

Application Form 2019/20

# Business Events Growth Programme International Delegate Growth

Supporting recurring business events in the UK to grow their international attendance and profile.

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 to [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org), with the following reference in the subject line: **IDG/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.

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# 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

Title First name Surname

Telephone

Email

Position

## 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

**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

This section outlines the key criteria to be eligible for funding. Please complete these questions before continuing on with the full application. Only those applicants that can answer Yes to all of the following questions are eligible to apply but there is no guarantee that all events or activity will be deemed appropriate or offered grant funding.

### Q6 Will all grant funded activity occur in this financial year?

All funds from this year's Business Events Growth Programme must be spent on activity within this financial year – i.e. 31 March 2020 – and claimed in arrears. No pre-payments for future financial years are permitted, but the event can itself be taking place in future years.

Yes                  No

### Q7 Will the business event only be held in Great Britain or Northern Ireland?

Yes                  No

### Q8 Is the event a 'business event', i.e. for a professional, trade, B2B or academic audience?

This includes tradeshows/exhibitions and conferences/congresses.  
(Consumer/ B2C events, festivals, sport and other events are not eligible to apply.)

Yes                  No

### Q9 Is the event recurring?

Only recurring events qualify. Funding will be considered if the event is being held in the UK, but held outside of the UK on other years (e.g UK won International Congress & Convention Association (ICCA) event).

Yes                  No

### Q10 Do more than 250 delegates currently attend the event?

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

**Q11 Does the event clearly align with one of the following priority industry sectors?**

- Advanced Manufacturing
- Aerospace
- Automotive
- BioEconomy
- Consumer
- Creative
- Education
- Energy
- Engineering
- Financial Services
- Food & Drink
- Health & Life Sciences
- Infrastructure
- Marine
- Space
- Sport
- Smart Cities
- Technology

Yes

No

**Q12 Does the funding proposal seek to grow the international profile and attendance of your domestic event?**

To be eligible for support an increase of 20% delegate attendance should be achieved from an international audience (VisitBritain considers an ‘international’ event as one where at least 50% of total delegates/visitors are international (non-UK) visitors). Events that currently do not meet this benchmark must demonstrate how they intend to reach it through activity supported by the funds. Events that already meet this benchmark must indicate how this can be exceeded, and to what extent.

Yes

No

**Q13 Does the event have the potential to further internationalise its profile and grow the international attendance through targeted activity?**

Yes

No

**Q14 Does the proposal seek to grow the international visitor, delegate and/or press audiences?**

This includes visitors/trade visitors, international buyer delegates/‘hosted’ buyers, conference delegates and international press. Proposals that seek to grow exhibitors or sponsors will not be considered.

Yes

No

**Q15 Does the event have large UK trade and investment potential; both during the event (international delegates attending and also the potential for future trade and investments post-event?)**

Yes

No

Q16

### If successful, will event marketing activity incorporate approved GREAT Britain campaign branding?

Any marketing activity funded by this programme will require the inclusion of approved [GREAT Britain Campaign](#) branding. The Campaign showcases the best of what the nation has to offer, to inspire the world and encourage people to visit, do business, invest and study in the UK. It is the Government's most ambitious international promotional campaign ever, uniting the efforts of the public and private sector to generate jobs and growth for Britain. You will be given access to the brand guidelines assets and contacts to approve the brand's use. Any activities that could bring the Campaign into disrepute do not qualify for support from the Programme.

Yes

No

Q17

### Has your organisation received less than €200,000 in State Aid within the past 3 financial years?

If your answer is No to this question, you cannot proceed with this application. This grant fund is awarded under the European Commission's State Aid Regulations which allows up to a maximum value of €200,000 of de minimis state aid to an organisation over a rolling 3 year financial period. This value can be a combination of grants over the given period. State Aid is any advantage granted by public authorities through state resources on a selective basis to any organisations that could potentially distort competition and trade in the European Union (EU). If this application is successful, both a State Aid Declaration from the organisation applying for support and a letter from a solicitor or legal opinion, confirming compliance with State Aid rules will be required before a grant can be awarded. In particular, such confirmation must specify that the organisation and the applicable project is state aid compliant.

