

Discover England Fund - Year 1 Criteria



Criteria	Explanation	Weighting %
<p>1. A clear challenge is identified and a high quality, customer-centric solution in one of the four Project Categories is proposed.</p>	<p>Rationale and evidence for the product being proposed and the international markets/customers being targeted (<i>if unknown, the project will fall into market/product testing category</i>) A clear plan is proposed to ensure the product is bookable and can be distributed, marketed and promoted to the customer Demonstrate how the project fits across one or more of the four categories of product-testing; problem-solving; amplification; new product The project is highly innovative, testing new technologies, techniques and/or business models</p>	<p>40%</p>
<p>2. Outcomes and impacts are planned which produce lessons that can be shared across the tourism industry to stimulate and inform future product development.</p>	<p>Specific benefits and potential impacts should be identified that are additional or incremental i.e. not business as usual. If a project is from a single organisation it must clearly demonstrate broader applicability and impact Year 1 of the Discover England Fund is about testing and trialling new concepts and approaches to product development and projects should demonstrate how they will build knowledge and share learning widely across the tourism industry</p>	<p>30%</p>
<p>3. A clear case is made for public funding and the project partners can demonstrate their contribution.</p>	<p>Clearly identify the amount of public funding required up to £250k, why the project needs it and how this represents value for money. If a higher level is required a strong case for this additional investment will need to be made. We expect you to contribute at least 20% of the project's value and those which can contribute more will be regarded favourably Identify who is involved and demonstrate that they bring assets and skills to the project Evidence of state aid, risk assessment and other legislation and compliance as appropriate e.g. procurement, EU package travel regulations</p>	<p>15%</p>
<p>4. The project can move quickly from development to delivery. Support from key stakeholders should be identified and demonstrated.</p>	<p>Clearly describe what will be delivered and when to 31 March 2017 Highlight strong project management arrangements and track record of delivery Demonstrate wider stakeholder support that will support project delivery</p>	<p>15%</p>