



APPLICATION FORM FOR ORGANISATIONS APPLYING FOR GRANT AND DISCRETIONARY FUNDING AND FUNDING IN KIND FROM THE HIGHLAND COUNCIL – Over £10,000 – Common Good Funds

Name of Organisation:

Uniqueness Tourism BID Ltd (TBID)

Name of Project or Activity Requiring Support:

Support to new sales team promoting Inverness for Business Tourism

Which of the Council's funding streams are you applying to?

(Please provide closing date details where applicable)

Common Good Fund

Is the amount you are applying for:

£5,000 or under Under £10,000 £10,000 or over

Total amount applied for: £.....20,000 p.a.....

Estimated cost of funding in kind applied for: £.....N/A.....

Please detail what funding in kind has been applied for e.g. Council staff time, use of premises or equipment, waiving of fees or administration support

N/A

What type of organisation are you? (please tick all that apply)

Third Sector (voluntary or community) organisation		Community Council	
Registered Charity If yes – Registration number		Company Limited by Guarantee If yes – Company Number ...SC474489.....	X
Other - please specify.....			

Please remember guidance to completing the application form is available [here](#). Appropriate links to the guidance are situated throughout the form: [This page](#)

For official use only			
Application reference number			

PART 1: ABOUT YOUR ACTIVITIES OR PROJECT

Guidance on completing part 1: ABOUT YOUR ACTIVITIES OR PROJECT

1.1 What is the name of your activity or project?

Business Tourism for Inverness

- Business tourism is the provision of facilities and services to delegates who annually attend meetings, conferences, exhibitions, business events, incentive travel and corporate hospitality

1.2 When will your activity or project take place? (specifically those for which you are seeking an award from The Highland Council)

Start date (month and year).....1 April 2015

End date (month and year).....31 March 2017.....

Location.....UK, Europe, North America.....

1.3 What activity or project do you want us to support?

For example:

- *Aims of the project and how you are going to do it*
- *Help with running costs or for a specific project or activity?*
- *Who will benefit*

Please note that the Council will be unable to provide any resources not specified on this form or supporting information.

At the City of Inverness Area Committee meeting on 5th March 2015 it was agreed that attracting conferences and events is very positive for the area and as such to continue the subvention funding.

However, this can only be used and as such successful by attracting conferences and events in the first place.

Recently there hasn't been an organisation dedicated to promoting and attracting business tourism events to Inverness, the TBID has dedicated personnel just for this.

See Appendix copy of report by Inverness City Manager from the Inverness Area Committee Meeting 5 March 2015

The application is for support with costs related to attendance at industry trade shows and the marketing materials required for such - **See attached detailed list of activities**

VisitScotland have and still are attending a number of exhibitions and while other cities such as Aberdeen, Dundee etc. partner with them, Inverness has not been in a position to do so recently and as such has not been as successful in attracting events.

The formation of the TBID means there is now an organisation that can represent the city and start to address this and your valued support will help us increase business tourism events here and as such increase the economic impact on the area. For

example the SNP event brought in an estimated £1M to the local economy.

Benefit will be for the entire Inverness area and businesses within such as accommodation providers, venues with function spaces, transport providers, food and beverage outlets, local attractions and activity companies.

Visitors introduced to the area at business tourism events often go on to become future holiday visitors thereby increasing the economic benefit to the area

This is an opportunity to increase the awareness of Inverness as a go to destination for Business Tourism and success would give us all a great story to tell.

1.4 Does your activity or project involve building or landscaping work?

Yes No

If yes please answer both a) and b) below.

a) Does your organisation (Please tick):
Have ownership of the land or building

Yes No

OR

Hold at lease of at least 5 years that cannot be ended by the landlord?

Yes No

b) Is planning permission needed for your project? Tick one option below.

Planning permission not required

Planning permission required and has been granted

1.5 Please tell us how your project or activity will help the Council to meet its Public Sector Equality Duty to:

- Get rid of unlawful discrimination, harassment and victimisation;
- Make sure that people from different groups* are treated fairly and have equal chances to use services and that there is more equality between groups*;
- Make sure that people from different groups* get on together.

*Groups are people who have "protected characteristics" in the Equality Act: age, gender reassignment, pregnancy and maternity, religion or belief, sexual orientation, disability, marriage and civil partnership, race and sex.

For example are people with protected characteristics likely to face barriers; how you intend to tackle these barriers; does your project promote inclusion?

We will encourage all types of events with no barriers to any group.
This will include conference, meetings, conventions, incentive travel – not just general tourism

- 1.6 Where relevant and appropriate please describe any contribution your project may make towards promotion of the Gaelic language?

