Herefordshire Visitor Experience Fund

Application form

Applicants should consult the information leaflet before completing the form. All applications that are received that do not meet the eligibility criteria will be discounted.

**Subsidy Control Act 2022 Minimum Financial Assistance (MFA)**

It is considered that this grant scheme complies with the minimum financial assistance requirements of the Subsidy Control Act 2022. This allows you to receive small amounts of financial assistance from public bodies not exceeding £315,000 in the current financial year and the two proceeding financial years.

Please confirm that if you are awarded this grant that you will not exceed the MFA threshold.

**YES, I will exceed the MFA threshold**

**NO, I will not exceed the MFA threshold**

Note: We may ask you for further information for audit purposes.

**Project Title**

Click or tap here to enter text.

**Section 1. Applicant Information**

* 1. Business name

Click or tap here to enter text.

1.2 Primary contact’s details

Contact name *(for day to day responsibility for delivering the project)* Click or tap here to enter text.

Contact position Click or tap here to enter text.

Business Address Click or tap here to enter text.

Postcode Click or tap here to enter text.

Daytime telephone Click or tap here to enter text.

Mobile telephone Click or tap here to enter text.

Email address Click or tap here to enter text.

Company Website Click or tap here to enter text.

Business Type (please tick one)

Sole Trader  Partnership  Limited Company  Consortium

List of all partners/directors below

Name 1 - Click or tap here to enter text.

Address Click or tap here to enter text.

Email/ mobile number Click or tap here to enter text.

Name 2 (if applicable) Click or tap here to enter text.

Address Click or tap here to enter text.

Email/ mobile number Click or tap here to enter text.

Name 3 (if applicable) Click or tap here to enter text.

Address Click or tap here to enter text.

Email/ mobile number Click or tap here to enter text.

Company / Charity No. Click or tap here to enter text.

Can your organisation Yes  fill in number below No

recover VAT? VAT number Click or tap here to enter text.

1.3 Briefly describe your business’ main activity.

Click or tap here to enter text.

1.4 Proposed location/s that your project will take place including postcode (this must be within the eligible rural areas in Herefordshire – please check on the map available on the [Herefordshire Visitor Experience Fund webpage](https://www.herefordshire.gov.uk/vef). Note that urban areas (in red) are not covered by the grant scheme.) You may attach a map or photograph with your application.

Click or tap here to enter text.

Postcode/s: Click or tap here to enter text.

**Section 2. Project Details**

2.1 Proposed Start Date Click or tap to enter a date.

2.2 Proposed Financial Completion Date Click or tap to enter a date.

2.3 Provide a clear and concise description of the project you are seeking funding for.

Provide a clear and concise description of:

· What are the project aims and objectives?

· What needs are you addressing and why?

· What specific activities will the project undertake?

· Who are the beneficiaries /target audience?

(Max 1000 words)

Click or tap here to enter text.

2.4. Please state how many people your business employs:

Total Number Click or tap here to enter text.

Full time Click or tap here to enter text.

Part time Click or tap here to enter text.

Zero hour contract Click or tap here to enter text.

2.5 Who is project managing this grant aided project and what experience and capacity do they have to deliver this project? (Max 500 words)

Click or tap here to enter text.

2.6 Is the business applying for the grant, the tenant or the freeholder?

Freeholder

Purchasing freehold - Please state planned purchased date Click or tap to enter a date.

Tenant

a) Please state start date and end date

Click or tap to enter a date. To Click or tap to enter a date.

b) Please state what is the rent per annum £Click or tap here to enter text.

c) Please provide Freeholder’s name and address Click or tap here to enter text. Click or tap here to enter text.

I can confirm that I have consent from the Freeholder to undertake the building works described in this application. I enclosed a signed and dated consent letter from the Freeholder.

I enclosed a copy of the signed tenancy – please see guidance regarding the length of tenancy.

2.7 What are the key activities and expected timescales for the development and implementation of the project? Please include your intended project start and completion dates.

