



**APPLICATION FORM TO APPLY TO
THE INVERNESS COMMON GOOD FUND FOR FUNDING**

Applicant organisation:	Visit Inverness Loch Ness	
Project title:	Business Tourism	
Project location (inc. postcode):	Visit Inverness and Loch Ness	
Contact name:	[REDACTED]	
Applicant Address (inc. postcode):	Wasps, Midmills Bldg, Stephens St, Inverness IV2 3JP	
Email address:	[REDACTED]	
Contact telephone:	[REDACTED]	
Organisation Website:	https://www.visitinvernesslochness.com/	
Council Ward: (check guidance for link)	Inverness	
Does the main contact have any communication needs? E.g., textphone, sign language, large print?		
Yes		No <input checked="" type="checkbox"/>

What type of organisation are you? (Please tick all that apply)

Third Sector (voluntary or community) organisation	Community Council	
Registered Charity If yes – Registration number	Company Limited by Guarantee If yes – Company Number SC474489	<input checked="" type="checkbox"/>
Other - please specify		

Amount applied for £20,000	
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Start date of project:	April 1 st 2025
End date of project:	31 st March 2024

Project summary – please provide a brief outline of your project and the outcomes it will deliver. example:

- *Aims of the project and how you are going to do it*
- *Is this a new project/service or an additional activity to an existing project or service?*
- *Help with running costs or for a specific project or activity?*
- *Please include details of how you know there is a need for this project*
- *Who will benefit? It is important to state in your application how your project will benefit the citizens of the City of Inverness*

Please note that the Council (ICGF) will be unable to provide any resources towards activities/items not specified on this form or supporting information

Attracting conferences and events is very positive for the area but this can only be successful by attracting conferences and events in the first place. Using a holistic approach, the Destination and business development manager will both attract and attend events, conferences and meeting to the region.

The benefit of applying for funding for business and incentive travel will be for the entire Inverness area and businesses within such as accommodation providers, venues with function spaces, transport providers, food and beverage outlets, local attractions and activity companies.

This is an opportunity to increase the awareness of Inverness as a go-to destination for Business Tourism and success would give us all a great story to tell. We will encourage all types of events with no barriers to any group.

This will include conference, meetings, conventions, incentive travel and sporting events – not just general tourism

Target business sectors:

1. Incentive Travel Buyers
2. Associations
3. Meeting Planners
4. Conference Planners

Target Markets:

1. North America
2. UK & Ireland – direct flight access (esp. London, Manchester, Dublin)
3. Europe
4. Asia – (esp. China)

We will do this by attending and supporting;

- Occasional trade show attendance both virtual and in person live events
- Increase awareness of Business Tourism opportunities in the area
- Support potential buyers with venue visits, proposals and funding applications
- Look for new business opportunities

Target Business	Event	Target Market
Incentive Travel Buyers	Visit Connect Scotland World Travel Market attendance Famtastic events – multiple Global Incentive Summit	Global Global Global Global/ North America
Associations	Bringing Fam Trips and incentive buyers to Highlands, SITE Scotland local showcases Membership to UK Inbound	Global Global
Meeting Planners	Visit Connect	Global
Conference Planners	Conference and Hospitality Show, Birmingham	UK market

Events coming to the city:

- DTTT Conference – October <https://www.thinkdigital.travel/campus/home> - The finances will be venue, catering and other key aspects related to the in-destination delivery of the event. **£5K estimated**
- UKInbound Conference (Possibly now Feb 2026 TBC) which will be a considerable amount – will need to be a separate application
- UKInbound Discover Programme – February 2025 – Applications are now in for £5K from Common Good and also HIE – expected to cost around £16-20K
<https://www.ukinbound.org/events/discover-inverness/>
- Visit Britain Fam Trip – Jan 27th 2025 – No cost to us at this point other than staff time
- Visit Scotland North of England Fam Trip – confirmed as Feb 23-25 2025 – Transport will need to be paid for so expect around **£1k** for this
- Possible Youth Summit conference in October 2025 TBC – Around £1k estimated for this, all TBC so not applying for funding at this point

Familiarization trips can be organized at any point in the year and where possible, we would like these in the shoulder months. We seek a pot of funding to enable this to happen as and when. A pot of around £10,000 would be a fantastic starting point for this.

