul>
<b>Initial outcomes</b>	<ul style="list-style-type: none"> <li>• IO1: Purchase of travel passes/tickets</li> <li>• IO2: Purchase of new travel packages/product by customers</li> <li>• IO3: Itineraries and digital guides downloaded</li> <li>• IO4: Website visits</li> <li>• IO5: Download of mobile applications</li> </ul>
<b>Longer-term outcomes</b>	<ul style="list-style-type: none"> <li>• LO1: Increased visitor numbers (direct)</li> <li>• LO2: Increased visitor numbers (indirect)</li> <li>• LO3: Extended visitor stays</li> <li>• LO4: Improved visitor satisfaction</li> </ul>
<b>Impacts</b>	<ul style="list-style-type: none"> <li>• I1: Increased visitor expenditure</li> <li>• I2: Net Gross Value Added generated</li> <li>• I3: Employment supported</li> <li>• I4: Increased awareness/improved reputation of niche English sectors in overseas markets</li> <li>• I5: Increased share of market niche visitors accounted for by non-London</li> </ul>

You will need to set aside time and have resource in place to cover the engagement with VisitEngland's evaluator out of your project budget and it will need to cover the following areas:

- Initial agreement of metrics between your project and SQW via meeting/discussion
- A requirement to submit quarterly monitoring data (outputs, outcomes, impacts) to VisitEngland
- An economic impact survey (EIA) with consumers of the product and also with trade partners (if applicable) further down the line (your project would not be required to fund this, however resource needs to be in place to facilitate these evaluations). If your project is planning its own EIA, please inform VE.
- At the end of the project there will be a telephone interview with the project lead

Please note that we may require additional metrics (in addition to those stated above) to be provided from your project to VisitEngland / SQW as DEF programme evaluators. In this eventuality, this would incur no additional cost to your project and if requiring additional resource on your part, VisitEngland could potentially help to fund this dependent on the requirement.

It is important for this assessment to consider additionality. This means going beyond measures such as expected sales and/or overall growth in visitor numbers to consider how the investment will generate incremental spending in the target region, whether for example through new visitors, longer duration stays or participation in more/higher value activities, over and above any organic market growth.

The VE Research team can provide further guidance about available data sources if required.

Sharing learning is a crucial part of the Discover England Fund and you should build this into your project at key stages and support VE/VB to roll learnings out nationally as required.

## **Project Management, Finances and Compliance**

### **Project Management**

A lead partner for the project must be identified. They will be the accountable body for the project, providing a single point of contact for VE/VB. They will co-ordinate and monitor delivery and report on progress on a quarterly basis as agreed and once an award is confirmed. The application should clearly demonstrate the lead organisation's skills and abilities in project management and a strong track record of delivery.

You should also outline how you propose to project manage your project and key roles and responsibilities across delivery partners. You are able to spend a maximum of 20% of your project budget on project management and you should consider how this can also support key delivery partners.

### **Finances**

You must clearly set out details of how your project will be financed. This will include grant funding, private sector cash match contributions and in-kind support from partners or other bodies (at least 20% of the requested grant's value).

You must clearly identify the amount of public funding required (up to £250k), why it is needed and how it represents value for money. You should include a detailed breakdown of expenditure for all identified activities that clearly highlights what the fund is paying for and what match funding from partners/other funding sources is contributing.

All project activity and expenditure must be completed by March 31<sup>st</sup> 2019. It is not possible to transfer any funding into the following financial year.

### **Risk Management**

You must identify key risks to project delivery with an assessment of their significance (e.g. through a RAG rating) and set out plans for how they will be managed and mitigated.

### **State Aid**

You will need to demonstrate clearly that receipt of grant funding for your activities is not state aid or that it is exempt, for example, under one or more of the relevant General Block Exemption Regulations. This will impact on the design and scope of your activities and will require careful consideration. You are encouraged to take legal advice at the earliest stage. State aid should be built into the design of your project and feature in your risk register. You must provide a state aid statement outlining how your project is compliant. If you are successful further evidence will be required before a grant offer can be issued – this could include a letter or a report from a law firm.

