

Sustainable Tourism Accommodation Development Accelerator Programme

Project Concept Form

The overall aim of the Accelerator Programme is to help facilitate a pipeline of new sustainable tourism accommodation development that demonstrates the Sustainable Tourism Accommodation Design Guide principles and supports delivery of the National Forest 25-year vision and the National Forest brand. The objectives of the programme are:

- To broaden the offer and increase the supply of sustainable tourism accommodation within the National Forest which will meet demand identified through recent studies and unlock the potential supply identified through the National Forest Company's (NFC's) engagement work.
- To support landowners to further develop their ideas and plans to develop new sustainable tourism accommodation, either through new construction, retrofitting or renovation of redundant buildings.
- To promote the economic, social, and environmental benefits of the Sustainable Tourism Accommodation Design Guide to landowners, and support them to demonstrate the principles of the Guide within their development plans.
- To work with landowners to strengthen their business plans and increase the viability of the development in preparation for submitting planning applications.

The Accelerator Programme will provide flexible and tailored advice and support; via e-mail, phone or through one of our appointed specialist advisors who will visit on site and help develop ideas in line with the principles outlined in the Design Guide. Grants will also be available to support projects that are ready to undertake full feasibility and business case development.

Please complete this Project Concept Form to enable us to assess your development proposal and provide the right support and advice. We expect it to take around 30-45 mins to complete the form once you have all the necessary information about your tourist accommodation development proposal.

A. Applicant details

To save this document; in Acrobat, use File/Save As, or in a web browser, look for the relevant icon in the top right hand corner. E.g. Edge has a 'save' icon, while on Chrome you select the 'printer' icon and then change the Destination from a printer to 'save as PDF'. Please send your completed file by email to tourism@nationalforest.org

1. About You

First name		Last name	
Address			
Postcode			
Contact telephone number			
Email			

2. How are you applying to join the Sustainable Tourism Accommodation Development Accelerator Programme?

Alone			
Partner		If checked, name of partner	
Group		If checked, name of group	
Other		If Other, please add details	

B. Business details

3. Are you a new business or enterprise?

Yes

No

4. Which of the following best represents the legal status of your business/organisation?

5. What is your business/organisation size?

A micro-enterprise employs ten people or fewer and has an annual turnover under €2 million.

A small business employs between 10-49 people and has an annual turnover under €10 million.

A medium-sized business employs between 50 - 249 people and has a turnover of under €50 million.

A large business employs more than 250 people and has an annual turnover over €50 million.

6. How many employees are there (Full-Time Equivalent (FTE))?

7. Which option best describes your business activity?

8. Enter the registration numbers that apply to your business/organisation

(Some or all might not apply to your business/organisation, if so please enter "NA")

Companies House Company Registration Number
Registered Charity Number
VAT Registration Number

9. Complete the responses below with information from the most recent financial accounts for your business/organisation (New businesses leave this section blank)

Business financial year end date
Annual turnover (£)
Balance sheet total (£)

10. Are you or your business linked to any other business?

Yes

No

If 'Yes', please provide details of the linked business(es) including details of the number of employees, turnover and net assets.

Number	Name of business	How is the business linked	Total FTEs (Full Time Equivalent) in linked business	Turnover of linked business (£)	Balance sheet total of linked business (£)
1					
2					
3					
4					

C. Agent's details

11. Is an agent, consultant or business manager completing this Project Concept Form on behalf of the applicant/business?

Yes

No

If 'Yes', please provide the agent, consultant or business manager's details below:

Title		First Name		Last name	
Agent's business name					
Agent's business address					
Agent's business postcode					
Email address					
Contact telephone number					

D. Project details

12. What is the current status of the development proposal?

13. What are the main reasons as to why you want to develop tourist accommodation? (Tick all that apply)

Diversify core business, create new revenue stream
Job creation
Reuse redundant buildings
Repurpose land
Develop asset value
Participate in domestic tourism
Improve sustainability
Other personal interest – please state

14. Do you have any previous development or tourism experience?

Yes

No

If 'Yes' please provide more information

15. Please provide the location details of the proposed development site

To find the Latitude and Longitude of your site, open Google Maps and right-click the centre of the site on the map. The first coordinate will be the latitude to five decimal places, followed by the longitude also to five decimal places.

