



2019 English Riviera Event Development Fund

Thank you for your interest in applying for event support funding from the English Riviera BID Development fund.

Please note applications should be for events taking place between the 1st of January to the 31st of December 2019 only.

First stage applications have a deadline of 31st March 2019.

If you wish to discuss your application with the ERBID Company prior to completing your application, then please contact in the first place Martin Brook (Chair of the Events Focus group) on mbrook@btconnect.com.

Before completing this form please ensure you have read our “2019 English Riviera Event Development Fund” document as well as the [“English Riviera BID Company’s Business Plan”](#) (See page 5 Key Objectives and page 12 Day Visitors and Staying visitors).

As you complete the form, please note that answers are placed in boxes; these boxes can expand if you want to write more.

Thank you for your interest in working together.

Funding Application Criteria - *How will your event be assessed?*

In the first instance your application will be reviewed by the Chair of the Events Focus Group before presentation to the group.

Your application will be judged against set criteria.

- Does your event align to the English Riviera BID's Business Plan objectives and will it support the promotion of the English Riviera brand?
- Does your event have the potential to attract additional regional, national and international visitors?
- Does your event already work closely (or will it in the future) with other accommodation, attraction, transport and food & drink levy partners to maximise promotion locally and across the English Riviera?
- Does your event fall outside the main summer school holidays?
- Is your event financially sustainable in future years without English Riviera BID Company support?
- Does your event already carry out evaluation to monitor attendance, spend and visitor origins? (If not, implementing evaluation will be a requirement of any funding awarded).

Questions to consider:

- A. Will our financial support for this event lead to additional visitors coming to the English Riviera specifically because of your event or festival?
- B. Does your event offer the English Riviera an opportunity to attract additional visitors during the "shoulder periods" (outside of most of the school holiday periods)? Your event application is more likely to succeed if it is taking place outside the main summer holidays, and if it is on a different day to other established events and festivals on the English Riviera.
- C. Does your event encourage people visiting the English Riviera to stay longer and explore more of the English Riviera whilst they're here? Extending the length of stay of all visitors is one of the main aims of the English Riviera BID.
- D. How far does your event go to attract new visitors to the English Riviera? Events that open up the English Riviera to new visitors or market segments that don't currently visit us are more likely to succeed.
- E. This is a competitive application process; therefore the events panel will be considering the strength of your proposal against others we may have received. It is therefore important that you provide as much background information and detail about your event as possible, so that if we must choose between two strong applications, we have all the detail we need.

1. Your Application – *Contacts and Structure*

Your name

Telephone

Email address

Website Address

Social Media

Facebook:

Twitter:

Instagram:

YouTube:

Other:

Your position for the event or festival
(e.g. director / owner / helper)

Please explain the legal structure of the organisation behind this event
(e.g. Community Interest Company, limited company, sole trader, charity)

Use this space to tell us anything else about the company or organisation behind this event funding request

Use this space to describe the event or festival you are planning to put on. Please include the when, where, what and how.

2. Your Event – *The English Riviera BID Company criteria*

In the space below please explain how your event aligns to some or all of the objectives of the English Riviera BID Company's Business Plan.

3. Your visitor numbers

How many visitors do you expect your event to attract? Please state whether daily, for whole event etc.

Please explain what evidence you have for this visitor forecast.

What percentage of your visitors are: local, regional, national and international?

Local:
Regional:
National:
International:

4. Event Funding

Please explain how your Event is currently funded.
Is it currently financially sustainable from year to year?

5. How do you currently evaluate the impact of your event?

6. How do you currently promote your event?

7. Support

What is the proposed date for your 2019 Event?

What support are you looking for in 2019?

Please specify:

Business planning -
Fundraising/bid writing -
Financial support -

How much funding are you requesting?

What will the funding be used for?

Once you have finished...

Please complete this form with as much detail as possible, and email back to:
enquiries@englishrivierabid.co.uk

Deadline for first stage applications and assessments to be received 31st March 2019