

**Kickstarting Tourism Grants – Interventions in Scope**

Please note that the Kickstarting Tourism grants can only be awarded to projects that **directly relate to the impact of Covid-19 on the business**. Grant applications that do not sufficiently demonstrate how the proposed project helps to directly assist with an impact(s) on the business will be rejected. Please see below some eligible types of activity for these grants – note that the list is not exhaustive.

**Types of Specialist Advice & Support in Scope**

<b><u>Legal</u></b>	<b><u>Financial &amp; Accountancy</u></b>	<b><u>Human Resources</u></b>	<b><u>Health &amp; Safety</u></b>
Working with a legal professional to: <ul style="list-style-type: none"> <li>• Develop new supplier or customer contracts or T&amp;Cs</li> <li>• To restructure the business/company</li> <li>• Get help with the intellectual property of new products or services (but NOT R&amp;D costs)</li> </ul>	Working with an accountant/financial advisor to: <ul style="list-style-type: none"> <li>• To review business finances</li> <li>• To restructure debt</li> <li>• To create financial forecasts</li> <li>• To explore cost control (overhead reduction)</li> <li>• To prepare an application for additional funding (i.e. to become investment ready)</li> <li>• To create management information routines and systems</li> </ul>	Working with an HR specialist to: <ul style="list-style-type: none"> <li>• Work on a workforce restructuring project to retain staff</li> <li>• Redeploy staff</li> <li>• Review contracts of employment with a view to retaining and redeploying staff</li> <li>• Develop a return to work/'reboarding' strategy and policy for staff returning to the workplace after furlough/home working</li> </ul>	Working with a Health & Safety consultant to: <ul style="list-style-type: none"> <li>• Help make your business premises 'Covid-19 Secure'</li> <li>• Develop a workplace management plan for staff returning to work</li> <li>• Develop a safe and secure plan for welcoming customers onto your business premises.</li> </ul>
<b><u>IT &amp; Digital</u></b>	<b><u>Sales &amp; Marketing</u></b>	<b><u>Business Coaching, Mentoring &amp; Networking</u></b>	<b><u>Innovative Service Delivery &amp; Diversification</u></b>
Working with an IT or Digital Specialist/Consultant to: <ul style="list-style-type: none"> <li>• Review digital technology solutions to Covid-19</li> </ul>	Working with a consultant to: <ul style="list-style-type: none"> <li>• Create a marketing plan</li> <li>• Network with other local businesses to develop a</li> </ul>	Working with a business coach, mentor or join a network to: <ul style="list-style-type: none"> <li>• Review and revise your business plan</li> </ul>	<ul style="list-style-type: none"> <li>• Providing your products &amp; services in a socially distanced society</li> <li>• New ways to deliver events</li> </ul>



<p>related issues</p> <ul style="list-style-type: none"> <li>• Review and implement IT software or an app</li> <li>• Review and implement enhance cyber security measures</li> </ul>	<p>‘packaged’ offer to visitors</p> <ul style="list-style-type: none"> <li>• Undertake new market research and support to diversify</li> <li>• Undergo a brand and PR review</li> <li>• Copywriting and content develop to aid post-Covid sales</li> <li>• Develop video content</li> </ul>	<ul style="list-style-type: none"> <li>• Carry out market research</li> <li>• Plan for the short, medium or long term</li> <li>• Be coached on how to successfully run a business in the ‘new normal’</li> <li>• Develop a business strategy to safeguard existing, or access new markets</li> </ul>	<p>&amp; festivals that are critical to the visitor experience</p> <ul style="list-style-type: none"> <li>• Quality certification for new products and services to maintain business operations/to trade during social distancing</li> <li>• Products or service design &amp; development consultancy (but NOT R&amp;D costs)</li> <li>• Identify more productive ways of working in a socially distanced economy</li> <li>• Create a plan to deliver the same level of service with less staff on the premises</li> </ul>
--	---	--	--

**Types of Specialist (Minor) Equipment and Technology in Scope**

*All of the below must be new to the business and must have directly arisen from Covid-19 in order to obtain grant support*

<b><u>Business Continuity</u></b>	<b><u>Diversification</u></b>	<b><u>Digital Tools</u></b>	
<ul style="list-style-type: none"> <li>• Audio equipment</li> <li>• Cameras and drones</li> <li>• IT backup systems</li> <li>• Cyber Security (software)</li> <li>• Digitisation of factory/production shopfloor</li> <li>• Battery storage (as</li> </ul>	<ul style="list-style-type: none"> <li>• Equipment to open and provide a service in the off-season (i.e. a seaside B&amp;B opening over the winter)</li> <li>• Tooling and jigs (to enable manufacture of new product development)</li> </ul>	<ul style="list-style-type: none"> <li>• Website/booking technology support</li> <li>• Yield Management Software</li> <li>• Optimisation software/programmes</li> <li>• Website development consultancy</li> <li>• Online marketing and service delivery</li> </ul>	

<p>emergency power backup due to new Covid services or products</p> <ul style="list-style-type: none"> <li>• Materials handling equipment (fixed assets not disposable equipment)</li> <li>• Production controls (to enable production line to be better controlled to accommodate lower volume of through put due to social distancing)</li> <li>• Line cameras</li> <li>• Storage racking (to aid supply chain disruption and low process flow)</li> <li>• LEAN implementation equipment</li> </ul>		<p>implementation</p> <ul style="list-style-type: none"> <li>• Using social media as a sales platform</li> <li>• Website build for e-commerce</li> <li>• CRM Systems</li> <li>• Cloud based storage</li> <li>• Virtual Reality services</li> <li>• App development for sales or service provision</li> <li>• New product design or manufacturing software (arising from diversification)</li> </ul>	
---	--	---	--

*Please note that the interventions in scope listed above are not exhaustive. Proposals for grant funded projects should be discussed with the Growth Hub Business Advisor in the first instance, with enquiries escalated to the Business Growth Scheme Programme Team where required.*