Visit Inverness Loch Ness Business Plan strives to;

- Continue to work with members to retain existing Business Events, whilst identifying and developing new opportunities for the growth of conferencing and business events in the area
- To work with our members in highlighting the benefits of working with the Travel Trade and ensuring they are equipped to make the most of the opportunities available
- To respond to enquiries and provide support with proposals, contacts and funding options

To promote the area as a location for television, movies & media. Assist with location finding/suggestions. Facilitate contact with local authority and landowners regarding approvals

By attending the proposed events, and bringing the proposed events to the destination, we are working towards these aims by;

- Representing businesses globally offering more opportunities for growth and creating new business relationships
- Bringing more business to the area itself, with fewer visits outwith the destination compared to previous years – focusing on who we can bring here and when
- Ensuring businesses that are travel trade ready are promoted as much as possible at travel trade shows
- Ensuring facilities on offer are promoted at shows we attend representing the destination
- Showcasing that Inverness is a fantastic conference location for organisations, and that with a little creative thinking, it could be just the location they have been looking for

With DTTT and UK Inbound conference already in the planning stages, we are confident we can bring more conferences, business events and familiarisation trips to the area. Fam trips – Visit Britain Brazilian, Visit Scotland North of England and UK Inbound Discover, are already planned before March, with more to come throughout the year, really focusing on out of season.

For 2024/2025 overview of business tourism expenditure, please see the dedicated sheet.

Please give a summary of expected outcomes from your project.

Please include details:

- *How your project will continue beyond the period of ICGF support?*
- *How your project or activity will help the Council to meet its Public Sector Equality Duty?*
- *Will your project make a contribution towards the promotion of the Gaelic language?*
- ***Please Note*** *you will be expected to submit an Evaluation Report (a form will be supplied) at the conclusion of your project and prior to the payment of the final instalment of grant.*
- ***Please Note*** *If successful your grant will be valid for a period of six months from the date of the letter confirming Project Funding your award. Extensions can be applied for in writing if made within the period of validity.*

The project on business events is hugely beneficial for local, economic growth and we will always strive to increase business to the area and economy within it. As laid out in the plans, we aim to cover different target markets to be able to represent the business sectors and represent our membership at Visit Inverness Loch Ness plus wider business. This includes accommodation, food and drink tourism, adventure tourism, conference and activity companies.

PROJECT COSTS

Please provide a breakdown of how much your activities/project will cost splitting between revenue and capital expenditure.		Amount (£)
Please Note grant recipients are expected to provide evidence of value for money.		
Events to attend (see above)		£14,000
Destination development events		£6,000
Pot for all incoming Familiarization Trips		£10,000
	Total Project Cost	£30,000

PROJECT FUNDING

How will the project be funded? (What other organisations have you applied to?)	Amount (£)	Confirmed
Visit Inverness Loch Ness	10,000	Yes
	Total Match Funding	10,000
Total Inverness Common Good Fund Funding Requested	20,000	
Own Contribution		
Total Project Funding	30,000	

If there is a shortfall in funding, how do you propose to fund it?

We are hopeful to apply for external funding with HIE. Members may also be expected to pay towards familiarisation trips within the region, as we do not have the cash to support.

About your Organisation

When did your Organisation start?	2014
What geographic area does your organisation cover? Please note the Inverness Common Good Fund can only help with projects that bring direct benefit to the citizens of Inverness.	Inverness and Loch Ness
What communities of interest (e.g. Young people, people with disabilities, people with an ethnic minority background etc.) does your organisation cover?	Inclusive to all
Is there a restriction on who can join your organisation? If yes please give details.	No
Has your organisation received any funding from the Inverness Common Good Fund over the last 3 years. If yes please give details of when/what for/how much.	Yes - business events £20K each year Food and drink tourism – £10k for 2 years
Has your organisation received any other funding from the Highland Council or any Common Good Fund over the last 3 years? If yes please give details of when/what for/how much.	