

DOMESTIC SUPPORT FUND FAQs

The meeting industry is one of the main victims of the Covid-19 crisis. As an incentive and to secure the planning of future events, VisitBritain has created a Domestic Support Fund for business events taking place in the UK in the period from 21 June to 17 December 2021. With this grant, VisitBritain is supporting the UK business events industry to restart domestic events.

Starting Wednesday 9 June 2021, applications are open and can be submitted through to 30 November 2021.

1. OBJECT OF THE GRANT

- **What is the objective of the grant?**
The objective of the grant is to offer financial support to kick start the return of business events and to showcase that the UK is ready to meet again and has adapted to new ways of meeting in a Covid-19 secure environment.
- **What does the grant cover?**
The grant provides support to not-for-profit organizations, including associations and charities, hosting business events in the UK between 21 June to 17 December 2021.

2. APPLICANT REQUIREMENTS

- **Who can apply for a grant?**
UK not-for-profit organization, including associations and charities, are eligible to apply. The applicant organisation must be in operation for more than a year at the time of application. In exceptional circumstances, applications will be assessed on a case-by-case basis.
- **Can organizers from outside the United Kingdom also apply for a grant?**
No, only UK entities are eligible to apply.
- **Who cannot apply for a grant?**
Destination management organisations, destination management companies, venues and third parties are ineligible to apply for this fund. However, not-for-profit organisations using third parties can.

3. EVENT REQUIREMENTS

- **Does the event venue have to be in the UK?**
Yes, the event venue must be in the UK. However, the event can have a virtual component.
- **What types of events are not eligible for a grant?**
Activity will not support award ceremonies, AGM's, incentives, social or family groups, weddings, student, or leisure tour groups. Support is only given to business events defined as meetings and conferences.
- **Does the event have to generate revenue?**
No, it is not necessary for the event to generate revenue. Gifts and donations are not considered revenue.
- **Does the event need to be one day only?**
No, applications are accepted for both one day or multi day events.
- **Can the event be part of a bigger event?**
No, applications are accepted for stand-alone events only. VisitBritain will not accept applications for a fringe meeting as part of another event.
- **When will a grant not be paid out?**
If approved number of attendees is not met and it is more than 25% below agreed attendance, a grant will not be paid out. The applicant organisation will not receive financial support also in the case that the event is cancelled or turned virtual after the application stage or an agreement is signed.
- **Can I apply for grants for several events?**
Yes, the grant is awarded per event and not per organization.

4. ELIGIBLE AND INELIGIBLE COSTS

- **What costs are eligible:**
 - Increased communications, marketing, digital activities and other content to support reassurance messaging to boost delegate confidence
 - Venue hire, costs may have increased due to Covid-19 safety regulations
 - Testing and enhanced on-site registration measures
 - Additional facilities, increased space requirement for F&B i.e. coffee stations
 - AV requirements, these may need enhancing if the event has a virtual element or a live feed into other areas of a venue

These serve as examples, further ideas to support your domestic event through this fund are welcome.

- What costs are ineligible:
 - Investment costs
 - Personnel costs
 - Lobbying
 - Petition for additional funding
 - Activities of a political or exclusively religious nature

This list is not meant to be exhaustive.

5. TYPE AND AMOUNT OF GRANT

- How is the grant structured?
The grant is based on a legally binding funding agreement between the applicant organization and BTA (trading as VisitBritain). Approved applications will receive financial support after the event has taken place, and submission of evidence to support total number of attendees in attendance for each day of the event.
- How is the grant awarded?
All applications will be reviewed by a panel of experts in strict order of receipt against the criteria.
- What is the amount of the grant?
Financial support is based on number of delegates attending a live event or the live component of a hybrid event. The event organisation can apply for £30 per delegate (cash incl. VAT) attending an event, up to the value of £15,000
- What is the amount of the grant payout?
The amount of the grant payout is limited by the amount of the grant funding agreement and the number of attendees at your event. If approved number of attendees is not met, but is not less than 25% below agreed attendance, a grant payment will still be made. The applicant will receive a payment in proportion to the actual attendance where reduced attendance is no more than 25% of agreed number. If the actual attendance is higher than what is approved in the grant agreement, this increase will not be taken into account and VisitBritain will not apply extra funding.
- When can I request a payout?
You can request a payout once the event has taken place and submission of evidence to support total number of attendees in attendance is provided. A payout must be requested before 1 March 2022.

6. GRANT RESTRICTIONS DUE TO SUBSIDY CONTROL

- **What is the legal basis in subsidy control for the grant?**
This grant scheme is offered as 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 Rights¹² to a single economic actor over any period of three fiscal years.

7. GRANT APPLICATION

- **How do I apply for a grant?**
The application form will need to be sent by email to eventsupport@visitbritain.org and must include the following supporting documentation:
 - Completed Annex B Declaration Form confirming the value of ‘Small Amount of Financial Assistance’ your organisation has received in the last 3 fiscal years.
 - Completed New Supplier Form (only applicable if the organisation has never received direct grant payment from the British Tourist Authority trading as

All the forms are available on [VisitBritain website](#).

- **Who can submit an application?**
The application can be submitted by a chief executive officer or a director of the applicant organisation, or by a person authorized by those.
- **How can I verify that the application has been successfully submitted?**
You will receive an email from the Business Events team within 48 hours of application confirming receipt and next steps.
- **When will VisitBritain start processing the application?**
VisitBritain will start processing the application once all required documents have been submitted.
- **Can I submit an application after an event has taken place?**
No, applications must be submitted before the planned event date.

¹ See <https://www.imf.org/en/About/Factsheets/Sheets/2016/08/01/14/51/Special-Drawing-Right-SDR>

² See <https://www.xe.com/currencyconverter/convert/?Amount=1&From=XDR&To=GBP>

8. REVIEW AND DECISION

- **What is the application process from submission to awarding the grant?**
VisitBritain will review and assess the application as soon as it is complete and sent to the Event Support inbox. The team will then conduct due diligence checks. The process can take up to 2 weeks.
If it is approved, you will receive a confirmation email and a grant funding agreement will be issued. The agreement must be legally signed and returned to VisitBritain within two weeks or before the event date, whichever is earlier. Otherwise, the offer is considered to be withdrawn.
If the application is not approved, you will receive a letter stating the reason.

9. DEADLINES

- **When is it possible to apply for a grant?**
Applications can be submitted from Wednesday 9 June 2021.
- **What is the deadline for applying for a grant?**
Applications can be submitted through to Tuesday 30 November 2021.
- **When does the event have to be held?**
The event has to be held between 21 June to 17 December 2021.

10. OTHER

- **What happens if the event is cancelled after application or a signed grant agreement?**
If the event is cancelled after signing a grant funding agreement, VisitBritain will not cover any costs as the event didn't take place.
- **What happens if the event is replaced by a virtual format after application or a signed grant agreement?**
If the event is completely replaced by a virtual format, VisitBritain will be not cover any costs. However, if a virtual component is added and the event will have a hybrid format, VisitBritain will support the total attendees to the live element of a hybrid event.

If you have any additional questions please send an email to eventsupport@visitbritain.org