



2020 English Riviera Event Development Fund Application Form

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

Please note applications should be for events taking place between the 1st of January to the 31st December 2020.

Please ensure you have read the **English Riviera BID Company's 5-Year Business Plan** <http://www.englishrivierabid.co.uk/wp-content/uploads/2016/02/ERTBID-Business-Plan.pdf> and are aware of the Company's strategic objectives before completing your application for funding.

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) mbrook@btconnect.com

Thank you for your interest in working together.

The Events Criteria – *how your event will be assessed*

In the first instance your application will be reviewed by the Chair of the Events Focus Group before presentation to the Board for funding approval.

Your application for funding will be considered against the following 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, with other accommodation, attraction, transport and food and drink levy partners to maximise promotional opportunities within their locality as well as across the English Riviera
- Does your event fall outside the main summer school holidays?
- Is your event sustainable without English Riviera BID Company support?
- Does your event already carry out evaluation, relating to: attendance, spend and visitor origins?

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" (e.g.: 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.

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

1. Your Application – Contacts and Structure

Your name	
Telephone	
Email address	
Web Address	
Social Media Channels	
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, LTD company, Sole Trader, Charity)	
Please use this space to tell us anything else about the company or organisation behind this Event Funding request	
Please use the box (to the right) to describe the event or festival you are planning to put on. Please include the when, where, what and how.	

2. Your Event and the English Riviera BID Company criteria

In the space below (and on the next page), please explain how your event aligns to some or all of the objectives of the English Riviera BID Company's Business Plan.

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3. Your visitor numbers

How many visitors will your event attract?	
Please explain what evidence you have for this visitor forecast	
What percentage of your visitors are: local, regional, national and, international?	

4. Please explain how your Event is currently funded and is it currently sustainable?

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

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6. How do you currently promote your event?

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7. Finally, ...

Please confirm the proposed date for your 2020 Event	
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What support are you looking for in 2020, please specify: <ul style="list-style-type: none"> • Business Planning • Fund Raising/Bid writing • Financial support 	
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Please confirm here how much funding you are requesting and what the funding will be used for	
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Please complete this form with as much detail as possible, and return to:
enquiries@englishrivierabid.co.uk