

## **World of Opportunity Grant Programme – Terms & Conditions**

### **1. Description of Grant Competition**

- 1.1 The World of Opportunity grant programme may award (subject to appropriate applications being received) a £2,000 (two thousand pounds GBP) grant (“**Grant Funds**”) to 12 (twelve) businesses across the United Kingdom (one based in each region (East Midlands, East of England, London, North East and Cumbria, North West, South East, South West, West Midlands, Yorkshire & the Humber) and nation (Wales, Scotland and Northern Ireland) to help them boost their exports through trade missions, research and training (the “**Grant Competition**”).

### **2. Promoter’s name and address**

- 2.1 The World of Opportunity Grant Competition promoter is Heathrow Airport Limited (company number 01991017) of The Compass Centre, Nelson Road, Hounslow, TW6 2GW, United Kingdom (the “**Heathrow**”).
- 2.2 Heathrow is supported by the Federation of Small Businesses (“**FSB**”) on the World of Opportunity Grant Competition. The World of Opportunity Grant Competition will also be publicised by other stakeholders.

### **3. Eligibility to Enter and How to participate**

- 3.1 Entry into the Grant Competition is open to Small and Medium Enterprise businesses (“**SME’s**”) who have their main operations based in the United Kingdom and who are registered in the United Kingdom with a Companies House registration number (or HMRC registration evidence if the SME is a sole trader business. In such cases, the sole trader must be a resident of the United Kingdom and demonstrate the business status with evidence such as UTR or correspondence from HMRC confirming status as a sole trader) (“**Participant**”).
- 3.2 The Grant Competition will be available for entry from 00:01 BST on 23 September 2024 (“**Opening Date**”) to 23:59 GMT on 23 December 2024 (“**Closing Date**”) (inclusive). Entries received before the Start Date or after the Closing Date will not be accepted.
- 3.3 Participants can enter the Grant Competition free of charge via [www.heathrow.com/world-of-opportunity](http://www.heathrow.com/world-of-opportunity) by completing the application form made available on that website page and submitting the details and documents requested to the details set out on the website page/application form. This includes (but is not limited to):
- 3.3.1 details of why the SME thinks it should win the Grant Funds and how they will be used in relation to trade missions, trade shows, skills and training or other market research;
  - 3.3.2 a communications plan which must set out the business overview and goals;
  - 3.3.3 a budget plan which must set out an allocation of the grant funds for trade missions, trade shows, skills and training or other market research;
  - 3.3.4 evidence confirming the Participant’s main operations are based in the UK and that the Participant is UK registered with Companies House (or if a sole trader, that the sole trader is a UK resident and evidence from HMRC such as a UTR or correspondence from HMRC); and
  - 3.3.5 financial statements/annual reports evidencing the Participant as a SME.

- 3.4 All required details must be provided for an entry to be considered valid. Entry cannot be accepted if all required details are not provided, incomplete, illegible or inaccurate.
- 3.5 Entry to the Grant Competition is free and no purchase is necessary. Heathrow will not charge any Participant for entering or attempting to enter the Grant Competition.
- 3.6 Relevant Directors, officers and/or employees of the Participants who are engaging with the Grant Competition must be 18 years of age or over. Relevant Directors, officers and/or employees of any Participant must prove their age if requested by Heathrow.
- 3.7 Heathrow reserves the right to exclude any entries which it believes to be inappropriate, fraudulent or based on misconduct or which are not eligible under these Terms and Conditions.
- 3.8 Any breach of these Terms and Conditions by a Participant or any dishonest, misrepresentative or fraudulent conduct will void an entry.
- 3.9 A maximum of one entry per Participant is permitted. Submission of duplicate entries will render all previous entries invalid for the duration of the Grant Competition
- 3.10 This Grant Competition is not open for entry to employees of Heathrow Airport Limited, or of any third party who are connected with the creation or administration of the Grant Competition, or their direct families.
- 3.11 Grant Competition entries cannot be returned.
- 3.12 By submitting an entry, the Participant agrees to these Terms and Conditions.

#### 4 **Selection and notification of the Successful Bidders**

- 4.1 Winners of the Grant Competition ("**Successful Bidder(s)**") will be selected by a panel of business experts including but not limited to: Heathrow's Chief Communications and Sustainability Officer. Details of the panel will be made available on Heathrow's website prior to the selection of the Successful Bidder(s) being made ("**Judging Panel**"), based on the following judging criterion:

*Criteria 1: Business Overview, Communication Plan and Goals*

- Clarity of business operations and reasons for exporting.
- Identification and rationale behind specific overseas markets.
- Description of any current exportation activities in overseas markets, including an analysis of its performance.
- How realistic are the goals for expansion within the market.
- Strategy for engagement with media and local press outlets.
- Innovativeness and creativeness of the communications plan.
- Contact information of local press outlet.
- Identification of a customer base and marketing activities to engage with such base.