While not applicable in terms of gaining conference business it is normal practice to include Gaelic as an element of the welcome to conferences that do come here and this would be expected to continue for new events.

- 1.7 Please tell us if you have spoken to anyone about your application for advice and support – e.g. Local Highland Council Elected Member, Community Council Member, Council Staff, local Council for Voluntary Service (CVS) – If yes, please provide details:

Yes we have spoken to Council Staff
Colin Simpson (Tourism Officer)
David Hass (City Manager)

As well as discussing this element recently this approach included frequent consultation during the development of the original TBID Business Plan and details of this were presented to the Council and the Area Committee prior to the ballot.

- 1.8 Please tell us about any funding in kind you are seeking from the Council:

Detail i.e. premises, facilities, staff time, waiving of fees	Estimated value
N/A	

- 1.9 Please provide a breakdown of how much will your activities/project will cost and how much **Funding you are applying for from The Highland Council:**

Item/Activity	Breakdown of Total Costs £	Year 1 £	Year 2* £	Year 3* £	Total £
Other Costs e.g. property costs, transport, equipment, insurance, marketing	Please see attached list of costs related to the various specific activities. Note: all costs incl VAT Tradeshows IMEX Frankfurt M&I Forum Summer The Meetings Show	 8,850 4,040 4,800	 8,850 4,040 4,800	 	 17,700 8,080 9,600

	Scotland in London	1,900	1,900		3,800
	IMEX America	9,620	9,620		19,240
	IBTM World	8,620	8,620		17,240
	Marketing Materials				
	Business Tourism Directory	8,995	0		8,995
	Directory update / re-print	0	4,500		4,500
	Point of Sale	1,530	0		1,530
	Tradeshaw Giveaways	800	800		1,600
	Video	8,000	5,000		13,000
	Total Project Cost £	57,155	48,130		105,285
	Total Funding Request £	20,000	20,000		40,000

Notes:

1. The TBID contributes over £40,000 p.a. from the levy for the staff and overhead costs incurred in attracting Business Tourism Events to Inverness
2. This application and the figures given are only for the specific additional elements
3. This application requests funding **towards the costs of Year 1 activities (in bold above)**. It is anticipated that a further application will be made towards the cost of activities planned for year 2 but such an application will not be made until an evaluation of the year one activities is carried out and a report on these presented.

1.10 **Other funding relating to this project** Please include other funders and own resources and income. Continue on separate sheet if required.

Organisation and status of application	Year 1 £	Year 2* £	Year 3* £	Total £
From TBID annual budget: • Marketing / Travel Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input type="checkbox"/>	6,500	6,500		13,000
Application to HIE for funding Successful <input type="checkbox"/> Unsuccessful <input type="checkbox"/> Awaiting Decision <input checked="" type="checkbox"/>	30,655	21,630		52,285
Totals	37,155	28,130		65,285

*See guidance notes for specific funding stream to see if you are able to apply for more than one year of funding.

1.11 Please tell us how you know that there is a need for this activity or project and how your approach will meet this need. This might include:

- a. Community support for your project (e.g. surveys, etc.)
- b. Statistics which show the need for your project (e.g. unemployment figures, crime statistics)
- c. Evidence from similar projects which shows that they have worked (e.g. research from elsewhere or evaluations of previous local work)

- Over 2.5m business trips are made to Scotland annually
- Business tourism is worth in excess of £1.9billion to the Scottish economy
- Spend per night by business visitors is double that of leisure
- The UK accounts for 67% of total tourism expenditure
- The main overseas markets for business tourism in Scotland in terms of volume of trips are Germany, USA, Norway, The Netherlands and France.
- In terms of spend they are the USA, Germany, Norway, Ireland and France
- Edinburgh and Glasgow are second only to London in the UK, in terms of number of international association conferences
- Tourism Minister Fergus Ewing has announced a £1 million investment from the Scottish Government to help attract major international conferences to Scotland

Sources: IPS (International Passenger Survey); GBTS (Great British Tourism Survey); MPI (Meeting Professionals International) UK Economic Impact Study; ICCA.

Inverness needs to have dedicated attendance at industry events. Presence of representatives from Visit Scotland, Visit Aberdeen and Central belt service suppliers have clearly led to an increase in the awareness of destinations in Scotland as good for Business Tourism.

The Central Belt, Aberdeen and Dundee have all benefitted from a combination of an increase/upgrade of facilities available and from regular representation at industry events and trade shows.

The intent is that by having attendance from someone dedicated to Inverness we will increase business to the area, initially putting the destination in the forefront of the decision makers minds and thus leading to an increase in requests to host Business Tourism events.