Address:					
Postcode:		Latitude:		Longitude:	
Local authority area:					

16. Do you own the site you intend to develop for tourist accommodation?

Yes

No

If 'No' please provide the name of the owner

Is the site freehold or leasehold?

17. How best would you describe the proposed development site? (Tick all that apply)

One hectare is roughly the size of a football pitch, or right click on Google Maps and measure distance.

Greenfield - undeveloped		If Greenfield, size of land in hectares			
Brownfield – previously developed		If Brownfield, size of land in hectares			
Woodland		If Woodland, size of woodland in hectares			
		If Woodland, the predominant type of woodland	Broadleaf	Conifer	Mixed
		If Woodland, the predominant age of Woodland	Young	Mature	Mixed
Land with buildings:		If land with buildings, size of land in hectares			
		If land with buildings, size of buildings (combined footprint in square metres)			
Listed buildings:		If listed, the Listing grade:			

18. What are the buildings on the proposed development site currently or have most recently been used for?

19. What services does the proposed development site have?

Electricity:	Mains		Non-mains	
Gas:	Mains		Non-mains	
Water:	Mains		Non-mains	
Drainage:	Mains		Non-mains	
Access road:	Public		Private	

Approx. broadband speed:				
Please select the applicable level of mobile phone coverage for each provider at the site (if known):	Vodafone:	O2:	EE:	Three:
Does the site have a history of flooding?		If 'Yes', please provide details		
Does the site have a history of subsidence?		If 'Yes', please provide details		
Is the site near or within a SSSI (Site of Special Scientific Interest) or similar designation for ecological or archaeological interest?		If 'Yes', please provide details		

Please email site plans (with a scale showing red line boundary), topographical surveys, surveyors' reports, plans, drawings, or designs to tourism@nationalforest.org and include the applicant's name provided in Question 1 on this Project Concept Form in the subject heading so we can match this to your form.

20. Describe the most appealing features of the proposed development site.

Location (nearby amenities and facilities):
Setting (landscape, watercourses, and woodland features):
Views (long and short):
Character buildings:
Nature:
Other:

21. If you are developing a woodland for tourist accommodation, is the proposed development site currently subject to any National Forest funded woodland creation schemes?

Yes

No

If 'Yes', please provide the contract number below:

**22. What type of tourist accommodation and approximate number of units are you looking to develop?
(Tick all that apply)**

Hotel		If yes, put the number of bedrooms:	
Bed & Breakfast		If yes, put the number of bedrooms:	
Pub with rooms		If yes, put the number of bedrooms:	
Self-catering cottage		If yes, put the number of units:	
Unique/self-build		If yes, put the number of units:	
Bunkhouse		If yes, put the number of bedrooms:	
Restaurant with rooms		If yes, put the number of bedrooms:	
Camp site		If yes, put the number of pitches:	
Touring caravan site		If yes, put the number of pitches:	
Cabin		If yes, put the number of units:	
Camping pod		If yes, put the number of units:	
Treehouse		If yes, put the number of units:	
Shepherd's hut		If yes, put the number of units:	
Safari tent		If yes, put the number of units:	
Bell tent		If yes, put the number of units:	
Woodland wedding venue		If yes, put the capacity:	
Yurt		If yes, put the number of units:	
Prefabricated static lodge		If yes, put the number of units:	
Other			
Unsure			

23. Are you considering any other form of amenities, activities, or facilities as part of your tourist accommodation development? (Tick all that apply)

Restaurant		Bike hire	
Cafe		Bushcraft	
Gym		Retail	
Spa / wellness		Craft units	
Events space		Meeting rooms	
Yoga studio		Wedding venue	
Other			
Unsure			

24. Having read the National Forest Design Guide for Sustainable Tourism Accommodation, which of the seven principles appeal to you most? (Tick all that apply)

Develop in harmony with the Forest character		Design for health & wellbeing	
Support the Forest community & economy		Build ethically & sustainably	
Promote carbon emission free holidays		Integrate with nature	
Manage water wisely			
Other			

25. Can you provide any examples from elsewhere of the type of tourist accommodation you are looking to develop?

Yes

No

If 'Yes', please provide details including the name of examples, links to websites and / or addresses.

