

The Shared Island Tourism Brand Collaboration Project - The Coast-to-Coast Capital Investment Scheme 2024

This scheme document details the eligibility criteria and conditions for the Northern Ireland element of the Coast-to-Coast Capital Investment Scheme 2024 (the Scheme).

The Northern Ireland element of the Scheme was made under section 10(1) of the Subsidy Control Act 2022 on 18 November 2024¹.

The Subsidy Scheme details are available on the UK Subsidy Control Database via the link below:

<https://searchforuksubsidies.beis.gov.uk/scheme/?scheme=SC11218>

Purpose of the scheme

The strategic policy objectives of the Scheme are to:

- i. Develop and maintain employment in the North-West, North Coast and North-Eastern regions of Northern Ireland; and
- ii. Contribute to the economic and social development of the North-West, North Coast and North-Eastern regions of Northern Ireland, which are peripheral and economically disadvantaged regions of the UK.

Budget of the scheme

The anticipated budget for the Scheme is £2.5 million. Of this total fund, £1.27 million is available to support eligible projects in Northern Ireland.

Conditions of the scheme

The Scheme is a competitive capital investment scheme and is open to applicants from the public, private and community/voluntary sectors that meet the eligibility criteria.

Applications are invited from applicants, as summarised in the table below.

Public Sector	Private Sector	Community/Voluntary Sector
<ul style="list-style-type: none">Local AuthoritiesSemi-State BodiesOther public bodies established to operate facilities on behalf of the public sector including commercial and non-commercial entities	<ul style="list-style-type: none">Private CompaniesPrivate IndividualsOther Legal Entities	<ul style="list-style-type: none">Community/Voluntary GroupsCharities

¹ The Ireland element of the Scheme complies with the EU's general de minimis Regulation.

Applications are invited from existing visitor attractions and experiences that meet the following three core criteria:

- (i) Have been operating (open to visitors) since 1 March 2023;
- (ii) Open and operational to the public full time (5 days per week, including weekends) for a minimum of 5 months of the year; and
- (iii) Employ a minimum of two full time employees.

Applicant project proposals must relate to the development of interpretation/similar that

- (i) significantly enhances the visitor experience at the existing visitor attraction;
- (ii) offers foreign language provision in a minimum of two foreign languages (in addition to English); and
- (iii) contributes to the Scheme's aims, objectives and priorities.

Eligible Project Types - The Scheme has been designed specifically for interpretative improvements at existing visitor attractions and experiences located in the eligible target areas in Ireland and Northern Ireland.

Areas of eligible expenditure include:

- Interpretation planning and delivery including hardware design, manufacture, and installation;
- Construction Costs directly attributable to the delivery of Interpretation; and
- External Consultants including Project Management for the delivery of the programme of works (salaried staff costs are excluded).

In addition, it is noted that expenditure on the development of retail and food and beverage facilities is considered as eligible where it is not the main part of the project being funded but rather supports and underpins the overall viability and sustainability of the attraction and visitor experience. This may result in the eligible expenditure on retail and/or food and beverage facilities being capped. Applicants will also be required to demonstrate this will not result in displacement.

The Scheme involves a two-stage application process, as follows:

Stage 1 - Expression of Interest (Project Idea). The purpose of this Stage and the Expression of Interest Form is to allow applicants to demonstrate that they meet the eligibility criteria to apply fully to the Scheme and that the proposed project is eligible and in accordance with the Scheme's aims, objectives and priorities.

Stage 2 - Application Form (The Project). The second (and final) step in the application process requires the submission of a fully completed Stage 2 (The Project) Application Form.

Form and calculation of the subsidy

The minimum investment grant value for any one project under this scheme is £40,000. The maximum investment grant value for any one project is £250,000. The maximum

investment grant rate for all applicants across the public, private and community/voluntary sectors will not exceed 80% of eligible capital expenditure.

Applicants are required to have the necessary match funding to enable the development and delivery of proposed projects.

Duration of the scheme

The first letters of offer are due to issue on 1 September 2025.

No subsidies will be awarded after 31 December 2028.