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UK Government



UK Shared Prosperity Fund  
Enhancing Tourism Events & Attractions Grant

Eligibility & Guidelines

### Aim

The Enhancing Tourism Events & Attractions Grant is a two year fund (2023 -2025) aimed to support and promote new or enhance existing events and visitor attractions in West Dunbartonshire which involve activity aimed at raising the area's profile as a visitor destination and increasing visitor numbers to the area. The fund has been developed as part of a package of activities for businesses and is fully funded through the UK Shared Prosperity Fund.

A grant of up to £10,000 will be available to support tourism activities and projects which are designed to increase visitor numbers and tourism revenue in the West Dunbartonshire area whilst creating local employment opportunities.

### Eligibility

The programme exists to support two types of applications:

- 1) **Tourism related events** - Events that aim to attract visitors to the area and increase tourism spend will be considered. The event must be delivered as a collaborative project led by a group which consists at least 2 tourism related businesses / organisations and aims to add value to the area through increased revenue spend or job creation. We expect the lead applicant to reside in West Dunbartonshire but will consider applications where the applicant resides out with the area providing the event/project evidences clear benefits to the West Dunbartonshire area. The event will have a minimum delivery budget of £10,000 and aim to attract more than 500 in-person visitors to the area (with evidence of visitor numbers provided).
- 2) **A visitor attraction** –a business developing visitor activities and tourism related projects through expansion or diversification of products or services designed to enhance the area's tourism offering and safeguard or create employment. Businesses must be located in West Dunbartonshire and have been actively trading for at least 12 months at the time of making their application. Businesses must have less than 50 employees at the time of their application.

Lead applicants must either be:

- A registered business with bank account and have operated for over 12 months;
- A constituted group with registered bank account with at least two signatories.



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### **What is the level of the Grant?**

- For tourism events, a decision on the level of funding will be assessed at the time of application however a grant of up to £10,000 may be available per event. The grant will provide a contribution towards the total event costs as other matched funding will be expected (by the applicant or other funders). Details of this must be provided in the application form.
- For individual businesses applying as a visitor attraction, 50% of project costs may be funded up to a maximum grant value of £10,000.

Details and full costs of the project, including any other financial assistance, must be provided on application.

Businesses may only apply once for funding through this grant programme. Funding is limited and applications will be reviewed and approved on a first come first served basis until the annual budget is fully utilised.

### **How do I apply?**

Complete the Enhancing Tourism Events and Attractions Grant application form and submit it with the following enclosures:

- The lead applicant must provide an up to date copy of their most recent audited accounts or current management accounts.
- Comprehensive project proposal and detailed breakdown of all associated costs.
- Written quotes where applicable
- Details of permissions such as licensing, planning or insurance etc. where applicable.

### **Approval**

Once the grant is approved the applicant company must confirm acceptance of the terms and conditions of the grant within 4 weeks of approval.

If matched funding is being sought from other streams, evidence of a successful application must be provided to the Council prior to project commencing.

Changes to the agreed project must be discussed and approved by Council Officers prior to the changes taking place.



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## **Grant Evidence**

**Tourism related events** - the Grant will be paid following receipt of acceptance of the offer and terms and conditions of the grant. The following must be noted:-

- As above, if matched funding is being sought from other funding streams, evidence of a successful application must be provided to the Council prior to project commencing.
- This grant is provided entirely from public funding and as such events must be able to demonstrate clear and measurable public value to West Dunbartonshire.
- Successful applicants will be required to report on outputs and outcomes in alignment with the objectives of this grant. This will include evidence of in-person visitor numbers who attended the event.
- If the grant is not deemed to have been used as it was intended or the event does not take place, the Council reserves the right to re-claim the full amount of the Grant.

**A Visitor Attraction / Business** – the successful applicant will be notified by an Offer of Grant letter confirming the grant award at 50% of eligible project costs, up to a maximum grant of £10,000 (less VAT). Once confirmation has been received and the grant acceptance offer returned, the applicant may commence spend in relation to the project. The grant may then be claimed following evidence of paid receipts/invoices and copy of the relevant business bank statements. The grant must be fully claimed within 6 months of approval.

**The determination of eligibility in respect of any applicant for grant under this scheme shall be within the absolute discretion of the Council.**

West Dunbartonshire Council is committed to sharing good practice and promoting examples of service delivery that meet the needs of communities. The Council reserves the right to use details of the project for publicity for the programme and share information with any parties appointed to monitor and evaluate the effectiveness of this funding.

The Council may be required to make any application or project proposal for this funding available for public scrutiny under the Freedom of Information (Scotland) Act 2002. The applicant should make the Council aware of any parts of its application or project proposal, which may prejudice its interest if it were made public.

## **Subsidy Control – Minimal Financial Assistance (MFA)**

The UKSPF Enhancing Tourism Events & Attractions Grant being applied for by your Enterprise is classified as a Minimal Financial Assistance (MFA) subsidy under the [Subsidy Control Act \(2022\)](#).



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To be eligible for the support, you **must not** have already exceeded receipt of £315,000 in MFA subsidies over this and the previous two financial years.

**Note: Minimal Financial Assistance (MFA) is a relatively new term which you may have previously seen referred to as “De Minimis” or “Special Drawing Rights” (SDR).**

Before making any payment, written confirmation that receipt of the payment will not exceed your company’s MFA threshold of £315,000 cumulated over this and the previous two financial years, as specified in section 36(1) of the Subsidy Control Act (2022), is required.

This means you must confirm you have not received more than **£315,000 minus the value of this grant** in MFA subsidies or comparable types of subsidy (see section 42(8) of the Subsidy Control Act (2022)) in the current or previous 2 financial years.

We take this opportunity to remind you that you are required to keep a written record of the amount of MFA you have received and the date/s when it was received. The written record must be kept for at least three years beginning with the date on which the MFA was given. If your application is successful at the point of claiming the grant, we will issue you with an email which you can use as your written confirmation. This will enable you to respond to future requests from public authorities on how much MFA you have received and whether you have reached the cumulative threshold

### **How to Apply**

To receive an application form or to receive additional information, please contact the Business Support Team at West Dunbartonshire Council on:

Telephone: 01389 737777 or Email: [business.support@west-dunbarton.gov.uk](mailto:business.support@west-dunbarton.gov.uk)

Website: <http://www.west-dunbarton/business/grant-and-loan/>

**THIS PROJECT IS FUNDED BY THE UK GOVERNMENT THROUGH THE UK SHARED PROSPERITY FUND**

