

# Guidance Notes for Grant Funding 2024

## Introduction

The following information provides you with all you need to know about making an application for Economic Development funding. For the first time, the Tourism Management Board will oversee the decision-making process for the grant. Please read all the information carefully.

Are you eligible to apply?

The Tourism Management Board will consider applications from individuals, non-profit organisations, businesses and other people who provide a backdrop for leisure and business visitors.

The project/event must take place in the Bailiwick of Guernsey and provide a significant appeal for potential visitors; however the Tourism Management Board can award grants for international /national events projects that promote the islands at their discretion.

The main purpose of the grants is to bring visitors to the island. To achieve that, the proposal needs to be "onbrand" with the current VisitGuernsey's marketing strategy, or capable of working alongside it.

The proposer must be willing to work with VisitGuernsey, the Tourism Management Board and the media in a joined-up approach to marketing and promotion. This will include opportunities for off island marketing.

The proposer will have the opportunity to work in partnership with other events supported by the Events Group, to create opportunities for cross promotion and cost savings.

Weighting would be given to proposals that would increase bed nights/spend in the shoulder months of the traditional season, February, March, April, May, September, October, November.

It is important that projects have considered their sustainability. The opportunity for projects to develop into the future, create legacy resources that benefit the island and nurture the local community are important considerations.

## Those who are not eligible:

If you fall into one of the following categories unfortunately your application will not be assessed:

- Students – for activities directly related to their course of study or their tuition fees.
- Religious groups where funding is used to promote religious beliefs.
- Political groups or activities promoting political beliefs.
- Projects that may be construed as discriminatory.
- Day to day running costs for a prolonged period of time.
- Statutory organisation or the direct replacement of statutory funding.
- Projects that are not inclusive of visitors.

- Projects whose raison d'être is to raise funds for a third party charitable organisation.

### **Grants Awarded**

You will receive a grant award letter outlining our offer together with a Contract which contains the terms of the offer which must be acknowledged, signed and returned before any payment can be processed. A post-activity Event Evaluation Form and a Finance Form will also be included and must be completed.

Support will be in the form of (or in combination of):

- A grant

Payable once the Contract has been signed and proof of the conditions of the grant are met (see below):

- A sponsorship match

Matching of funds already raised/to be raised. Payable on receipt of written proof of sponsor's commitment.

- Post event underwriting

At an agreed upper value. This will be payable after the event on receipt of full accounts for the event/project showing loss. N.B. If the event made a profit or broke even then no support will be given. Please note: Due to limited funds, if an event/project has the potential to make a profit and essentially support itself then an underwrite will usually be awarded.

### **Grant Conditions**

No payments will be sanctioned until the contract is acknowledged, signed and returned and the grant conditions are adhered to. Examples of your publicity material clearly showing the Economic Development Committee (EDC) logo must be submitted together with every EDC Finance Form. No funds will be paid without evidence that the EDC support has been acknowledged.

- The EDC logo must feature on all printed material produced which supports and promotes the event/project (the logo will be sent to you at the time of our funding).
- A completed event Evaluation Form must be returned within six weeks of the end date of your event/project. Without returning outstanding Evaluation Forms alongside your application, subsequent applications will not be considered. N.B. If you are unsure if you have or not, do feel free to get in touch with the office for guidance.
- To receive payment for a grant a fully completed EDC Finance Form & examples of any publicity material must be returned as soon as possible to ensure swift payment. (A maximum period of two months from the end date of your even/project is allowed beyond which you will not receive payment).
- To receive payment of an underwrite you must produce full accounts, with information illustrating the shortfall, within two months of the end date of your event/project or you will not receive

payment. Ensure that the completed EDC Finance Forms & examples of any publicity material are included.

- To receive payment from a sponsorship match written proof of a sponsor's agreement to provide funding or account information is required before payment will be processed. Ensure that the completed EDC Finance Forms & examples of any publicity material are included.
- Should you no longer require the funding that has been awarded to you then we request that you inform us as soon as possible so that funds allocated to you/your organisation can be reallocated.

### **When to submit your application**

The deadline for receiving completed application forms for the annual grant is 5pm, Thurs 26 Oct. The Board will then meet to review and agree grant allocations week commencing Mon 30 Oct.

Following ratification by those bodies, the applicant will be informed of the decision.

### **Unsuccessful applications**

Incomplete applications will not be considered. Therefore, if you have not included all required material (please see section below 'Completing your application') you will be asked to resubmit your application, with the required information. Please note the application will be assessed until the next scheduled meeting. Should the Tourism Management Board decide that an application does not adhere to any of the funding criteria, the application will be unsuccessful. (See section 'Completing your Application'). Should you wish to re-apply, we request that you review your application with a member of the Tourism Management Board before resubmitting.

### **Completing your application**

The Tourism Management Board issues grants for many projects across the year. To help your chance of a successful application we ask you to carefully consider how your event matches some, or all, of the outlined criteria based. Should your event/project match any or all of the criteria it will have a much better chance of receiving funding, though we appreciate that not every aspect of the criteria applies to every event.

### **Your application will not be considered without the following:**

A project/event proposal

We request a separate proposal outlining your event(s)/project(s), considering how it may satisfy the key criteria for the Tourism Management Board. Please indicate the possibility for future development and growth.

### **Financial information**

Together with the income and expenditure details requested in the application form, applicants must also include the following:

- Latest audited accounts/statements for last financial year
- A statement of reserves.

Please note: Your application will not be considered without the relevant financial information.

### **Other supporting information**

If applicable, the Grants Sub-Committee welcomes any additional material or information that you feel would further support your application.

### **Data protection**

Please ensure you thoroughly read through the States of Guernsey Data protection Information in the application form. You are required to accept the outline terms and conditions (by way of signature) for your application to be assessed.

### **Child Protection Policy/ Vulnerable Adults Policy.**

Tourism Management Board requires all relevant organisations who wish to apply for funding to hold and implement their own Child Protection Policy and or vulnerable adult. This will apply to any organisation who will be working directly with children (aged under 18) and vulnerable adults.

Organisations, individuals and informal groups will be expected to undertake a Guernsey Police Enhanced Disclosure for everyone including volunteers who will be directly working with children or vulnerable adults.

You must include evidence of having taken these steps with your application.