

Tourism Development Fund (“TDF”) **Guidelines for Grant Applicants**

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1. About the TDF

The TDF was established by the States of Jersey in 2004 to provide grant funding towards projects that will:

- Increase visitors to Jersey;
- Be sustainable in years to come;
- Be aligned with the Tourism Strategy; and
- Attract and leverage other sources of investment in tourism.

The TDF operates through an Advisory Panel, appointed by the Minister for Economic Development, Tourism, Sport and Culture (“EDTSC”), following a selection process overseen by the Appointments Commission. The Panel is tasked with encouraging, reviewing and assessing grant applications. The current members of the TDF Advisory Panel who provide their services on an honorary basis and are independent from the Economic Development, Tourism, Sport and Culture Department are:

John Henwood (Interim Chairman)
Natalie Duffy
Stephen Law
Daphne East

The TDF is funded by the States of Jersey via EDTSC. At present there is no set minimum or maximum to the amount of the grants that may be awarded to applicants. Please refer to the TDF website for further information on background, policy and procedures, minutes of meetings and past grants awarded: www.jersey.com/tdf

2. Applicant Eligibility

A. General Guidelines

In general grant applications will be considered from:

- Jersey based organisations;
- Private and voluntary sector organisations including charitable and limited liability entities;
- Governmental organisations, will only be considered in exceptional circumstances either where there is a clear explanation as to why departmental budgets are unavailable and projects would only proceed with outside support;

Applicants must be able to demonstrate in their application:

- That the grant request is for specific projects or events over and above 'business as usual' expenditure;
- That the project or event will benefit the broader tourism industry rather than one individual organisation;
- That there is sufficient lead time for the grant funding to make a difference. Requests for retrospective funding will not be considered.

B. Private Sector Organisations

The States of Jersey approved a proposition in 2012 which enables the TDF to consider grant applications from the private sector as well as not for profit organisations. The first applications from private sector organisations were considered in the Autumn application round of 2012. The TDF is continuing to develop guidelines for considering private sector applications and the following are indicative rather than prescriptive:

- In general the TDF is *unlikely* to consider applications for more than 50% of costs of asset purchases;
- The applicant will need to demonstrate the sustainability of the project or enterprise;
- The TDF will look to the owners and stakeholders to contribute a significant element of the funding required for a project;

- The TDF will consider supporting
 - Exceptional marketing spend, over and above business as usual
 - Event led tourism
 - Infrastructure development

C. Sporting organisations

In general:

- The TDF is *unlikely* to contribute to costs related to projects considered to be sports development rather than tourism development;
- The TDF will consider supporting activities that attract additional visiting spectators to attend sporting events in addition to the participants;
- The TDF will also consider supporting sporting activities that have an international marketing value for the Island e.g. those capable of attracting broad scale media coverage as well as visitors.

3. Grant Assessment Criteria

The Panel will consider the following criteria when assessing applications:

- ***To what extent will the project increase visitor numbers over and above those that are coming already?***

For example:

- If an event is already going ahead, will the grant applied for mean more people will come as a result over and above those coming already?
- Will it help to extend the length of the season?
- Will it enhance the visitors' experience to encourage a return visit and recommendations to others?

- ***To what extent will the project bring sustainable returns?***

For example:

- Once established, will the project/initiative be self-sustainable without further TDF funding in years to come?
- If funded, will the impact of the project/initiative have a long-lasting effect?
- Does the project have detailed marketing and business plans that set out how the project will attract visitors and generate returns?

- ***To what extent is the project aligned with the Island's overall Tourism Strategy?****

For example:

- Will it help develop Jersey into a year round staying-leisure visitor economy?
- Will it increase the value generated from the staying leisure visitor economy?
- Will it increase the number of locals employed in the Tourism sector?
- Will it maximise the investment made into the staying leisure visitor economy?

- ***What would happen without the TDF funding?***

For example:

- Would the project still go ahead?
- Would the project be substantially less successful in attracting visitors?

- ***Will the project leverage other sources of investment in Tourism?***

For example:

- To what extent will the grant be supplemented by other funds (from the organisation/other sources) which will increase the overall level of investment in tourism?
- In general, projects will be funded up to a **maximum of 50%** of the total cost of project.

4. Business Plans and accounts

All Applications should be accompanied by the Financial Accounts of the applicant. If investment in the project is supported through an associated company, partnership or joint venture, the accounts of these entities should be provided as well.

Applications for funds must be accompanied by a robust Business Plan. The Plan should contain (but not be limited to):

- Objectives of the Project;
- Background to the organisation;
- A budget for the project and explanation of other funding streams;
- A clear explanation on the level of funding being requested from the TDF and the rationale behind the request;

- A project plan as to how it will be delivered;
- Illustration of how the project meets the assessment criteria;
- An analysis of risks to the project and mitigating strategies;
- For applications over £25,000 an assessment of alternative financing options that have been considered (e.g. doing nothing or doing something less costly).