Key Activity Target month

Click or tap here to enter text. Click or tap to enter a date.

Click or tap here to enter text. Click or tap to enter a date.

Click or tap here to enter text. Click or tap to enter a date.

Click or tap here to enter text. Click or tap to enter a date.

Click or tap here to enter text. Click or tap to enter a date.

Click or tap here to enter text. Click or tap to enter a date.

| 2.8 Please describe the outputs you hope to achieve through this project.  Fill in the number you currently offer under the ‘Current number’ heading. Then add the additional number that you expect if awarded the grant in the box under ‘Additional number expected’. For example, you would enter ‘0’ as a baseline in the first column if you currently have no employees but will be creating a new job as a result of the project, and put ‘1’ in the additional number expected column.  You only need to include the outputs that are relevant to your project. Please complete the rows applicable to your project. | | |
| --- | --- | --- |
| Output description | Current number (baseline) | Additional number expected |
| **Jobs created**  Definition: The number of new, permanent, paid, full-time equivalent (FTE) jobs created following support. This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE). FTE should be based on the standard full-time hours of the employer.  - New means it should not have existed with that employer before the intervention.  - Created jobs exclude those created solely to deliver the intervention (e.g. construction).  - Permanent means it should have an intended life expectancy of at least 12 months from the point at which it is created.  - Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)  - FTE is a measure of an employees scheduled hours in relation to an employers hours for a full time workweek | Click or tap here to enter text. | Click or tap here to enter text. |
| **Jobs safeguarded**  Definition: Safeguarded Jobs (FTE): A safeguarded job is defined as any existing jobs that would be at risk of being lost within 6 months if the project did not proceed. The job that is ‘at risk’ will therefore be saved as a result of this project must be maintained for at least one year post project completion. | Click or tap here to enter text. | Click or tap here to enter text. |
| **Business creation**  Definition: The number of enterprises introducing a new product or service.  - Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity.  - A product or service is new if the enterprise has not previously made this product or service available to the market before.  - Support must be for a enterprises to introduce one of the following:  • Product - when it is either at pre-launch or launched to the market  • Service - when it has been introduced to the market | Click or tap here to enter text. | Click or tap here to enter text. |
| **Increased turnover (£value)** | £Click or tap here to enter text. | £Click or tap here to enter text. |
| **Increased visitor numbers**  Definition: The increase in number of visitor admissions to the local area, including markets, town centre, tourist attractions, green and blue spaces and cultural and heritage venues. The count of attendance should be based on tickets / entry figures, where applicable. The sample of venues tracked should remain the same over time, unless newly established venues are created during the reporting period which can be included.  Reporting will also facilitate the option to report a decrease metric. | Click or tap here to enter text. | Click or tap here to enter text. |

2.9 Please explain how the baseline figures and forecasted have been calculated. Please note you will be required to provide evidence of your baseline data and forecasted (actual), if you are awarded a grant.

Click or tap here to enter text.

**Section 3. Project Impact.** For the following questions, please describe in max 500 words.

3.1 What will be the short and long-term benefits of the project for local people and visitors, and structure your response against SMART (specific, measurable, achievable and time-constrained) objectives? Please also explain how you plan to evaluate these benefits to satisfy Herefordshire Visitor Experience Fund outcomes (an improved perception of your organisation’s offer/ amenity and increased visitor numbers). Further information [Rural England Prosperity Fund: interventions, objectives, outputs and outcomes summary - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/rural-england-prosperity-fund-prospectus/rural-england-prosperity-fund-interventions-objectives-outputs-and-outcomes-summary)

Click or tap here to enter text.

3.2 How would investment from THE Herefordshire Visitor Experience Fund allow you to deliver a project that could not otherwise happen, or enable the project to happen sooner, be larger, or of greater quality?

Click or tap here to enter text.

3.3 Please explain how your project meets local needs and long-term strategic plans for local growth and tick which plans your project will meet?

