|  |  |
| --- | --- |
| A picture containing text, clipart  Description automatically generated | **FUNDING APPLICATION FORM**  **Facilities, Maintenance, Access** |

|  |  |
| --- | --- |
| **SECTION 1** | **CONTACT DETAILS** |
| Name of Group/Organisation |  |
| Legal status: ie Are you Ltd company or similar |  |
| Email |  |
| Telephone |  |
| Correspondence Address |  |
| Date of Application |  |

|  |  |  |
| --- | --- | --- |
| **SECTION 2** | **THE PROJECT** | |
| Name of Project |  | |
| Date/Dates Project is Planned to take place |  | |
| Please state the amount of VGY/GYTABIA funding you are applying for:- | £ | |
| Please describe the project |  | |
| Is this a one-off request or an annual request for funding or an annual project? |  | |
| Who is the target user ie who will it benefit? |  | |
| Objectives | Please order/rank 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? |  | |

|  |  |
| --- | --- |
| **SECTION 3** | **ACCOUNTS/INCOME & EXPENDITURE** |

**Please attach a statement based around the following headings. Use a separate sheet if preferred**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXPENDITURE** | **£** | **INCOME** | **£** |
| Core | £ | Sponsorship | £ |
| Add lines as appropriate | £ | Add lines as appropriate | £ |
| Add lines as appropriate | £ | Add lines as appropriate | £ |
| Add lines as appropriate | £ | Any other income | £ |
| Other costs | £ | GYTABIA Grant (Applying for) | £ |
| **TOTAL EXPENDITURE** | **£** | **TOTAL INCOME** | **£** |

**Please include a copy of accounts for a previous year**

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

|  |  |  |
| --- | --- | --- |
| **SECTION 4** | **PROJECT ASSESSMENT** | |
| 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/Destination)? | |  |

|  |  |
| --- | --- |
| **SECTION 5** | **SAFETY CHECK** |
|  | **Are there any measures in place to mitigate against the coronavirus?**  **Please explain the measures** |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |

**Please return your completed application form**

**NO LATER THAN FRIDAY 8th OCTOBER 2021**

**via email to:** [**info@gyta.com**](mailto:info@gyta.com)

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Events Project Application Form Closing 8 OCTOBER 2021