Please review the [supplementary online state aid guidance](#).

### **EU Package Travel Directive Regulations**

You should consider whether you will be creating a 'package' as defined by the Regulations. If you put together and sell a product that includes a combination of at least two components (e.g. transport, accommodation, meals, attraction tickets etc.), you may become the 'organiser' of a package. This means you will need to understand what legal liability you have for the quality of all those products and services you are offering, and may have to provide insurance or similar protection for money customers pay in advance.

See further [package travel guidance](#).

### **Financial Due Diligence and Fraud Risk**

All government grants will be subject to timely and proportionate financial due diligence and fraud risk assessment. As part of the application assessment, decision making and set-up process a set of checks will be undertaken that will provide assurance and identify the level of financial risk

in respect of the grant recipient. Please note you may be asked to provide information such as financial accounts for the past 2 years and evidence you are established as a formal entity. Please see compliance section on [www.discoverenglandfund.org](http://www.discoverenglandfund.org) for further information.

### **Procurement**

All organisations must use fair, open and transparent procedures to appoint consultants and contractors. Contracts must generally be advertised and competitively tendered. We will ask you to provide details of any procurement (buying), tendering and selection process for all parts of your project as part of your grant offer.

You must keep full records of all stages of the procurement process, including but not limited to tenders and correspondence with suppliers and reports on your decision making, which we may audit. Additionally, if you are a public body, any procurement undertaken must be in accordance with the Public Contract Regulations 2015.

### **Who Can Apply**

Projects that take a collaborative and joined-up approach to product development are welcomed. This could be a partnership approach in a particular destination or across destinations – or a project from a single organisation where it can clearly demonstrate broader impact and benefits.

The following types of public or private sector organisations could lead a project or be involved in its delivery. This list is not exhaustive or prescriptive – it will depend on the project:

- Tourism businesses
- Transport operators
- Technology companies
- Tourism umbrella organisations
- Destination organisations
- Local Enterprise Partnerships
- Local authorities

Please note:

- If you have applied to a previous funding round and your application was declined you should carefully consider the feedback you received and whether this has been adequately addressed before you log your interest.
- If you have benefited through pilot project funding in Year 1 and are seeking additional support for the same project you will need to clearly demonstrate how this investment would amplify and scale up activity – and your plans for sustaining the product beyond March 2019. Please contact the Discover England team for more information if this applies to you.
- If you are currently a lead organisation or delivery partner in a Year 2-3 Large-Scale project you will need to consider whether you have the capacity and resource to lead another project.
- If you are a Year 2 Pilot project you can apply separately for a limited amount of continuation funding and will be contacted by the Discover England Fund team directly. If in addition you are applying to lead a Year 3 project you need to consider whether you have the capacity and resource to do this.
- Heavier weighting will be given to good projects that demonstrate fit with the target segments, markets or product themes and fit the criteria in under-represented parts of the country.

- If you are a Large-Scale Year 2-3 DEF project you cannot apply for top-up Funds as part of this call. You will be notified when opportunities become available.