Yes

No

Q18

### Does this funding application support new, additional activities to grow international delegates at your event?

The following does not qualify for support from the fund, activity already confirmed to take place, 'business as usual' costs, such as, but not limited to, help with running costs (e.g. rent, overheads, etc.), salaries for existing or new positions within your organisation and capital expenditure/replacing equipment or in retrospect of expenditure already made.

Yes

No

Q19

### If successful, will you be able to supply an evaluation plan that measures the success of funded activity?

If your application is conditionally approved, you will need to provide and agree evaluation plan that includes robust methodology that measures tangible outputs and outcomes from all funded support. Reporting is not restricted to the funding period, and could take place in future financial years.

Yes

No

Q20

### If successful, will you be able to provide the below, necessary information

- Completed grant claims to draw down funding, which must include copies of invoices and receipts as evidence of payment.
- A project monitoring report alongside each grant claim highlighting all GREAT branding utilised e.g. marketing materials and good quality images from event activity. Including the GREAT brand.

Yes

No

# 3. About the event

This section is to provide information about the event. Please complete all questions in this section.

**Q21** Event name

**Q22** Event website

**Q23** Event type

Trade show/exhibition

Conference

Congress

Other (please specify)

**Q24** If the event is peripatetic, give the past three host cities/venues and the known future cities/venues:

Year	Past host cities/venues

Year	Future host cities/venues

**Q25** Is the event ICCA (International Congress and Convention Association) rated?

Yes

No

If Yes, please specify ICCA reference number.

Q26

For the proposed funding year, confirm the host city and venue.  
The Event must be held within Great Britain and Northern Ireland to qualify.

Host city

Host venue

Q27

Date of the proposed event edition for this application

Q28

Date of the most recent event edition

Note that the event must be annual, biannual or biennial to qualify.

Q29

Event length in days

Q30

Any known change to the event length

Yes

No

(if yes please specify)

Q31

Event Sector. Please select as applicable

Advanced Manufacturing

Aerospace

Automotive

BioEconomy

Consumer

Creative

Education

Energy

Engineering

Financial Services

Food & Drink

Health & Life Sciences

Infrastructure

Marine

Space

Sport

Smart Cities

Technology

Q32

### Event Synopsis, including brief history of previous editions.

Please ensure to include:

- Event description/proposition.
- Target segments for the various attendee types (delegates, visitors, exhibitors, or specify other)
- Current size and past growth - using your key event metrics (e.g. total delegates or visitors).  
Must include the total number and percentage of total international attendees (delegates/visitors/press).  
Provide historic data (3-5 years) where available.

Q33

### Existing Delegate/Visitor Origin

Note – the event must be more than 250 total attendees and have a current existing international audience of at least 30%.

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

Q34

## Estimated current economic value of hosting this event in the UK (in £/GBP)

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

Q35

Economic benefit to the UK (include venue hire, other costs) investment by organiser and import/ export opportunities.

# 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.

Q36

**Total amount of support required from the fund in £/GBP (including VAT)**

Please note that grants of up to £20,000 will be awarded.

£

Q37

**Describe, in detail, the support you are seeking including activity/activities.**

For each activity, outline the expected benefits, key timelines/milestones and risks. Including how you anticipate the GREAT Britain campaign branding will be incorporated.

Q38

Estimated breakdown of costs for each activity specified.

To a maximum total of the amount noted in question 36 (incl. VAT).

Q39

Note any other information you consider it is important for us to know, especially any pre-event milestones/deadlines in which support will be used.

Q40

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 2020.

Q41

What soft power/ Government Advocacy support could VisitBritain or HM Government offer to help internationalise the event?