26. Please indicate the estimated total budget of your intended tourist accommodation development plans if known.

Specify if known:
If not known, please provide the estimated range:

27. How do you intend to fund your tourist accommodation development?

Wholly self-funded – do not require borrowing

Other	
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34. Are there any barriers preventing you from progressing with your tourist accommodation development proposal?

Yes

No

If 'Yes', please provide details.

E. Confidential information

35. Please tell us here if there is any information in this Project Concept Form that you wish to keep confidential and explain the reason why. Please note that as a publicly funded organisation, the NFC is bound by the Freedom of Information Act, and we may have to disclose information if requested.

F. Declarations

Applicants declaration

By submitting and/or agreeing to the submission of this Project Concept Form I agree to the following declaration:

I confirm that, to the best of my knowledge and belief, all the information contained in this Project Concept Form is true and correct and I accept full responsibility for it. I understand that, should my application to join the National Forest Sustainable Tourism Accommodation Development Accelerator Programme be successful, I may be required to supply additional information. If there is any change to the information I have provided, I will notify the National Forest Company (NFC) without delay.

I understand that any information I supply may be used by the NFC or their appointed agents in connection with the National Forest Sustainable Tourism Accommodation Development Accelerator Programme and that I may be contacted from time to time, whether or not my application to join the National Forest Sustainable Tourism Accommodation Development Accelerator Programme is successful.

I understand that my application to join the National Forest Sustainable Tourism Accommodation Development may require me to enter into any subsequent grant funding agreement, and payment of any grant funding will be conditional on compliance with the terms of that agreement.

I understand that use of an agent will not limit my responsibility to comply with the terms of that agreement, nor does it affect my personal responsibility to ensure the accuracy of the information provided in this Project Concept Form. I authorise the person(s) list at section C11 to liaise with the NFC regarding this application and to be copied in on any correspondence relating to this Project Concept Form.

Important information

By submitting this Project Concept Form you are confirming that you have read and agree with the above declarations and you consent to us processing the information that we collect from you in accordance with the NFC's [Privacy Policy](#).

Privacy policy

Your information will be stored and processed in accordance with the Data Protection Act 1998 (DPA). The National Forest Company (NFC) is the data controller for personal data you give to us, or we hold about you. The NFC will use any information you supply in line with the Data Protection Act.

We will use the information you provide to administer, process and assess your Project Concept Form to join the National Forest Sustainable Tourism Accommodation Development Accelerator Programme and to administer and monitor any Programme support if your application to join the Sustainable Tourism Accommodation Development Accelerator Programme is successful.

Information will also be shared with other persons or organisations including Hotel Solutions (trading as Tourism Solutions) and Natural Land, who are acting as agents to the NFC with the assessment of Project Concept Forms and delivery of the National Forest Sustainable Tourism Accommodation Development Accelerator Programme. Both these organisations will have access to the data you provide and will manage it as data processors in line with the Data Protection Act. Both Hotel Solutions (trading as Tourism Solutions) and Natural Land may also use the information you provide to contact you for occasional customer research aimed at improving the delivery of the National Forest Sustainable Tourism Accommodation Development Accelerator Programme.

If you supply personal information relating to third parties as part of your Project Concept Form, you must ensure that you inform those third parties about how you use this information and inform them that this information will be passed to and processed by the NFC and Hotel Solutions (trading as Tourism Solutions) and Natural Land as set out in this policy.

The NFC is subject to the Freedom of Information Act 2000 and other obligations under law which require us to act transparently, and which grant certain rights of access to the public to information held by us. This means that, whilst we will respect the sensitivity of the information you provide, there may be legal requirements which oblige us to disclose this information.

If any information that we hold about you is, or becomes, inaccurate or incomplete, please inform the NFC so that it can be corrected. We will store and retain any of the data you have provided in line with our Data Retention Policy.