



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	<p>Please order the following objectives from 1 to 4 to demonstrate which best fits your project</p> <table border="1"> <thead> <tr> <th>OBJECTIVES</th> <th>1-4</th> </tr> </thead> <tbody> <tr> <td>To increase the number of people visiting and staying in Greater Yarmouth</td> <td></td> </tr> <tr> <td>To improve the visitor experience and increase repeat visits</td> <td></td> </tr> <tr> <td>To encourage people to stay longer and visit more attractions</td> <td></td> </tr> <tr> <td>To provide incentives and opportunities to spend more in local businesses</td> <td></td> </tr> </tbody> </table>	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	
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How will you measure the success of your project?											

ACCOUNTS

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 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)?	

Please return your completed application form to:

Greater Yarmouth Tourism and Business Improvement Area Ltd;

c/o Maritime House, 25 Marine Parade, Great Yarmouth, NR30 2EN