*Criteria 2: Budget*

- Justification for allocation of grant funds for trade missions, trade shows, skills and training or market research.
- Alignment of budget with the goals.
- Clear and comprehensive budget proposal.

*Criteria 3: Social Mobility and Net Zero considerations*

- Addressing of the social mobility in its current operations and plans for future operations.
- Clear plan for achieving net zero within the plans.
- Highlight of any existing or planned sustainability initiatives that support the businesses net zero goals.

*Criteria 4: Impact and feasibility*

- Growth potential.
  - Feasibility and sustainability.
  - Long-term goals and its achievability.
- 4.2 Notification of any Successful Bidder(s) will take place by 28 February 2024 (inclusive) to the Successful Bidder(s) email address used by the Participant to enter the Grant Competition.
- 4.3 If any Successful Bidder does not respond within 7 (seven) business days after being notified, Heathrow will make one further attempt to contact that Successful Bidder.
- 4.4 If any Successful Bidder does not respond to the correspondence pursuant to Clause 4.3, or if any Successful Bidder is unable to accept the Grant Funds, then another Successful Bidder will be selected again in accordance with Clause 4.1.
- 4.5 The Judging Panel's decision on the Successful Bidder(s) is final and no correspondence will be entered into by Heathrow (or any member of the Judging Panel) with any unsuccessful Participants regarding the Grant Competition.
- 4.6 The Successful Bidder(s) will be provided with instructions on how to obtain their Grant Funds.

**5 Grant Competition Prize**

- 5.1 Participants are eligible to:
- 5.1.1 be awarded a £2,000 (two thousand pounds GBP) grant; and
  - 5.1.2 be connected to the network of advice via the Export Support Service, offered by the Department for Business and Trade, to assist in their research and export strategies.
- 5.2 The Grant Funds must be taken within 60 days of the Successful Bidder(s) being notified in accordance with Clause 4.2.
- 5.3 The Grant Funds are not transferable, not exchangeable and no cash alternative is available.
- 5.4 The Grant Funds must be taken as stated and no compensation will be payable if any Successful Bidder is unable to accept the Grant Funds as stated.
- 5.5 Each Successful Bidder is responsible for any costs or expenses involved in claiming or using the Grant Funds other than those that are expressly stated above as being part of the Grant Funds.
- 5.6 Heathrow reserves the right to replace the Grant Funds with alternative of equal or greater value if circumstances beyond Heathrow's control make it necessary to do so.

**6 Restrictions and requirements**

- 6.1 Each Successful Bidder must:

- 6.1.1 provide Heathrow with a case study setting out how the Grant Funds have been spent;
- 6.1.2 take part in a reasonable level of publicity relating to the World of Opportunity Grant Competition, including but not limited to being named in and supporting social media posts and providing quotes for related press releases.
- 6.2 No refund may be claimed for expenses incurred in participating in the Grant Competition.
- 6.3 Heathrow reserves the right to exclude any entries which it believes to be inappropriate, fraudulent or based on misconduct or which are not eligible under Clause 3, or where there are reasonable grounds to believe that there has been a breach of these Terms and Conditions by a Participant.
- 6.4 All required details must be provided for an entry to be considered valid. Entry cannot be accepted if all required details are not provided, incomplete, illegible or inaccurate.
- 6.5 Where a Successful Bidder has been awarded Grant Funds, they must be used as stated on the application form, unless otherwise agreed in writing with Heathrow. If a Successful Bidder does not use the Grant Funds as stated, they may be liable to return the Grant Funds to Heathrow.
- 6.6 If a Successful Bidder becomes subject to any regulatory or criminal enforcement action, or involved in or connected with any other matter which may impact negatively on Heathrow's reputation or goodwill, Heathrow reserves the right to end that Successful Bidder's participation in the World of Opportunity Grant Competition and may require the Successful Bidder to return any Grant Funds.
- 7 Liability**
- 7.1 Heathrow reserves the right at any time to cancel, modify or supersede the Grant Funds (including changing the Grant Funds to alternative Grant Funds at an equivalent value) if, in Heathrow's sole discretion, the Grant Competition is not capable of being conducted as specified.
- 7.2 Heathrow does not accept responsibility for entries that are lost, damaged or delayed for example (but not limited to), as a result of network, system development, computer or telecommunications failures or fault of any kind – including any hardware, programming code, databases or software used in the Grant Competition. Proof of sending will not be accepted as proof of delivery.
- 7.3 Heathrow does not accept liability for failure of the Grant Funds to arrive at its destination where incorrect contact details have been supplied by a Successful Bidder.
- 7.4 To the extent permitted by law, Heathrow will not be liable for any loss, damage, personal injury or death occurring as a result of taking up the Grant Funds, except where caused by negligence of Heathrow, its agents or distributors, or that of its employees. Your statutory rights are not affected.
- 8. Personal data**
- 8.1 By entering this Grant Competition, Participants agree that if they are a Successful Bidder(s), their name and location will be published on Heathrow's website in the form of 'company name' and 'UK nation or region'.
- 8.2 By taking part in this Grant Competition, all Participants (including for and on behalf of their personnel) consent to Heathrow collecting, storing and using their personnel personal data submitted with their entry for the purposes of this Grant Competition, including as necessary in respect of the administration of the Grant Competition.