2014 aided by both the Commonwealth Games and Ryder Cup has been a bumper year for the country and we have the opportunity to achieve our own success on the back of this.

1.12 Is this a new or additional activity or project? – Yes X No

If yes, what change will your activities or project make in your community?

The Tourism BID is the first in the UK and has led to applications from several other areas. We need to do all that we can to make a success of our own BID to benefit the members and Inverness.

An increase in Business Tourism events will not only give an economic benefit to the area but also a potential increase in jobs.

Business Tourism events tend to be held outside of the summer season and as such is a perfect fit for us with hotels and many other service providers already at maximum capacity at this time.

If No, how has your activities or project been funded in the last three years?

- 1.13 Please tell us how you will know that your activities or project is working and that you are benefiting your community. You only need to provide targets for the years in which your project will operate. See the detailed guidance for examples of targets.

How you will know you have made the change?		
Year 1 Measurable Outcome	Year 2 Measurable Outcome	Year 3 Measurable Outcome
Increase in request for proposals sent to us by agencies, associations and businesses out of the area	Confirmed business from trade show contacts and appointments	Continued confirmed business and at least one major conference
Regular reporting is done to the TBID Board that includes a Council member		
Full report of year one will be supplied to the Council		
Year 2 plan may be amended based on the outcome of results from Year 1		

- 1.14 If it is intended that this activity or project continue beyond the period of Council support, how will it be funded?

The activities will continue through funding from:

- The TBID fund budget for the period of the initial TBID duration.
- Any additional third party funding available
- Any governmental funding available

These funds may be supplemented through income received from commissions on new business given to Inverness suppliers

PART 2: SPECIFIC QUESTIONS RELATING TO THE FUNDING STREAM WHICH YOU ARE APPLYING TO:

(Common Good Funds)

There are no additional questions for Common Good Fund applications.

Please continue to PART 3: About your organisation

PART 3: ABOUT YOUR ORGANISATION

Guidance on completing part 3: ABOUT YOUR ORGANISATION

3.1 What is your organisation's name and address?

Organisation name

Uniqueness Tourism BID Ltd

Organisation address

c/o Forestry Commission
Tower Road, Smithton

Postcode IV2 7NL

Website

www.uniqueness.co.uk

Council Ward (see guidance note to clarify which Council Ward the project or activity will cover)

Including Wards 14, 15, 16, 17, 18

- 3.3 a) When did your organisation start? Month...April.....Year...2014...
- b) What geographic areas and/or communities of interest (e.g. Young people, people with disabilities, older people, people from an ethnic minority background) does your organisation cover?

Inverness and the Wards previously listed
 We would be promoting the entire area as a destination to be used for Business Tourism

- c) Is there any restriction on who can join your organisation?

Yes No If yes, what are they and why do you have them?

Although only 370 local businesses are automatically included, any other business in the area has the option to 'opt in' and benefit from the services offered.

- d) How many people are on your governing body or management committee? ...12...

- e) Are there Highland Council Elected Members or Officers or Community Councillors on or attending your Management Committee or Board? *(please note that this will not affect your application)*

Yes No

If yes, please provide names:

Highland Council Elected Members	Role i.e. Office Bearer, Voting Member, Ex-official / advisory, other
Ian Brown	Leader Inverness City

Community Councillors	Role i.e. Office Bearer, Voting Member, Ex-official, other

Council Officers	Role i.e. Office Bearer, Voting Member, Ex-official, other

**3.4 Does or has your organisation receive(d) any other funding from The Highland Council?
Please provide information relating to Council funding for the last 3 years:**

Yes No

If yes –

a) What is/was it for, and from which Service or Ward budget was it provided?

Year 1: 1) July 2014 – From tourism development grant scheme budget to assist the Tourism BID in providing services and projects on behalf of the local tourism industry 2) December 2014 – Tourism development grant scheme to design and produce Highland branded materials for Visit Scotland Expo in 2015 on behalf of all Highland destinations who are taking a joint presence
Year 2:
Year 3:

b) How much funding do/did you receive?

Year 1: 1) £10,000.00 2) £2,250.00
Year 2:
Year 3:

c) Estimated value of existing funding in kind, and from which Service or Ward budget was/is it provided?