Applications should be accompanied by financial information on the applicant. As a guideline:

- For new entities a list of the stakeholders, committed funding sources, capital and so forth should be clearly set out;
- For grants up to £100,000, audited or unaudited accounts for the organisation including historical profit and loss and balance sheet issued within six months of the applicant's year end;

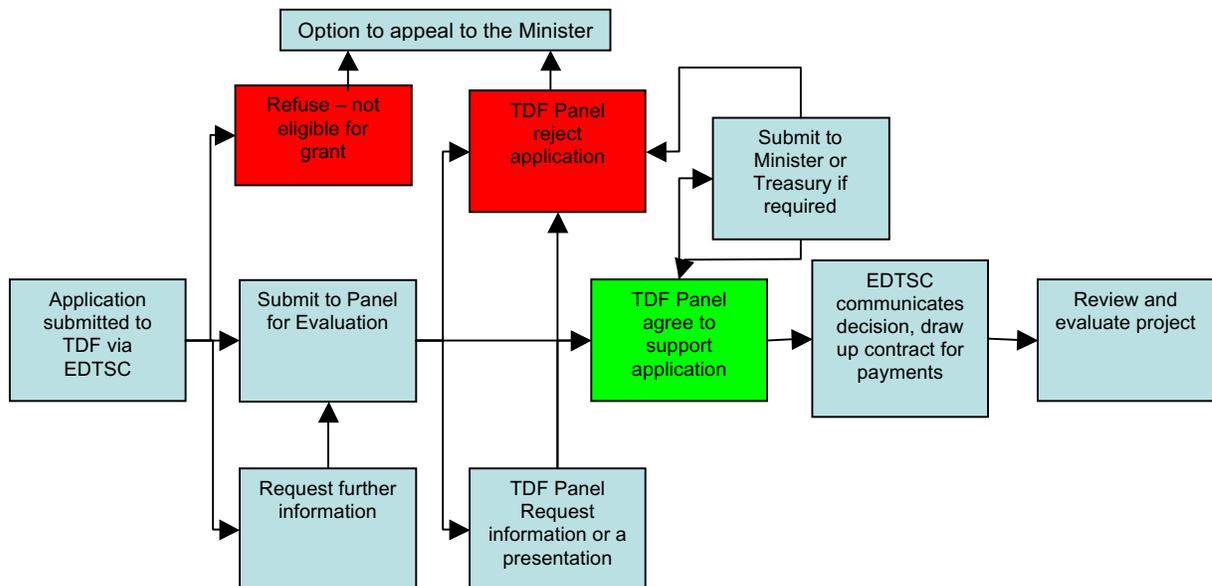
Copies of the accounts of the organisation should be included with all applications where possible and will be requested in advance of grant approval.

5. Application Procedures

Advertisements are placed in the Jersey Evening Post and on the TDF website. The closing dates for the receipt of applications are clearly set out.

All applications are reviewed by the staff supporting the TDF and then reviewed in the meetings of the Panel. Panel members and supporting staff may ask to meet with the applicants, visit sites and seek further information. Applicants may be invited to meet with the Panel. All minutes of Panel meetings are recorded and published on the website following approval.

A diagram outlining the review process follows:



The recommendations of the Panel are conveyed to the applicants within seven days of the decision.

6. Agreements with Successful Applications

Following the approval of an application the normal procedure is as follows:

- A letter of agreement will be executed between the TDF/EDTSC and the applicant setting out the details of the grant, delivery stages for the project or event, and payment dates.
- Details of publicity, and the use of the TDF logo if applicable will be agreed;
- TDF supporting staff will monitor the progress of the grant and provide advice and assistance as required;
- A retention payment will be set which will not be paid until the event or project has been completed. Normally this constitutes 5% of the grant;
- Additional financial information may be required;
- Grants and applicants will be reviewed to ensure they are compliant with the States of Jersey Financial Directive 5.5, Management of Grants. (See table below).

Amount of grant	Financial accounts	Publication of accounts
Greater than £100,000	Audited, signed accounts must be provided within 6 months of the organisation's year end.	The signed Accounts will be published by the Treasury in a report to the States.
Between £25,000 and £100,000	Unaudited, signed accounts must be provided within 6 months of the organisation's year end.	The signed Accounts will be retained at departmental level and made available to individual States Members on request.
Less than £25,000	Unaudited, signed Income and Expenditure Statement must be provided within 6 months of the organisation's year end.	The signed Statement will be retained at departmental level and made available to individual States Members on request.

7. Post Event Evaluation

A Post Event Evaluation report will be required from all organisations in receipt of a TDF grant. The report should be submitted no later than three months following the completion of the event or project. The report should include, but not be limited to, the following information:

- An overview of the completed project;
- An Income and Expenditure statement if applicable;
- A breakdown showing the use of the TDF grant;
- Attendance statistics including details on visitors;
- An evaluation of the project compared with the application objectives.

Any other supporting documentation which demonstrates the performance of the Grant The retention payment element of a grant will not be settled until the Post Event Evaluation report is received and approved.

8. Application Form, Further Information & Assistance

All applications should be submitted using our Application Form found on the www.jersey.com/tdf webpage. The form is designed to provide basic information and applicants are encouraged to provide additional information, and presentations which enhance their application.

For further information and assistance please contact:

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