

West Norfolk Tourism Support Grants

BUSINESS ADAPTION GRANT CONDITIONS

By accepting the grant payment, you are confirming that you are eligible to receive it and agree to the grant conditions.

The eligibility criteria for receiving the Business Adaption Grant are:

1. employ less than 50 people
2. trade in West Norfolk
3. operate in hospitality, culture and leisure sectors (excluding accommodation)
4. have not claimed other specific grant funding to support re-opening activities, including the purchase of PPE, following lockdown

GRANT CONDITIONS

Project monitoring

1. The Council may request recipients to showcase the interventions they have made as a result of the grant at a point in time beyond the grant payment date. This will allow the project to collate information around the benefit that has been realised as a result of the grant scheme. In addition, this will provide the project with material that can be used in promotional or marketing material.

Local tourism scheme promotion

2. Grant recipients must display logos provided by the Council for localised tourism schemes and campaigns as a condition of the award. The aim of this fund is not only to provide financial support to those businesses that have been affected by the pandemic, but to encourage more people to return to areas by instilling a safe and feel-good message for visitors and consumers.

Tourism Support Package promotion

3. In any publication, video, written article or marketing material that the business or organisation receiving the grant creates or distributes relating to reopening post-lockdown or extending their offer throughout the winter season, it must acknowledge the support that has been received from the Borough Council of King's Lynn & West Norfolk Tourism Support Package project.
4. The Tourism Support Package project also reserves the right to use any promotional material created by the business. In addition, the project shall also be able to call upon the business to front any marketing or promotional campaign delivered at a project level.

AUTUMN & WINTER ADAPTION GRANT CONDITIONS

By accepting the grant payment, you are confirming that you are eligible to receive it and agree to the grant conditions.

The eligibility criteria for receiving the Autumn & Winter Adaption Grant are:

1. Employ less than 50 people
2. Trading in the West Norfolk
3. Operate in the Tourism, Hospitality, Leisure, Cultural and Visitor Economy sector (excluding accommodation).

GRANT CONDITIONS

Project monitoring

1. Grant recipients will be asked to provide quarterly updates up until 31st March 2021 to the Council in order for the project to monitor the benefit that the grant scheme has had. Each quarter, recipients must return information to tourism-support-grants@west-norfolk.gov.uk detailing:
 - The impact that the grant has made
 - Whether or not the business is continuing to trade
 - The interventions that have been enabled as a result of the grant
 - Any feel-good case studies that can be used by the project for marketing or promotional purposes

Local tourism scheme promotion

2. Grant recipients must display logos provided by the Council for localised tourism schemes and campaigns as a condition of the award. The aim of this fund is not only to provide financial support to those businesses that have been affected by the pandemic, but to encourage more people to return to areas by instilling a safe and feel-good message for visitors and consumers.

Tourism Support Package promotion

3. In any publication, video, written article or marketing material that the business or organisation receiving the grant creates or distributes relating to reopening post-lockdown or extending their offer throughout the winter season, it must acknowledge the support that has been received from the Borough Council of King's Lynn & West Norfolk Tourism Support Package project.
4. The Tourism Support Package project also reserves the right to use any promotional material created by the business. In addition, the project shall also be able to call upon the business to front any marketing or promotional campaign delivered at a project level.