

## **DESTINATION & SECTOR MARKETING FUND WEBINAR | 2 June 2021**

### **Responses to questions**

#### **WHO IS THE FUND FOR?**

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**Question: If a group application includes a BID will this be allowed within the criteria, or risk rejection?**

Answer: We welcome collaboration with partners in all applications, this would include Business Improvement Districts (BIDs), the only restriction is that BIDs are not able to lead or submit applications to the fund.

**Question: If there is a similar / identical proposition from two areas will only one succeed?**

Answer: Any duplication of visitor propositions from destinations within the same area will be addressed at panel stage, feedback will be given and both applications will be expected to refine propositions.

**Question: Under tier three, can a marketing collaborative ltd business apply? Would it have to be a DMO or regional group, not a business representing and promoting several tourism businesses?**

Answer: The Fund is open to destination organisations who are responsible for the promotion of specific geographic areas and sector groups that represent, work with and promote specific tourism sectors across Scotland. Applicants must either be an incorporated organisation, a legally constituted group, a local authority or a tourism BID. The Fund is not open to individual businesses or sole traders.

**Question: If our DMO applied for funding and a regional group also applied would that go against us?**

Answer: All destination organisations are welcome to submit their own applications, it's important that all applications are based around a strong, unique visitor proposition and are not duplicating activities.

**Question: The Glasgow City Region Tourism Group is eight local authorities and a significant urban population – what tier would fit here, and how would it differentiate from the individual local authorities within that group?**

Answer: Applications that represent either a single or multiple local authority areas should apply to tier two.

**Question: What if we wished to put in an application for a regional offer and be part of a multiple regional partnership?**

Answer: Organisations can only lead on one application but are welcome to collaborate with surrounding areas in other applications if they're not duplicating their visitor proposition.

**Question: Can a Local Tourism Association (LTA) apply working with some local businesses?**

Answer: Yes, an LTA that represents a specific geographical area may lead on an application, we would expect to see collaboration with local tourism businesses as part of this application.

**Question: Can trader's associations (not BIDs) apply to market their specific area as a tourism destination?**

Answer: The Fund is open to destination organisations who are responsible for the promotion of specific geographic areas and sector groups that represent, work with and promote specific tourism sectors across Scotland to consumer audiences.

**Question: Can local authorities apply for tier two funding?**

Answer: Local authorities can lead an application in any tier as long as they are working with tourism businesses and groups and are the lead for destination marketing and promotion for their region.

**Question: If an area has already received funding from Heritage Lottery or other sources in the past is the area/destination still eligible for funding from this fund?**

Answer: Having received previous funding, including Heritage Lottery, does not preclude applicants from this fund.

## **PURPOSE OF THE FUND**

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**Question: Do we have to increase visitors? What about areas that are beyond their carrying capacity already?**

Answer: We would expect applications to stimulate demand and extend the season. Any concerns about honey pot areas should be addressed by your visitor proposition.

**Question: Can a local Area Tourism Association enter for marketing a multi-activity-based holiday in our area?**

Answer: Any local Area Tourism Association that meets the criteria may submit an application, the visitor proposition should also follow the assessment criteria provided.

**Question: With many local tourism sites open seasonally, is the marketing to target visitors to book spring / summer plans or to build fall / winter plans?**

Answer: This Fund is focused on supporting immediate recovery by targeting the domestic market, extending the current 2021/22 season into autumn, winter, and early spring 2022.

**Question: Does the proposition have to be brand new or can we evolve and reinforce an existing proposition if it fits the remaining criteria?**

Answer: The proposition does not need to be brand new but must ensure it is aligned with the identified post-COVID-19 consumer trends identified. Information on this can be found on the website: <https://www.visitscotland.org/supporting-your-business/funding/destination-sector-marketing-fund>

**Question: Would we be allowed to recruit for the project?**

Answer: You can recruit a Project Manager for the project, you cannot recruit a permanent core staff member.

**Question: 'Buy in to VisitScotland partner opportunities' – what are these? Can you tell us more?**

Answer: The specifics for these partner opportunities will be available from September, they could include buying into wider VisitScotland autumn campaign activities that could include digital media, social, content or OTA partnerships or PR. Any applications planning to do this should identify the amount they would like to allocate for this in their activity plan and the VisitScotland Partnership Team will be in touch once finalised.