## Year 3 Projects Criteria

Criteria	Explanation	Weighting %
1. A clear challenge is identified and a high quality, customer-centric solution in one of the four Project Categories is proposed.	<ul style="list-style-type: none"> <li>- How the project responds to the gaps and opportunities DEF wants to target in year 3 – markets, segments and themes</li> <li>- Rationale/evidence for the product proposed and the international markets/customers being targeted</li> <li>- Demonstrate how the project and product proposed will extend the season for those involved</li> <li>- Identify the key international gateways and transport hubs that will ensure ease of access for the customer to the product proposed</li> <li>- Highlight how the project fits across one or more of the four categories of product-testing; problem-solving; amplification; new product</li> <li>- A clear plan is proposed to ensure the product is bookable and can be distributed, marketed and promoted to the customer</li> <li>- The project is highly innovative, testing new technologies, techniques and/or business models</li> </ul>	<b>40%</b>
2. Outcomes and impacts are planned which also produce lessons that can be shared across the tourism industry to stimulate and inform future product development.	<ul style="list-style-type: none"> <li>- Specific benefits and potential impacts should be identified that are additional or incremental whether for example through new visitors, longer duration stays or participation in more/higher value activities, over and above any organic market growth. If the project is from a single organisation it must clearly demonstrate broader applicability and impact</li> <li>- Demonstrate how they will build knowledge and share learning widely across the tourism industry</li> </ul>	<b>30%</b>
3. A clear case is made for public funding and the project partners can demonstrate their contribution.	<ul style="list-style-type: none"> <li>- Clearly identify the amount of public funding required up to £250k, why the project needs it and how this represents value for money. We expect you to contribute at least 20% of the grant's value (this can be a mixture of cash and in-kind – those which can contribute more cash will be regarded favourably)</li> <li>- Identify who is involved and demonstrate that they bring assets and skills to the project</li> <li>- Evidence of compliance with state aid law, risk assessment and other legislation and compliance e.g. procurement, EU package travel regulations</li> </ul>	<b>15%</b>
4. The project can move quickly from development to delivery. Support from key stakeholders should be identified and demonstrated.	<ul style="list-style-type: none"> <li>- Clearly describe what will be delivered by when (between 1 June 2018 and 31 March 2019)</li> <li>- Highlight strong project management arrangements and track record of delivery</li> <li>- Demonstrate wider stakeholder support that will enable effective and successful project delivery</li> </ul>	<b>15%</b>

## How to Apply

**Stage 1 – Log Interest by midday Friday 13<sup>th</sup> April 2018:** Review the guidance and information on [www.discoverenglandfund.org](http://www.discoverenglandfund.org). If you consider your project meets the criteria please log your interest at [DiscoverEnglandFund@visitengland.org](mailto:DiscoverEnglandFund@visitengland.org). Please include **all of the following** details:

- Lead organisation
- A working project title
- Project type (product testing, problem-solving, amplification, new product)
- Target international market and customer segment
- A brief description of your project that includes the type of product being developed and the reasons for your choice
- Project partners (where appropriate).
- The value of the grant request to the Discover England Fund

**You will be contacted by VisitEngland to advise whether you will move on to full application stage (below) based on the information you provide.**

**Stage 2 – Completion of an application form:** If your project meets the headline criteria you will be asked to submit an application form to [DiscoverEnglandFund@visitengland.org](mailto:DiscoverEnglandFund@visitengland.org) by midday Friday 4<sup>th</sup> May 2018.

**Stage 3 – Assessment:** The Discover England Team will assess applications based on how far they meet the criteria using the weightings set out. The results of this assessment will be presented to the Discover England Fund Awards Panel who make decisions on which projects are awarded funding.

**Stage 4 – Notification:** You will be notified if your application has been successful or unsuccessful by the end of June 2018.

## Further information and support available

By midday 13 <sup>th</sup> April 2018	<b>Stage 1: Log interest</b> The earlier you log your interest, the sooner you may be able to progress to full application.
By midday 4 <sup>th</sup> May 2018	<b>Stage 2: Completion and submission of application form</b>
May - June 2018	<b>Stage 3: Assessment and decision-making by Awards Panel</b>
June – July 2018	<b>Stage 4: Notification of decision &amp; project set-up (if successful)</b>
31 <sup>st</sup> March 2019	Deadline for project completion and delivery

Please review all of the supporting material at <https://www.discoverenglandfund.org>

Please direct all queries to [DiscoverEnglandFund@visitengland.org](mailto:DiscoverEnglandFund@visitengland.org)

If you are successful a dedicated VE Relationship Manager will be allocated to your project and can help you access advice and support from VE/VB including distribution, market expertise, marketing and PR, evaluation and project management.