

**APPLICATION GUIDANCE NOTES**

Applicants should note this is a competitive application process and demand is expected to be high.

Please ensure you provide complete and comprehensive answers to all the questions.

Applications will be assessed on the following 2 parts:

***Part 1. Eligibility Essential Criteria***

- 1: The Tourism Business must be based in and operate within the Causeway Coast and Glens Borough Council area
- 2: Business must be operational for at least six months.
- 3: Type of business is either:
  - chargeable visitor experience
  - visitor attraction
  - outdoor/indoor activity
  - an accommodation provider (*registered with TNi unless the type of accommodation does not require registration*).
  - a food/ drink establishment offering a sit in/sit out dining or drinking experience
- 4: Business must employ less than 50 employees.
- 5: Businesses must be registered with [We are Good to Go](#) or commit to registering as part of the programme
6. Businesses must agree that any marketing content developed can also be used for collaborative marketing of the destination through Visit Causeway Coast and Glens marketing channels and collateral.

***Part 2. Award Criteria***

Applications will be evaluated against the following criteria and associated weightings.

***1. Unique, authentic or different product offering for domestic and international visitors.***

Provide evidence of a strong product offering that appeals to all visitors.

WEIGHTING 40%

## **2. Marketing activity**

Current marketing activity for the business described and target audience described.

Information on market segments can be found here

<https://www.causewaycoastandglens.gov.uk/work/tourism-trade-support/marketing-your-business/know-your-customer>

WEIGHTING 15%

## **3. Business growth & contribution to CCAG Tourism industry**

*Show that the owner is interested in growing the business in the future and adding value to the current CCAG tourism industry. Provide evidence of long-term ambition for the business and potential for job creation in the next 3 years.*

WEIGHTING 45%

TOTAL 100%

The following indicators will be used to assess the quality criteria as set out above:

Score Indicator

- Failed to address the questions.
- An unacceptable response with serious reservations. Limited detail provided.
- A response with reservations. Lacks convincing detail.
- The response generally meets the criteria but lacks sufficient detail to warrant a higher mark.
- A good response that meets the criteria with good supporting evidence. Demonstrates good understanding.
- Excellent response that meets the criteria with detailed supporting evidence and no weaknesses.

QUERIES

If you have any questions or queries regarding your application, please contact our Tourism Engagement Officers on [engagement@causewaycoastandglens.gov.uk](mailto:engagement@causewaycoastandglens.gov.uk) by **5pm Thursday, 14th October**, to allow us time to respond to your query before the deadline.

## **SUBMISSION DETAILS**

**Closing date for completed online application forms is 5pm on Monday, 18<sup>th</sup> October 2021.**

Late applications will not be considered.

## Tourism Excellence Programme Content

This will be delivered through Council's Alchemy business mentoring programme.



### **Stage 1: Reviewing Your Business Strategy**

This stage will cover:

- **Introductory Workshop (Group session)**

Setting the context. Meet your mentors and fellow participants, learn more about the programme and proposed schedule followed by Q&A session.

- **Mentoring (one-to-one sessions)**

How do we anticipate the 2022 season and beyond will look? Target markets, segments and pricing for the future.

- Support to rethink your business strategy including a financial audit
- Support to identify target markets and segments for 2022 and beyond
- Support to appropriately price for these new markets
- Audit of your digital presence including website and social media channels
- Receive digital mentoring in areas relevant to your business

### **Stage 2: Generating your Marketing Content for 2022 and bringing your story to life**

This stage will cover:

- **Workshop 1 (Group session)**

- Introduction to the Embrace a Giant Spirit brand, experiential tourism and other useful insights from Tourism NI

- **Workshop 2 (Group session)**

- Mobile Phone Photography & Videography Masterclass – learn how to create future video footage and images for social media content plans

- **Mentoring (one-to-one sessions)**

- Craft and draft your business brand story;
- Guidance on developing the content you need for your business website, discovernorthernireland.com, visitcausewaycoastandglens.com, social media, press and promotional material with a sales focus.
- Producing marketing materials (depending on need identified at Stage 1) – for example: short video and/or photography for promotional use



*This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.*