

LOCAL DISTINCTIVENESS/TOURISM GRANT

Guidance for Applicants



What is the Local Distinctiveness/Tourism Grant?

Working to raise the profile of the North York Moors and promote its local distinctiveness has been identified as a priority by the North York Moors National Park Authority (the Authority). The Authority also supports the North York Moors Tourism Network, created to assist tourism and related businesses who wish to capitalise on their location in/near the North York Moors.

The Authority's Local Distinctiveness/Tourism Grant Scheme is designed to complement these projects and support new activity by businesses and organisations that promote and raise the profile of the North York Moors National Park and wider North York Moors area.

What kind of project does the grant support?

Projects must contribute to **all** of the following priorities:

1. Increase awareness of the North York Moors National Park or the wider North York Moors area (and ensure that the North York Moors is referenced as part of the project activity);
2. Utilise the North York Moors' local distinctiveness and special qualities for the benefit of visitors;
3. Ensure that any increase in visitors to the area is sustainable, that is activities:
 - Must have no adverse impact on the area's tranquillity or the natural and historic environment;
 - Must not disturb vulnerable or protected wildlife;
 - Should have the support of the local communities relevant to the project.

Eligibility

The North York Moors Tourism Network¹ has been focusing on product development, working with businesses to find new ways for visitors to experience the North York Moors, and to create new and different packages and ways to generate more revenue. It is expected that some of these ideas will go on to generate project submissions to the grant scheme. Therefore priority will be given to those that have joined and are participating actively in the North York Moors Tourism Network.

The grant is open to individuals, businesses, and other organisations, with priority given to collaborative projects, which will benefit the area as a whole, and those with wider community gains.

Applicants need not be located within the National Park boundaries. Provided that the criteria above are met, and you can demonstrate clear links to the North York Moors and that your project will have a positive impact upon the National Park, the eligible area will be activity that takes place within the North York Moors, Coast & Hills LEADER boundaries 2008-2013.²

Work **must** be completed by 1 March 2020. However, we will consider funding projects that require support over more than one year e.g. a new Festival that would benefit from a two-year funding package. In such a case, funding must be clearly split over the two financial years; underspend in Year 1 **will not** be allowed to be carried forward into Year 2.

Projects must ensure value for money, see Quotes information below.

The funding cannot support repeat activity and should not be considered as long term or core funding. Applicants must demonstrate the project's financial sustainability beyond the grant period.

¹ An informal free network created to support tourism/related businesses in/near the North York Moors. More information is available www.northyorkmoorstourism.com/join.html

² The area map can be downloaded here northyorkmoors.org.uk/looking-after/advice-and-grants/local-distinctiveness-and-tourism/leader-map.pdf

No funding can be awarded retrospectively so you should ensure no activity commences prior to the funding agreement being signed.

Funding

Grants will be awarded at the following rates:

- Voluntary sector, not for profit organisations and registered charities – up to 70%
- Collaborative groups (informal or formal e.g. business and trade forums) – up to 70%
- Individual businesses/private individual – up to 50%

You are asked to request a particular grant value (up to the relevant contribution rate) within the application form. However, please be aware that if a grant is agreed, it may be at a different value.

The grant is focused on supporting activity that would not otherwise happen without some financial input. Those that show higher levels of match funding will be looked upon more favourably, especially from individual businesses, as this shows greater commitment and value for money.

In general, awards will not be expected to exceed £10,000.

Higher grant awards **will be** considered for exceptional projects and in such circumstances, any grant request for more than £10,000 may be considered individually by the Authority. Such projects will require a full business plan to provide more detail on the need for and management of the proposal.

Grants can only be claimed once the work has been invoiced and paid for.

Applicants must ensure that they can cash flow their project.

What kind of project does the grant support?

Priority will be given to innovative ideas rather than simply the production of standard print material.

Here are just a few ideas to get you thinking:

- Develop and launch local products that use raw ingredients sourced from the North York Moors;
- Install a wildlife hide for wildlife-watching experiences;
- Establish a new local produce market or festival e.g. food & drink, arts, other locally produced goods, heritage, outdoors/walking/cycling;
- Establish a new challenge event in the shoulder season;
- Collaborative marketing initiatives e.g. contract a PR expert to undertake a specific, focused campaign.

What can the grant be spent on?

The fund is available to support new or additional activity. Therefore applications must include only activity which is considered 'new', i.e. working with new partners, targeting new markets, developing new products/packages, or new business start-ups.

Existing groups/businesses must ensure their project demonstrates development or progression from previous activity undertaken.

Only marketing costs that support collaborations or new product development will be considered.

Specific expenditure that can be funded (and which must relate to the new activity), includes:

- Content development for a website and social media activity;
- E-marketing e.g. online advertising;

- Printed consumer marketing material e.g. banners or leaflets (which must have a clear distribution plan). In line with the grant's priorities, we will not fund leaflets that appear to be simply listings or advertising;
- Professional support e.g. copywriter, design fees, PR professional;
- Promotional film production;
- Venue hire;
- Monitoring and evaluation of the project.

