

# REVI-VE

South East Visitor Economy Fund

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# B2B DIGITAL TOOLKIT

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FUNDED BY  
SOUTH EAST  
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# 01

## INTRODUCTION

This toolkit has been designed to help business support organisations and local authority partners within the SELEP region to disseminate information about the **Revi-VE Grant Programme** to businesses operating in the visitor economy. The aim is to reach as many eligible businesses as possible but as we expect demand for this funding to be high, we also need to manage expectations and signpost to alternative support and funding where relevant.

The Revi-VE fund is delivered by a consortium of visitor economy partners across the South East (Visit Kent, Southend-on-Sea Borough Council, Visit Essex, Sussex Modern, East Sussex County Council). It is part of a wider package of **COVID-19 Recovery programmes**, funded by the 15.00 on 1st July 2021.

# 02

# NEWSLETTER CONTENT

*TEXT FOR NEWSLETTER BELOW, PLEASE COPY AND PASTE TO USE*

Subject line: Do you need to make adaptations to your business?

The **Revi-VE grant fund** is offering small 100% grants of between £1,000 - £3,000 to visitor economy businesses that need to adapt their offering as a result of COVID-19 and changed market conditions.

The fund will open for applications on 15th July and is part of a wider package of South East Local Enterprise Partnership (SELEP) **COVID-19 Recovery programmes**. The Revi-VE programme is designed to support innovation and deliver long-term resilience in the hard-hit visitor economy and will be delivered by a consortium of partners across the South East (Visit Kent, Southend-on-Sea Borough Council, Visit Essex, Sussex Modern, East Sussex County Council).

## **What can the funding be spent on?**

The grants should be for purchasing of tools, equipment, software and trading approaches that are essential for the business to adapt or diversify its visitor economy offering or help it to reach new visitor markets. This could include adaptations to increase capacity or changes to operations to improve consumer confidence. It could also help to develop a new product or service which capitalises on changing consumer trends to generate a new revenue stream.

## **Examples of the types of projects that would be considered for this funding include:**

- Online booking software
- Equipment or investment needed to deliver a new visitor experience which responds to a new trend
- Investment in outdoor spaces to increase capacity or offer all-weather areas
- Technology for contactless check-in
- Equipment to deliver hybrid events
- Creation of virtual tours or venue show-rounds
- Expenditure should not be for business-as-usual costs or associated with implementing legally-required social distancing or hygiene measures.

## **Who can apply?**

This fund is targeted at hard-hit businesses within the visitor economy that need support to make adaptations to their business model or operations in response to COVID-19 and that meet certain criteria.

- Micro, small or medium enterprises in the SELEP region (East Sussex, Essex, Kent, Medway, Southend and Thurrock).
- Businesses operating primarily within the visitor economy including tourism, culture, leisure, events or hospitality. This includes groups of businesses who missed out on previous government grants such as event organisers, tour operators, key supply chains and businesses without premises.
- Viable businesses that have been heavily impacted by COVID-19 that have innovative ideas that will help to protect jobs in the visitor economy.
- Businesses with project ideas that will help transition into the recovery phase and build resilience through innovative solutions and business adaptations.

**Applications will be open from 15th July 2021 - 23.59pm 18th July 2021.**

We anticipate that demand for these grants will be much higher than the total number available. Before starting your application, please check the eligibility criteria to ensure that this fund is the right fit for your business.

[Click here](#) to find full eligibility criteria and details on how to apply.

[click here to download the newsletter header](#)



# 03

## WEBSITE PAGE CONTENT

*TEXT FOR WEBSITE BELOW, PLEASE COPY AND PASTE TO USE*

The Revi-VE grant fund is offering small 100% grants of between £1,000 - £3,000 to visitor economy businesses. The fund is designed to inject businesses with the financial investment they need to respond to the changed market conditions through innovation and deliver long-term resilience.

This fund is targeted at hard-hit businesses within the visitor economy that need support to make adaptations to their business model or operations in response to COVID-19 and meet certain criteria.