Year 1: 1) N/A 2) N/A
Year 2:
Year 3:

PART 5: CHECKLIST AND DECLARATION

Guidance on completing part 5: CHECKLIST AND DECLARATION

5.1 To ensure that the Highland Council can consider your application, please tick boxes to show what you have enclosed.

Please ensure that you have enclosed the following information:

- a) A copy of your most recent signed and dated constitution
OR
- We have submitted a signed constitution to Highland Council when applying for other funding within the last two years and it has not changed since submission..
- b) Externally verified Statement of Accounts as presented to your latest AGM for the last 3 years where available (see guidance for further information on the level and type of external verification we expect).
OR
- We have submitted our most recent Statement of Accounts to Highland Council when applying for other Highland Council funding
OR
- For new organisations which have been established less than 12 months, please give an estimate of first year's income and expenditure.
- c) A copy of your organisation's last 3 months bank statements (for very new organisations a single bank statement will be sufficient).
- d) Evidence that you have secured three quotes for all goods or services of over £5000 (see guidance notes).
- e) Any other documentary evidence which is available to support your answer to Q 1.11
- f) Have you read and agreed to the Standard Conditions of Award which can be found on page 16 of the Guidance document.

The Council may also request other information, depending on the type of application including:

- Business Plan;
- Names of Office Bearers;
- Copy of contents/public liability/employers liability/vehicle insurance where relevant;
- Job description (where funding is required for a post/s);
- Equal Opportunity Policy;
- Child Protection Policy;
- Health and Safety Policy; and Complains Procedure.

1.3 What activity or project do you want us to support

NB1: The below is a list of potential events over the 6 month period from April to September that we may have the opportunity to attend – in some cases this is subject to selection by Visit Scotland as places can be limited

NB2: In many cases the exact costs of registration for 2015 is not known, as such 2014 costs have been shown. Travel costs would be subject to change at time of booking and are estimates on current information available.

Business Tourism

Target business sector in priority order:

1. Incentive Travel Buyers
2. Associations
3. Meeting Planners
4. Conference Planners

Target Markets in priority order:

1. North America
2. UK & Ireland – direct flight access (esp. London, Manchester, Dublin)
3. Europe – Benelux
4. Europe – Other (esp. France, Germany)
5. Asia – (esp. China)

IMEX

Frankfurt

19 - 21 May 2015

- Overview: In its 13th year, IMEX is now firmly in the diary of event planners, PCOs, incentive houses and corporate buyers across Europe and indeed further afield. 2013 saw around 4,000 hosted MICE (Meetings, Incentives, Conferences, Events) buyers from 77 different countries attend the show. A further 4,900 visitors attended with 65% of the trade visitors from Germany.
- Target Audience: Agencies, Associations, Corporate buyers and independent planners
 - Agencies include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Associations include: Incentive, business and conference travel agencies, full service incentive houses, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Corporates include: Executives within companies involved with meetings, conferences and incentive travel programmes who have responsibility for - or direct influence over - decisions regarding destinations or venues.
 - Types of events include: corporate meetings and hospitality * incentive travel programmes * association meetings * conferences * seminars, exhibitions * roadshows * product launches * promotional events * training programmes
- Hosted Buyers are invited to attend IMEX by their intermediaries. Buyers fill in a form that asks them for the below info to ensure that each buyer has genuine business for a variety of exhibitors – either by showing business that they have placed in the past and/ or showing details of events that they are planning to discuss with exhibitors at the show:
 - Details of 3 events, including venues where known (2 should have happened in the last 18 months and 1 can be upcoming in the next 12 months)

- Format: VisitScotland takes a stand in the exhibition and invites Scottish partners to exhibit alongside them. IMEX is very much appointment-driven and attracts a significant proportion of hosted buyer programmes. A number of opportunities also exist both during and outside of the show to meet association buyers and MICE agents.
- Desired Outcome: Increased awareness to the buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£6,900.00
Travel	£950.00
Accommodation	£700.00
Expenses	£300.00
Total	£8,850.00 incl VAT

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

Venue Used	£71,000	Hotel Accommodation	£83,000
Food & Beverage	£41,000	Entertainment	£5,000
Shopping	£5,000	Tours	£4,000
Local Transport	£5,000	Technical	£17,000

M&I Forum - Europe Summer

Edinburgh

29 June - 3 July 2015

- Overview: One of the series of annual leading meeting and incentive forums
- Target Audience: Pre qualified buyers of all MICE products from UK & Europe including agencies (66%), corporates (23%), associations (5%) and independents (6%)
 - Average budget per buyer - €2.4M
 - Average number of events booked per year by buyers – 62
 - Total purchasing power of buyers attending - €805M
- Format: Four days, 50 one-to-one pre-scheduled meetings alongside cocktail receptions, gala dinners and networking activities.
- Desired Outcome: Increased awareness to the UK & European buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£3,120.00
Travel	£100.00
Accommodation	£500.00
Expenses	£320.00
Total	£4,040.00 incl VAT