In kind contributions can be an eligible part of the project finances, costed equivalently as both expenditure and income. The rates at which to cost volunteer time are given on the application form.

This list is not exhaustive and many other costs will be eligible, please do ask.

Facilities for cyclists

Our externally funded projects include a focus on encouraging outdoor activities, particularly cycling. Therefore funding is available to accommodation providers, attractions, shops, cafés, pubs etc., to welcome such visitors e.g. installing drying facilities, secure bike lockers, bike stands, electric charge points for e-bikes. This **excludes** the purchase of bikes for hire.

Ineligible costs

You **cannot** apply for the following:

- Annual core marketing costs e.g. membership fees;
- Planning fees;
- Salaries for existing staff (we will only fund salary costs in exceptional cases and where the costs are real i.e. the salary is not already funded by another income stream);
- Ongoing and normal operational/running costs;
- Reprints of existing promotional literature;
- VAT if you are VAT registered, as it is expected that you will be able to reclaim the VAT on purchases made. Therefore, exclude VAT from the costs in the budget. If you are not able to reclaim VAT, then it represents a true cost to you and should be included in the costs.

In general **we are not** looking to fund any more **printed** village trails or interpretation panels. Such costs will only be eligible in exceptional circumstances and at our discretion.

Application process

Please download the simple application form from our website (www.northyorkmoors.org.uk/grants) or contact Verity Allen at the National Park Office. Your completed application form and supporting documents must be returned to **Verity Allen**.

It is a competitive assessment process and all eligible projects will be assessed by National Park Authority Officers and verified by the Director of Park Services.

Applications will be considered throughout the year. However, applications will be dealt with on a first come first served basis and, as the grant fund is limited, you are strongly advised to submit your form as early as possible.

Assuming that the application is complete upon submission, the Authority will contact you within a month of submission to let you know if you have been successful in obtaining a grant and the level of funding offered. The decision of the Authority is final and therefore applicants will not have a right of appeal on this decision.

Assistance with applications

Before you submit an application, please speak to us. While National Park Authority staff are unable to assist with completing the application form, the team can guide and support the development of your application where appropriate.

Please contact the tourism team (tourism@northyorkmoors.org.uk), in the first instance if you wish to discuss the eligibility of your idea.

Quotes

You must get at least one quote for every element of the project.

If any single element of the project has a value greater than £2,500 you should obtain 3 written quotes. You should provide contractors with a written specification of the works proposed. Quotes must be returned clearly marked 'quotation' and all opened at the same time in the presence of at least two other people. A written record should be kept summarising all the results, signed and dated by those present. If the lowest quote is not accepted, this must be justified in writing and agreed by the Authority.

Please submit all quotes and other paperwork when sending your completed application form.

Permissions

Please ensure that your project has all the permissions required. These may be from the landowner, Planning Authority (inc. listed buildings), Natural England, Environment Agency, Highways Authority, Building Regulations, Church diocese and Historic England etc.

Successful projects

Successful applicants will be sent an agreement to sign detailing the terms and conditions of the grant. The amount of funding offered to projects will depend on the relevance of the project to the Tourism Grant's priorities.

Works carried out before the Agreement is signed cannot be funded.

Where an unforeseen alteration is required to the Agreement e.g. additional costs are to be incurred, the National Park Authority will need to review the situation and any amendments to the Agreement will need to be agreed in writing.

Promotional literature and printed materials

Please note that any promotional literature/advertisements/printed material receiving grant must be written and designed by a professional (e.g. copywriter/agency/freelancer) and be approved by the Authority at draft stage. The cost of professional help should be included within your application. Failure to do so could result in the withdrawal of the grant.

Acknowledgement of funding

All projects that receive funding are required to acknowledge the support of the North York Moors National Park Authority by including the appropriate logo on all materials produced.

When approving proofs with your design agencies, you are also required to provide the Authority with a copy of the proof to sign off that the logo has been correctly applied.

Claims process

When your project is complete, please contact Verity Allen who will send you a claim form.

When submitting the claim, you must provide original receipted invoices for all the funded parts of the project. Grant funding will only be paid out on invoices which have already been paid.

You can only claim for defrayed expenditure. The grant paid out will be calculated at the percentage rate set out in your grant agreement. For example, a claim submitted with £1,000 spend at a 50% grant rate will result in a grant payment of £500.

As the grant is calculated as a percentage of your actual spend, if your project spend does not reach the total costs submitted in your application, you may not be able to draw down all the grant awarded, although we strongly encourage all applicants to meet their total spend targets.

The Authority will accept interim claims, once agreed milestones are achieved, to aid cash flow if necessary.

Contact details

Verity Allen

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www.northyorkmoors.org.uk/grants