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|  | **BID FUNDING APPLICATION FORM** |

**CONTACT DETAILS**

|  |  |
| --- | --- |
| Contact Name |  |
| Name of Group/Organisation |  |
| Legal status: ie Are you Ltd company or similar |  |
| Email |  |
| Telephone |  |
| Correspondence Address |  |
| Date of Application |  |

**THE PROJECT**

|  |  |
| --- | --- |
| Name of Project |  |
| Please describe the project |  |
| Who is the target audience ie who will it benefit? |  |
| Objectives | Please order the following objectives from 1 to 4 to demonstrate which best fits your project   |  |  | | --- | --- | | **OBJECTIVES** | 1-4 | | To increase the number of people visiting and staying in Greater Yarmouth |  | | To improve the visitor experience and increase repeat visits |  | | To encourage people to stay longer and visit more attractions |  | | To provide incentives and opportunities to spend more in local businesses |  | |
| How will you measure the success of your project? |  |

**ACCOUNTS**

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| Please include a comprehensive income and expenditure statement\* that summarises your project **and identifies the funding gap you are seeking** from the Greater Yarmouth Tourism and Business Improvement Area Ltd. If the event/project has been previously staged please include a final income & expenditure statement for previous years.  *Please also provide written quotes for your project wherever possible.*  **\*PLEASE NOTE: Your application will NOT be considered without this information** |

**To help you determine the suitability of your project please complete the following questionnaire:-**

|  |  |
| --- | --- |
| Has the project been promoted and/or supported by a sector group? |  |
| How does the project increase the number of people visiting Greater Yarmouth? |  |
| How does the project increase the number of people staying in Greater Yarmouth? |  |
| How does the project improve the visitor experience? |  |
| How does the project increase repeat visits? |  |
| How does the project encourage people to stay longer? |  |
| How does the project encourage people to visit more attractions? |  |
| How does the project provide incentives to spend more in local businesses? |  |
| How does the project provide opportunities to spend more in local businesses? |  |
| How does the project generate any income sources/match funding? |  |
| How does the project improve the physical environment? |  |
| How does the project improve the awareness of the destination? |  |
| How does the project benefit most sectors of the BID? |  |
| How does the project benefit the whole BID area (the Borough)? |  |

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| Please state the amount of GYTABIA funding you are applying for:- | £\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Please return your completed application form **NO LATER THAN 11th October 2019** to:

**Greater Yarmouth Tourism and Business Improvement Area Ltd;**

**c/o Marina Centre, Marine Parade, Great Yarmouth, NR30 2ER**