Potential benefit to Inverness City from one European Client Meeting for 200 delegates £231,000

Venue Used	£71,000	Hotel Accommodation	£83,000
Food & Beverage	£41,000	Entertainment	£5,000
Shopping	£5,000	Tours	£4,000
Local Transport	£5,000	Technical	£17,000

The Meetings Show

London

7 - 9 July 2015

- Overview: One of the main events in the calendar and a must attend for the UK meetings industry

- Target Audience: 4,000 meetings industry professionals from UK, Europe and beyond
 - Over 3,000 visitors from agencies (34%), corporates (30%), charities (12%), venue finders (11%), associations (9%), incentive houses (2%) and PCO's (2%)
 - Over 700 hosted buyers from agencies (39%), corporates (14%), charities (1%), venue finders (16%), associations (8%), incentive houses (15%), PCO's (6%) and government organisations (1%)
- Format: Three day exhibition with exhibitor 'pod's and a number of pre-scheduled appointments
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£3,700.00
Travel	£300.00
Accommodation	£500.00
Expenses	£300.00
Total	£4,800.00 incl VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

Scotland in London

London

September 2015

- Overview: VisitScotland led event
- Target Audience: Intermediaries based in London and the South East.
- Format: A networking event at a beautiful venue in central London. This event is the perfect opportunity for Scottish partners to meet with top London MICE buyers and showcase what Scotland has to offer.
- Desired Outcome: Increased awareness to the buyers of the area as a destination and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£900.00
Travel	£300.00
Accommodation	£400.00
Expenses	£300.00
Total	£1,900.00 incl VAT

Potential benefit to Inverness City from one UK Client Meeting for 100 delegates £118,000

Venue Used	£35,000	Hotel Accommodation	£42,000
Food & Beverage	£21,000	Entertainment	£3,000
Shopping	£3,000	Tours	£2,000
Local Transport	£3,000	Technical	£9,000

IMEX - America

Las Vegas

13 - 15 October 2015

- Overview: The largest meetings industry trade show in the US

- Target Audience: International buyers of all MICE products. Attendance of over 3,700 trade attendees and 2,000 pre-qualified hosted buyers, industry associations ICCA, MPI, ASAE, PCMA and SITE all attend
 - Agency, including incentive, business and conference travel agencies, full-service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies.
 - Association, from international or U.S. institutions, federations or associations who organize congresses, conventions and meetings internationally. Plus Association Management Companies and Professional Conference Organizers.
 - Corporate, including executives of companies involved with meetings, conferences and incentive travel programs. Hosted buyers have responsibility for, or direct influence over, decisions regarding destinations and/or venues.
 - Other: Independent Planners, Religious Conference Planners, planners from military group reunions
- To qualify as a hosted buyer at IMEX America, a buyer must be responsible for planning, organizing, recommending or making financial decisions for corporate meetings and hospitality, incentive travel programs, association meetings, conferences, seminars, exhibitions, roadshows, product launches, promotional events or training programs.
 - IMEX requires full details of 3 events - 2 must be past events occurring within the last 18 months, and 1 can be a confirmed upcoming event which will occur in the next 12 months.
 - Buyers from within the USA - at least 2 events must have occurred outside of the US
 - Buyers from outside the USA - at least 1 event must have occurred within the US and the other 2 events must have occurred outside of their home country
- Format: VisitScotland take a stand in the exhibition and invites Scottish partners to exhibit alongside them featuring destination presentations to hosted buyer groups on the bespoke stand, on-stand reception with entertainment, hospitality and a partner dinner with extensive pre-show marketing to their database of US buyers. IMEX is very much appointment-driven and attracts a significant proportion of hosted buyer programmes. A number of opportunities also exist both during and outside of the show to meet association buyers and MICE agents.
- Desired Outcome: Increased awareness to the buyers of the area as an ideal and new destination for all MICE business and with a new go to contact for enquiries. Consideration in forthcoming RFP's.

Estimated costs:

Registration	£6,900.00
Travel	£1,600.00
Accommodation	£700.00
Expenses	£420.00
Total	£9,620.00 incl VAT

Potential benefit to Inverness City from one North American Client Meeting for 200 delegates £237,000

Venue Used	£47,000	Hotel Accommodation	£109,000
Food & Beverage	£42,000	Entertainment	£6,000
Shopping	£14,000	Tours	£7,000
Local Transport	£3,000	Technical	£9,000

IBTM World

Barcelona

17 - 19 November 2015

- Overview: One of the leading annual events for the global meetings and incentives industry.
- Target Audience: International incentive and meeting planners. Over 15,000 industry professionals attend each year.

