



UKSPF TOURISM ATTRACTION CAPITAL GRANT

2024 Guidance

1.0 PURPOSE OF THE FUND:

The Tourism Attraction Capital Grant will support attractions in Merthyr Tydfil to develop their businesses and assets with the aim of increasing visitor numbers to Merthyr Tydfil.

Funded by the UK Government's Shared Prosperity Fund (UKSPF), this grant programme aims to contribute to delivering on the UK Government's levelling up objectives:

- Creating jobs and boosting community cohesion, through investments that build on existing industries and institutions, and range from support for starting businesses to visible improvements to local retail, hospitality and leisure sector facilities.
- Promoting networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth.
- Increasing private sector investment in growth-enhancing activities, through targeted support for small and medium-sized businesses to undertake new-to-firm innovation, adopt productivity-enhancing, energy efficient and low carbon technologies and techniques, and start or grow their exports

Should your application be successful, we will monitor your project against the relevant outputs and outcomes related to the specific UK Government interventions. This detail will be included in the grant offer letter. For further information please see the [UK Government Shared Prosperity Fund Prospectus](#)

2.0 WHAT CAN IT FUND:

The UKSPF Tourism Attraction Capital Grant will fund:

- Internal building works that enhance or safeguard the business / building,
- External works which positively impact upon the services of the business,
- Equipment purchases

Ineligible Expenditure:

- Any form of revenue costs,
- Costs to purchase buildings, land or vehicles
- Hire Purchase/Lease Purchases
- Costs such as rent, rates, admin, vehicles; cost of works being carried out as a legal statutory requirement
- Costs that relate to normal running expenses,
- Contingency costs & Utilities
- Statutory procedures such as planning permission or building regulations,
- Equipment / items that have a one-off annual use or are deemed to be seasonal,
- Retrospective costs i.e. costs for works or equipment that has already been undertaken,
- VAT
- Staff costs/Marketing/Events

3.0 WHO CAN APPLY:

You can apply for the UKSPF Tourism Attraction Capital Grant if your organisation:

- Is a Tourism Attraction based and registered in Merthyr Tydfil and has been trading commercially for 12 months or more

You are not eligible for the UKSPF Tourism Attraction Capital Grant if:

- You are not a Tourism Attraction as defined in Section 6.0 of this guidance
- You are an un-constituted social business / group,
- You are a social business / group without an organisational bank account,
- The organisation/applicant has any financial arrears with the Council.

4.0 HOW MUCH CAN I APPLY FOR:

The grant will fund up to 90% of eligible total project costs up to a maximum of £20,000.

5.0 FUNDING TIMESCALES:

Activity	Timeframe/Deadline
Grant Schemes Open	8th March 2024
Application Deadline	5pm 3rd May 2024
Decision to applicants	31st May 2024
Monitoring & Engagement	June – December 2024
Final Monitoring & Grant closure	18th December 2024

6.0 FURTHER INFORMATION:

Prior to the deadline you will need to submit a fully completed application form with all the required supporting information specified in the applications checklist.

Please note: partially completed applications will not be assessed, therefore, please ensure that you complete all sections of the application form and submit all necessary documents.

Tourism Attraction Definition¹ :

“...The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education, rather than being primarily a retail outlet or a venue for sporting, music, theatrical or film performances. It must be open to the public without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be receiving revenue directly from the visitors.”

If your business is primarily an entertainment venue e.g. Public House/Club, please see the “UKSPF Private Sector Grant for Business” application and guidance.

If not already achieved, all successful applications will be expected to be working towards attaining [The Visitor Attraction Quality Assurance Scheme \(VAQAS\)](#) status. Evidence of this may be requested.

For capital works worth over £5,000, a minimum of three quotes will be required which should be submitted along with the application and other supporting documentation. The quotes must be based on the same specification. We will also ask for evidence of match funding. If the application is worth less than £5,000 in total, then one written quote is sufficient.

It is advised that Building Control and/or Planning permissions and any relevant licences are applied for in advance of submitting this application. A food hygiene rating of 3 or above will be required for relevant businesses. You will also be asked for a current Business Plan/Project Plan. Should you need a template to complete, please contact economic.development@merthyr.gov.uk.

Grants will not be offered or paid if the business or applicant is in arrears with any payment to the Local Authority. Checks will be made as required.

Grant money will be paid by BACS into the business bank account after receipt of original paid invoices and corresponding bank statements or, in circumstances based on a business case assessment, on receipt of invoice or valid quotation.

All projects will need to be complete by the 18th December 2024 with all evidence of spend submitted.

We will accept all applications and documentation via email. Please submit your application to economic.development@merthyr.gov.uk.

Please also note that the submission of an application does not guarantee funding.

Should you have any queries please contact economic.development@merthyr.gov.uk in the first instance.

7.0 SHORTLISTING & ASSESSMENT CRITERIA:

Your application will be subject to an initial validation check to ensure you have submitted all the correct information. In addition, each organisation / business will go through a due diligence check as part of our

¹ As agreed by the four National Tourist Boards and used in “Visits to Tourist Attractions in Wales 2021 - Report for Visit Wales”, Strategic Research and Insights Team, Welsh Government

grant condition processes.

The second phase of assessment will see each application being assessed by a chosen specialist panel set against the following criteria:

- Value for Money
- Job Creation/Safeguarding
- Socio-economic Impact
- Project Outcomes
- Need
- Sustainability / Longevity of the Project / Works
- Project Timeframe

Should you have any queries, please contact the Enterprise Team via
economic.development@merthyr.gov.uk

LEVELLING UP — **FFYNIANT BRO**