

## ERDF Visitor Economy and Wider Economy Grant Eligibility Criteria



### Who is eligible for this grant?

- SMEs (this includes third sector organisations, social enterprises and trading charities) trading within the Coast to Capital LEP area.
- Businesses operating in an excluded sector i.e. nuclear, tobacco, airport infrastructure (see ERDF regulation 1301/2013 Art 3(3), fishery and aquaculture sector, undertakings involved in the primary production of agricultural products, undertakings active in the sector of processing and marketing of agricultural products will not be eligible.
- If your business has received state aid in the last 3 years the total should not be in excess of €200,000. Businesses exceeding this level of state aid funding will not be eligible. [Click here](#) for more information on state aid.'
- This grant is only available to businesses which have been negatively impacted by COVID-19.
- Must be able to demonstrate that the business has the potential to survive COVID-19 and rebuild.
- Your business must have been trading prior to February 2020.
- Minimum grant amount £1,000 – £3,000 (up to £5,000 in exceptional circumstances) (see FAQs on our website for the definition criteria).
- Activity being claimed for must not have been started/committed prior to your application being approved.
- All Activities must be completed, paid for, and grant claim submitted by Saturday 16 February 2021.
- Your staff headcount must be below 250FTE, businesses with more than 250 employees will not be eligible.
- Your business must have a balance sheet of below €43million.
- Your business must have a turnover of below €50million.
- Your business must have a trading address in the Coast to Capital LEP area.
  - Adur, Arun, Brighton and Hove, Chichester, Crawley and Gatwick, Epsom and Ewell, Horsham, Mid Sussex, Mole Valley, Reigate and Banstead, Tandridge and Worthing.

**Please note:**

The Visitor Economy (Kickstart Tourism) grant is for those businesses who operate in the visitor economy, which includes businesses related to the tourism or visitor sector, or businesses/organisations which operate in support of the above.

Examples of supporting businesses could include gift shops attached to a visitor attraction, or ice cream vans operating on the periphery of a tourist premises.

A list of SIC codes that are eligible for the visitor economy grant is available on our website.

The Wider Economy (Restart & Recovery SME) grant is for all small businesses eligible as described above.

**What expenditure/activity is eligible?**

- Review of the business strategy / operating mode
- Strategic review of business models
- HR, financial or legal advice
- Coaching & mentoring in leadership & management development / Change management
- Innovation strategy to adapt and diversify products/services of new technology
- Developing or revising marketing/digital strategies to reach new markets
- Mitigating the impact of social distancing measures
- Rebuilding a viable business model
- Developing product offerings
- Legal and environmental health compliance
- Skills analysis and development plans
- Workforce management
- Employee engagement, welfare and wellbeing
- Minor equipment to adapt or adopt new technology in order to continue to deliver business activity or diversify

For the Visitor Economy (Kickstart Tourism) grant, activity could also include:

- All the above plus:
- Support for SMEs with productivity improvements such as enhanced use of digital tools such as yield management software, mentoring, networking or other measures
- Support to develop innovative delivery in a socially distanced economy – for example, new ways of delivering cultural events and festivals that are so critical to the visitor experience.

- Items which are not eligible include PPE and IT equipment unless specifically required to adapt to a COVID-Safe environment.

**Please note:**

- The grant must cover 100% of the cost of the service or product and cannot be used to part-fund expenditure.
- Grants can only be used for new activity and cannot fund activity already being undertaken.
- Activity/work you claim for should not be commissioned until your business has received an offer letter.
- If successful, following a formal grant application, grant funding will be paid upon production of a paid invoice for the service or item you have procured with evidence of the payment from the bank account used to pay the invoice.