**Question: What will your criteria for DMO be – is it destination marketing, or destination management?**

Answer: DMOs must demonstrate that they are operating at a regional level and that they fully represent a single or multiple local authority regions. They must have a proven track record of delivery of projects and demonstrate how they have collaborated across the region to ensure that different parts of the destination's tourism product are represented. Applications for this tier must demonstrate collaboration with strategic partners and stakeholders within their region. This Fund is not open to Destination Management Companies (DMCs).

**Question: What is the difference between 15% project management fees and full-time staff project management?**

Answer: A full-time staff member would be considered a core staff member and therefore not eligible for the 15% project management fee. The project management element of the budget has

been put in place to support organisations who do not have in-house resources to deliver these projects.

**Question: Could it be used for travel trade activity?**

Answer: Please see page six of the criteria “content created for travel trade is also eligible if applicants are able to demonstrate the rationale”, highlighting that the Fund is for activities for the UK and Ireland markets only so any travel trade activity must be relevant for these markets.

**Question: Are there any procurement rules e.g. around engaging a marketing agency to deliver?**

Answer: No, you are not required to work to VisitScotland procurement rules.

## **TIMEFRAMES**

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**Question: What timescales are you working to for the awards?**

Answer: We are aiming for all tier one and two groups to be awarded and contracted by the end of August, with all tier three groups awarded and contracted by the end of September. These timescales are flexible as this will depend heavily on how many groups are deferred to a second phase panel.

**Question: Does the 31 March 2022 end date imply that all campaigns must finish running on or before that date?**

Answer: Yes, that is correct, all campaigns must be delivered on or before 31 March 2022.

**Question: Is there scope to deliver phase one of a project by March 2022 with a follow-on phase two (i.e. summer activity) as part of the legacy?**

Answer: No, this Fund is focused on immediate recovery and all activity must be completed by 31 March 2022.

**Question: Will similar funding be available in future years?**

Answer: We currently are not able to provide any updates on future funding opportunities.

## **AWARDS**

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**Question: If you expect to be oversubscribed, how will you decide awards. Will you reduce the amount requested or reject more outright?**

Answer: The main objective of the Fund is to support as many eligible groups across Scotland as possible, no grant award decisions will be finalised until the closing date of tier three on 23 July 2022 when we will understand the full funding request across all tiers. The aim of the two-phase panel process is to limit rejections of eligible groups.

## **REPORTING**

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### **Question: What will reporting comprise?**

Answer: Successful groups will be expected to report on the objectives identified as part of their applications.

### **Question: Is reporting to be completed by 31 March?**

Answer: We require that all campaign activities be completed by 31 March 2022, we would expect reporting to take place after this.

### **Question: Is there any other way to measure success? We are concerned about increasing footfall in our area. We prefer to connect with slow tourism.**

Answer: We would expect any objectives and KPIs for your activities to be related to your visitor proposition. The focus of the Fund is to stimulate demand and extend the season, any areas you have concerns about footfall we would suggest you address via your visitor proposition and how you position these areas within it.

## **SUPPORTING DOCUMENTATION**

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### **Question: Audited accounts are not needed for many companies / orgs by Co House. Must accounts be audited, as this presents an additional cost burden?**

Answer: Accounts do not have to be fully audited; we will accept accounts that have been verified by an accountant as well.

### **Question: As a new pan-Scotland group representing guest houses and B&Bs across all of Scotland, we have been very active since late January, but our bank account has only been opened in the last month. We will be able to present a fully costed forecast for the next 12 months, however, would this situation prevent us from being eligible to apply for tier two?**

Answer: No, please submit a current bank statement, alongside a cash flow document that can demonstrate operational viability for the next 12 months, you will be contacted if any additional financial information is required as part of the application process.

**Question: If there's an informal grouping, can the bank statement be from a lead organisation within the group?**

Answer: The bank statement that is submitted as part of the supporting documentation must come from the organisation that is leading the application. This is the organisation that we will be contracting with and making payments to. This organisation must be either an incorporated organisation, a legally constituted group, a local authority or tourism Business Improvement District.