- Micro, small or medium enterprises in the SELEP region (East Sussex, Essex, Kent, Medway, Southend and Thurrock).
- Businesses operating primarily within the visitor economy including tourism, culture, leisure, events or hospitality. This includes groups of businesses who missed out on previous government grants such as event organisers, tour operators, key supply chains and businesses without premises.
- Viable businesses that have been heavily impacted by COVID-19 with innovative ideas that will help to protect jobs in the visitor economy.
- Businesses with project ideas that will help transition into the recovery phase and build resilience through innovative solutions and business adaptations.
- Please note that as the focus is on innovation, expenditure should not be for business-as-usual costs or associated with implementing legally required social distancing or hygiene measures.

**Applications will be open from 09.00AM 15th July 2021 to 23.59PM 18th July 2021.**

We anticipate that demand for these grants will be much higher than the total number available. Before starting your application, please check the eligibility criteria to ensure that this fund is the right fit for your business.

**[Click here](#) to find full eligibility criteria and details on how to apply.**

The Revi-VE grant is delivered by a consortium of visitor economy partners across the South East (Visit Kent, Southend-on-Sea Borough Council, Visit Essex, Sussex Modern, East Sussex County Council). It is part of a wider package of [COVID-19 Recovery programmes](#), funded by the South East Local Enterprise Partnership (SELEP), investing directly in those areas across the South East most affected by the pandemic.

**[click here to download the logos](#)** 

# 04

# SOCIAL MEDIA CONTENT

## APPLICATIONS OPEN 15TH JULY:

- Are you a tourism or hospitality business seeking to adapt in a post-COVID world? Applications for the Revive Business Grant could secure you between £1k-3k to help keep your business resilient and successful. Applications open 15th July: (LINK)
- Calling all businesses across the South East! Find out more about the new Revi-VE Business Grant supporting organisations to adapt and diversify if you've been heavily impacted by COVID-19.
- If you're looking to adapt your business in a post-COVID world and move to online events and pre-booking, see if your business is eligible for the Revi-VE Business Grant Fund, supporting businesses adapt and innovate to the needs of today. Applications open 15th July: (LINK)
- Boggled by online booking? Need help going contactless? Apply for the Revi-VE Business Grant Fund now and get up to £3k to help adapt your business to the needs of today. Find out more here: (LINK)
- Looking to develop your business for the needs of a post-COVID world? Find out more about the Revi-VE Business Support Grant. Applications open 15th July:

## APPLICATIONS OPEN NOW:

- Are you a business in the visitor economy sector? Has your business been heavily impacted by COVID-19 and you're looking to adapt to new market conditions? Apply for the Revi-VE Business Grant (LINK) NOW and you could secure up to £3k to help your business diversify:
- Contactless check-in, online pre-booking and virtual tours will be an essential part of the tourism and hospitality experience going forward. Make sure your business is ready by applying for the Revi-VE Business Support Grant NOW: (LINK)
- Now is the crucial time to adapt and diversify your business for the future. Find out more about securing a Revi-VE Business Grant to ensure your business is ready for the needs of a virtual world (LINK)
- From investing in outdoor spaces to the ability to take your experiences virtual, if you're an events business looking to adapt to the current climate then find out more about the Revi-VE Business Support Grant and see if you're eligible to secure up to £3k to help: (LINK)
- Ensure your business is resilient against the challenges of a post-COVID world. Apply for the Revi-VE Business Support Grant and secure up to £3k to help guarantee your businesses place in a contactless, virtual world.

## HASHTAGS:

**#SouthEastRecoveryFunds**

**#Growth**

**#LocalRecovery**

**#LEPs**

**[click here to download social assets](#)**



# 05

## PRESENTATION SLIDES

*PLEASE SAVE AND USE OR ADAPT THIS PRESENTATION*

[click here to download presentation slides](#)



# 06

## PRESS RELEASE

[click here to download the full press release](#)