This could include, but is not limited to, invitation letters from Ministerial or Senior Government officials, keynote speech, or release of relevant research/white paper. **Please specify the type of support that is sought** (e.g. Letter of Support, Keynote speech etc.), **level of support** (e.g. Secretary of State, Minister, Government Advisor etc.), **the appropriate Government department** (e.g. Department for International Trade, Department for Business Energy & Industrial Strategy), **and what if any government initiatives this could dovetail with?**

Q42

How do you propose to evaluate the outputs and outcomes of each activity? This needs to include an estimate on the incremental return on investment (ROI) for this grant. Please include KPIs and proposed methodology to evaluate performance.

Applicants are advised that the ROI target for the GREAT Britain campaign funded activity is 25:1. 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.

Q43

### Anticipated increase in delegates/visitors, as a result of the activity.

Please provide estimates of the expected additional international attendees as a result of the proposed funded activity. Do not include domestic/UK delegates.

	Total additional delegates/visitors	% growth of previous edition
Europe		
North America		
Rest of World		
Total		100%

Q44

### Do the proposed activities offer any additional trade and investment potential for UK?

If yes, please elaborate and quantify, where possible.

Q45

### Is there any further information considered relevant for this application?

Q46

Please let us know if future funding or government advocacy beyond this financial year may be required for the same event.

We cannot guarantee support beyond end March 2020, however, this information will be of use for support requirements in the future.

Q47

Are you working with your local Destination Management Organisation (DMO) or Convention and Visitors Bureau (CVB) in regards to this event?

Yes

No

(if yes please specify)

# 3. Conditions and Declaration

This section outlines preliminary conditions that must be satisfied, if a conditional offer is made.

## State Aid

If this application is successful, you will need to declare how much total state aid your organisation has received over a three year financial period, to comply with [State Aid rules](#).

At the point a conditional grant offer is made, applicants will need to provide both a State Aid Declaration and a letter from a solicitor or legal opinion, confirming compliance with [State Aid rules](#). In particular, such confirmation must specify that the organisation and the applicable project is state aid compliant. For further detail, please refer to the Department for Business, Energy and Industrial Strategy's [State Aid Manual](#), which includes details on de minimis Regulations.

**Please note any funds awarded must be within State Aid limits, as this fund is provided under de minimis aid.** If the total funding from State sources exceeds €200,000 over a three year period ([at applicable exchange rate](#)), then we are unable to award the grant.

## GREAT Britain Campaign

Any activities that could bring the [GREAT Britain Campaign](#) into disrepute, do not qualify for support from this programme.

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

# 6. What happens next?



## 1. Completing your application

If you have any questions on how to complete this form, please contact [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org).



## 2. Submitting your application

Please email the final completed application to [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org) with the following reference in the subject line: **IDG/Event name**.



## 3. Consideration

Your application will be considered by a Panel of events industry experts, to determine successful applicants. Applicants will be notified if additional information is required, for the Panel to be able to make a decision.



## 4. Award Decision and Grant Offer

The assessment process can take up to one month after application, by which we hope to inform you of the outcome. If successful, we will make a provisional offer, which may outline any funding conditions the Panel may require. We will inform you of any conditions, and obtain your agreement before proceeding.



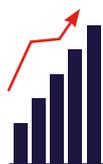
## 5. State Aid

If successful, you will be required to provide VisitBritain both a State Aid Declaration and a letter from a solicitor or legal opinion, confirming compliance with [State Aid rules](#). In particular, such confirmation must specify that the organisation and applicable project is state aid compliant.



## 6. Financial viability and risk assessment

If successful, we will conduct a credit check on your organisation, and other necessary due diligence checks. You will also need to provide confirmation of your organisation's VAT recovery status. We will conduct a credit check on your organisation, and other necessary checks.



## 7. Evaluation

If successful, you will also be required to submit a full Evaluation Proposal, that outlines your evaluation plan, which includes a proposed methodology that tracks the performance of the funded activities. VisitBritain will work with you to finalise and agree an appropriate methodology, once you've supplied your initial proposal.



## 8. Grant Offer Letter

Once the above documents are received and approved, we will draw up and sign a Grant Offer letter. Two copies will be posted for you to sign and return a copy to VisitBritain.