



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
	<p>Are there any measures in place to mitigate against the coronavirus? Please explain the measures</p>
1	
2	
3	
4	

Please return your completed application form
NO LATER THAN NO LATER THAN
15th OCTOBER 2021

via email to: info@gyta.com

