Business Events Domestic Support Fund

Guidelines

9 June 2021
INTRODUCTION

The new Domestic Support Fund aims to support the UK business events industry to restart domestic events.

The fund is designed 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.

The fund is open for applications from 9 June 2021. The business events supported by this fund need to take place between 21 June 2021 and 17 December 2021 to be eligible to apply.

If the application is approved, the applicant will receive funding after the event has taken place following the receipt of a completed Grant Claim Form with evidence of number of attendees at the event.

All costs must be incurred by 17 December 2021 and submitted by, no later than, 1 March 2022. Any unspent funds cannot be transferred beyond this end date.

SUPPORT AVAILABLE

This fund aims to support the return of domestic meetings and events. Financial support is based on number of delegates attending a live event. The event organisation can apply for £30 per delegate (cash incl. VAT) attending an event. 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.

Offered as a ‘Small Amount of Financial Assistance’ grant scheme, this support is available for events from 100 to 500 people, to a maximum value of £15,000 support. In applying for this fund applications must be clear on why support is needed.

The fund could support:

- 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.
ELIGIBILITY AND CRITERIA

- VisitBritain accepts applications only from **UK entities**
- Applications are accepted from **not-for-profit organisations including associations and charities**
- Destination management organisations, destination management companies and venues are **ineligible** to apply
- Third parties are **ineligible** to apply for this fund, however organisations using third parties can
- 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
- This is a domestic fund that supports **only UK events**
- The support is available for events from **100 to 500 attendees** (Applicants must indicate the minimum number of attendees, not their target number)
- 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.
- The event can be **live** and include a **virtual component**. Support is for total attendees to the live element of a hybrid event
- Applications are accepted for stand-alone events only. VisitBritain will not accept applications for a fringe meeting as part of another event
- Activity must support business events defined as: meetings and conferences. Activity will not support award ceremonies, AGM’s, incentives, social or family groups, weddings, student, or leisure tour groups
- Applications are accepted for one day or multi day events
- Applicants must agree to full transparency for work being delivered in partnership, as well as delivery of regular updates to VisitBritain on work in progress
- VisitBritain reserves the right to reject any application or part thereof which is received after the submission date
- Applicant entities must not be insolvent and must be in good financial standing to enter into an agreement with VisitBritain
- VisitBritain logo must be featured and acknowledged as a supporter on relevant pre-event marketing, collateral and business event website.

If you are in doubt as to whether your application meets the criteria, please do not hesitate to contact VisitBritain at [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org) for further assistance.
**TIMELINE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 June 2021</td>
<td>Programme launch and applications open</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Where required applicants to provide further information and/or an overview of the proposed activity and pitch their case</td>
</tr>
<tr>
<td></td>
<td>Results of applications communicated. Successful applicants provided with Grant Funding Agreement</td>
</tr>
<tr>
<td>17 December 2021</td>
<td>All activity and projects to be completed</td>
</tr>
<tr>
<td>Post event</td>
<td>Progress report and final grant claim to be completed. Final delegate numbers and other reporting metrics to be provided</td>
</tr>
</tbody>
</table>

Specific milestones will be incorporated into each individual contract.

**HOW TO APPLY**

The applicant will need to complete the application form which includes details of the event requiring financial support.

The application will need to be sent by email to eventsupport@visitbritain.org and must include the following supporting documentation:

1. Completed Annex B Declaration Form confirming the value of ‘Small Amount of Financial Assistance’ your organisation has received in the last 3 fiscal years.
2. Completed New Supplier Form (only applicable if the organisation has never received direct grant payment from the British Tourist Authority trading as VisitBritain/VisitEngland).

The fund is not infinite. It is advised to apply as soon as possible if you are planning to host an event that this fund could support.

**ASSESSMENT**

Applications will be assessed by a panel of industry experts to determine successful applicants, in strict order of receipt against the criteria. Applicants will be notified if additional information is required.

If successful, VisitBritain will conduct a credit check on your organization and a fraud risk assessment.

After the assessment process and due diligence checks are completed, the applicant will be informed of the outcome. If successful, VisitBritain will draw up and sign a Grant Funding Agreement.
PROJECT MONITORING REQUIREMENTS

The applicant will be required to complete and submit a Grant Claim Form after the event has taken place. This will provide information on:

1. Evidence of actual attendance, post event, to receive the grant award.
2. How the fund has supported the business event.
3. Business feedback on the effectiveness of this recovery work.

SUBSIDY CONTROL

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 Rights\(^1\) to a single economic actor over any period of three fiscal years.

Please note any funds awarded must be within subsidy control limits. If the total funding from State sources exceeds the threshold, then we are unable to award the grant requested.

FURTHER INFORMATION AND QUERIES

Further information is available on VisitBritain website: https://www.visitbritain.org/business-events

Please email any queries to eventsupport@visitbritain.org.

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1 See [https://www.imf.org/en/About/Factsheets/Sheets/2016/08/01/14/51/Special-Drawing-Right-SDR](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](https://www.xe.com/currencyconverter/convert/?Amount=1&From=XDR&To=GBP)