Herefordshire UKSPF Investment Plan [UK Shared Prosperity Fund: prospectus - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus)

Herefordshire Big Economic Plan [Big Economic Plan – Herefordshire Council](https://www.herefordshire.gov.uk/business-1/invest-herefordshire)

Herefordshire Cultural Strategy [Herefordshire Cultural Strategy | The Shire (the-shire.co.uk)](https://www.the-shire.co.uk/herefordshireculturalpartnership#:~:text=Herefordshire%20Cultural%20Strategy%202019%2D2029%20focuses%20on%20the%20arts%20and,facilities%20where%20we%20access%20culture)

Herefordshire’s Journey to Net Zero carbon by 2030 [Climate change – Herefordshire Council](https://www.herefordshire.gov.uk/climate-2/climate-change/2)

Please explain here: Click or tap here to enter text.

3.4 Please advise and explain any Environment impacts/ benefits this project will have on Herefordshire’s natural assets and nature (environment)

Click or tap here to enter text.

3.5 Herefordshire Council is required to ensure that the projects it supports do not unfairly disadvantage anybody in terms of ethnicity, disability, age, gender, religious beliefs, marital status, gender reassignment and sexual orientation. Please explain how your project will comply with these requirements?

Click or tap here to enter text.

3.6 Projects supported should not displace or affect existing and established businesses within the same sector or offering similar goods and services within the immediate or proposed trading area. Please explain how your project or proposed new activity adds value to or, will not displace existing businesses.

Click or tap here to enter text.

**Section 4. Project Funding**.

4.1 How much Herefordshire Visitor Experience Fund funding are you requesting? As well as answering this question, please complete a separate Excel spreadsheet (provided) to explain your costs in more detail and submit it with this application form. Please provide a minimum of 2 like for like quotes to demonstrate value for money and complete the quotes section within the Excel spreadsheet.

a) What are your total project costs? b) How much grant funding do you require? c) Match funding (note minimum 30% match funding is required from your business resources). d) Please explain how you have arrived at the costs you have included in the Excel spreadsheet (Max 500 words)

a) Total Project Cost: £ Click or tap here to enter text.

b) Amount of grant you wish to apply for: £ Click or tap here to enter text.

c) Match funding:

c.1. Cash reserves (evidence by bank statement) £ Click or tap here to enter text.

c.2. Bank loan £ Click or tap here to enter text.

c.3. Overdraft (not credit card credit) £ Click or tap here to enter text.

c.4. Other – state £ Click or tap here to enter text.

Total sum £ Click or tap here to enter text.

d) How have you arrived at these costs? Click or tap here to enter text.

Company must have a bank account to receive funding. If not supplied already, please provide evidence to confirm this is available.

4.2 Is the business applying for the grant connected with any of the businesses providing quotes. If yes, please identify who and how they are connected? E.g. financial connection/family member. We may not be able to support this cost due to a conflict of interest.

No

Yes please explain Click or tap here to enter text.

4.3 Have you applied or been granted any other funding for this project from organisations outside of Herefordshire Council?

Yes  If ‘YES’ please state who to: Click or tap here to enter text.

No

**Section 5. Management and monitoring**

5.1 How will the project be managed and what records will you keep to be able to provide the information necessary for monitoring this project? (e.g. necessary permissions, invoices and bank statements, branding, photos) etc. Note you will be required to provide these as evidence with your claim. (Max 500 words)

Click or tap here to enter text.

**Section 6. Risk Management**

6.1 Summarise the key risks to the project and what process you will use to monitor risk? (Max 500 words)

Click or tap here to enter text.

6.2 Please list any insurances, permissions or licences required for this project.

Please give details and state whether they have been obtained and, if not, when you expect to hear.

Click or tap here to enter text.

**Section 7. Publicity and Branding**

7.1 All approved projects MUST adhere to the UK Rural England Prosperity Fund Branding and Publicity requirements. Tell us what branding and publicity your project will undertake and how you will satisfy these requirements? [UKSPF branding and publicity guidance](https://www.gov.uk/guidance/uk-shared-prosperity-fund-branding-and-publicity-6). (Max 500 words)

Click or tap here to enter text.

