



FREQUENTLY ASKED QUESTIONS

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1. What is a 'group' and how do you form one?

A group must be a minimum of 3 tourism business working together. Both new and existing groups can apply for the funding, as long as they are a legally constituted not for profit group.

A constitution is needed to ensure that there is a formal applicant and that the money is paid into an independent bank account.

There are a number of simple Constitutions available. A meeting of the Group needs to formally minute that they have adopted the Constitution and a Chairman, Secretary and Treasurer should be appointed and minuted also.

If you need help and advice in creating a constitution your local advisor will be able to provide a template constitution and guidance on formally constituting your group.

2. Can groups collaborate across the country to apply for funding?

Yes, we actively encourage this! Groups should work with the local Growth Fund Advisor to discuss their idea and possible partners for a national or regional application.

3. How much funding can our group apply for?

A standard rate of 40% funding is applied to all applications. The equates to:

Minimum	Maximum
Funding £2500	Funding £65,000

<i>Total Project Cost £6,250</i>	<i>Total Project Cost £162,500</i>
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4. Where can the rest of the match funding come from?

A minimum of 25% of the match funding must be private sector support. This can come from membership fee's, private contribution, sponsorship or advertising revenue.

The remaining 35% of the match funding can come from a variety of sources including support from local authorities or enterprise companies.

In-kind support or ticket sales income does not count towards contributions.

5. Can the group appoint an individual or agency to manage the project?

Yes, we actively encourage groups to ensure that there is an individual appointed to oversee the project; this can be a member of the group or in some cases a consultant. Group's can include a co-ordination/project management resource as part of their Growth Fund application however this is capped at 10% of the total eligible project cost

6. What constitutes 'new' activity?

In order for activity to be considered for funding the group must either be undertaking a new marketing project or further developing current marketing. This can simply be working with new partners, targeting new markets, including new packages or offers or using new media.

7. Can I repeat the activity in a subsequent funding application?

No, each application for funding has to feature new activity and demonstrate development from the previous application. The Growth Fund does not support repeat marketing activity and should not be considered as core funding.

8. Can the funding be used for marketing outwith the UK?

If there is a strong business case that demonstrates the benefits to the Scottish Tourism market, then an application can be made for overseas activity.

9. Are you required to use VisitScotland branding on promotional materials?

Yes, all VisitScotland Growth Fund supported projects are required to acknowledge the support of VisitScotland and the European Union through the use of branding logos. Full branding guidelines and logos will be supplied to the group along with the agreement.

10. Do all members of the Group have to be in a Quality Assurance Scheme?

All accommodation members of the Group participating in the marketing activity must be an active member of the VisitScotland QA Scheme or a VisitScotland recognised QA Scheme.

All non-accommodation providers who are not participating in a VisitScotland QA Scheme must adhere to the VisitScotland code of conduct and strive to enhance Scotland's quality reputation.

If a member has applied for grading and is awaiting results or if they are considering joining the scheme, they can still participate in an application. Please contact your local advisor for more information on QA.