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|  | **FUNDING APPLICATION FORM****EVENTS** |

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

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| **SECTION 2** | **THE PROJECT/EVENT** |
| Name of Event |  |
| Date/Dates Event is Planned to take place  |  |
| Please state the amount of funding you are applying for: from VGY/GYTABIA | £ |
| Please describe your Event |  |
| Is this a new event or a annual event? |  |
| Who is the target audience 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? |  |

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

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

|  |  |  |  |
| --- | --- | --- | --- |
| **EXPENDITURE** | **£** | **INCOME** | **£** |
| Core attractions | £ | Sponsorship | £ |
| Site Management | £ | Income from trade stalls including food | £ |
| Publicity | £ | Income from charged admissions | £ |
| Paid Staff | £ | 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:-**

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| --- | --- |
| **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)? |  |

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| **SECTION 5** | **SAFETY CHECK** |

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| **No** | **CHECK** | **Please write YES or NO** |
| 1 | **Will the Event have an Event Management Plan (EMP) which includes measures to mitigate against the coronavirus?** |  |
| **2** | **Can you confirm that you will submit your EMP to the local Event Safety Advisory Group (ESAG)?** |  |
| **3** | **Do you give us permission to share your contact details with ESAG?** |  |
| **4** | **Have you, or do you plan to take out insurance cover ie Public Liability and if necessary ‘Employers Liability’?** |  |
| **5** | **Will your event still go ahead without our funding?** |  |

**Please note we will not fund your event, if you do not have ESAG permission**

**Please return your completed application form**

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

**via email to:** **info@gyta.com**



Events Project Application Form Closing 8 OCTOBER 2021