**Fraud statement**

By completing the application or accepting the grant, you are confirming that you are eligible for the grant. If your eligibility circumstances change after making an application or receiving this grant, you must notify us immediately. Herefordshire Council will not accept deliberate manipulation or fraud, and any instances will be actively investigated. Any individual who falsifies their records or dishonestly provides inaccurate information to gain a grant will face prosecution. The council reserves the right to recoup funds or grant awarded equipment and claw back any grants given in error. The personal information we have collected from you will be shared with fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify your identity. If fraud is detected, you could be refused certain services, finance, or employment. Further details of how your information will be used by us and these fraud prevention agencies, and your data protection rights, can be found on the Herefordshire Council website here: [www.herefordshire.gov.uk/fraudprivacy](http://www.herefordshire.gov.uk/fraudprivacy)

**Data protection**

Herefordshire Council is the Data Controller under data protection law for any personal data provided by you and we will only use the information you provide on this form to administer, process and assess your application for funding under the UK Rural England Prosperity Fund Herefordshire Visitor Experience Grant Scheme and to administer any funding if your application is successful. The legal basis for processing this data is that it is necessary for the performance of a contract with you or to take steps preparatory to such a contract.

Individuals have a number of rights under data protection law, including the right to request their

information. You also have a right to make a complaint about our handling of your personal data to the Information Commissioner’s Office <https://ico.org.uk/>

We will keep your data once an application is approved and funding released for the period of 10 years as defined by the funding body. Information may be shared with other persons or organisations helping us with the assessment and monitoring of applications. Information you provide may also be shared with government departments, agencies and third parties appointed in connection with the administration of this grant.

**Checklist:**

Have you completed all of the sections?

Have you enclosed the Excel spreadsheet showing your cost breakdown?  Have you provided like for like quotes for your project items or formal tender documents?

Companies House Number, or HMRC or UTR number?

A recent bank statement showing business name, account holder, sort code and account number and current balance

Previous financial accounts and management accounts

Business plan and forecast (if trading less than 12 months)

**Declaration**

**A signature is required by the person authorised to sign on behalf of your organisation and will usually be the Director/Owner. If the application is being submitted by a Consortium or Partnership the signatory must be authorised to sign on behalf of all parties in the application form.**

**Please do not type your signature, electronic signatures are required**

**I/we confirm that I/we have read and understood the Fraud Prevention Notice and confirm that the information contained within this application form is true and accurate.**

Name 1: Click or tap here to enter text. Position: Click or tap here to enter text.

Signature 1 Date: Click or tap to enter a date.

Email address 1 Click or tap here to enter text.

Name 2: Click or tap here to enter text. Position: Click or tap here to enter text.

Signature 2  Date: Click or tap to enter a date.

Email address 2 Click or tap here to enter text.

**Please note that you are signing on behalf or your organisation – we may require copies of minutes or other evidence to show that your organisation has agreed to undertake this project/activity**

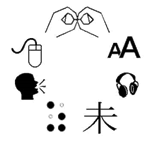
**If your application is approved you will need to provide the following documents before an offer is made:**

* A copy of your organisation’s constitution, if applicable
* Supporting evidence that other funding is in place
* Copies of any relevant licences/permissions or insurances
* A copy of your equality policy or statement (if in existence)

In order to help us improve our service, please comment on how easy you found this form to complete. What would make it easier?

Click or tap here to enter text.

We may also advise you of other council services, which may benefit you. Please tick here if you consent to your details being kept on a database for this purpose.  Growth Hub



If you would like help to understand this document or would like it in another format or language, please contact the delegated grants team at Herefordshire Council on 01432 260753 or delegatedgrants@herefordshire.gov.uk.

We would like projects to be both environmentally and economically sustainable wherever possible and help and advice is available by calling 01432 261930.

**Please submit your application by email to:** [**delegatedgrants@herefordshire.gov.uk**](mailto:delegatedgrants@herefordshire.gov.uk)