- 8.3 Any personnel personal data relating to entrants will be used solely in accordance with current UK Data Protection Legislation (being (i) any law, statute, declaration, decree, directive, legislative enactment, order, ordinance, regulation, rule or other binding restriction (as amended, consolidated or re-enacted from time to time) which relates to the protection of individuals with regards to the Processing of personnel personal data to which a Party is subject, including the Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018; (“**UK GDPR**”) (on and from 25 May 2018), as well as the Privacy and Electronic Communications (EC Directive) Regulations 2003; and (ii) any code of practice or guidance published by the Information Commissioner's Office from time to time).
- 8.4 Heathrow may choose to document the Successful Bidder(s) through photographs and video to be shared across internal and external channels. Each Successful Bidder agrees that Heathrow may use their company and/or employee or officer names and photographs (as submitted by each company in their application) to announce the Successful Bidder(s) of the Grant Competition and for any other reasonable and related Grant Competition purposes.
- 8.5 Further information on how Heathrow will collect and use the Participants’ personnel personal data for the Grant Competition can be found in Heathrow’s privacy notice in relation to the Grant Competition which can be accessed at [Privacy notice | Heathrow](#) (“**Privacy Notice**”). Please note that many data subject rights are not absolute and the extent to which they apply may vary depending on the circumstances and any exemptions that may apply.
- 8.6 Any Successful Bidder may object to Heathrow’s use of their personnel personal data under Clause 8.2 or request that the amount of personnel personal data used for the purposes of Clause 8.2 is restricted. Further information on how exercise these rights can be found in the Privacy Notice.
- 8.7 Notwithstanding each Successful Bidder’s rights set out in Clause 8, Heathrow may disclose each Successful Bidder’s personnel personal data to such regulatory authority as appropriate, if required to do so.
- 9 Ownership of entries and intellectual property**
- 9.1 Entrants will retain ownership of all intellectual property rights (including copyright) in your entry, but by submitting a Grant Competition entry and any accompanying material entrants agree to grant Heathrow a licence to use it for the Grant Competition and for any other purposes connected with this promotion.
- 9.2 The licence will last for the duration of the intellectual property right and includes the right for Heathrow to:
- 9.2.1 Edit or modify an entry (including resizing, adjusting the colour and adding elements such as text);
- 9.2.2 Adapt or incorporate it into other materials;
- 9.2.3 Sub-license it to third parties or companies in Heathrow’s group for the purposes described in Clause 9.1; and
- 9.2.4 Republish it (or any version modified in the way described above) on any media anywhere in the world.
- 9.3 The grant of this licence does not entitle the entrant to any fees and entrants are not entitled to terminate the licence without Heathrow’s agreement.

- 9.4 By submitting their entry and accompanying material entrants confirm that their entries:
- 9.4.1 are their own original work and do not infringe any third party's intellectual property rights (e.g. by using a company's trade mark without permission);
  - 9.4.2 are not defamatory, offensive, threatening, discriminatory, distasteful, pornographic or illegal;
  - 9.4.3 can be submitted to Heathrow without breaching any contractual obligation to any person; and
  - 9.4.4 do not contain anything which may be considered confidential or commercially sensitive.
- 9.5 Where an entry includes photographs or video images of people, the Participant must ensure that they are informed that the material is to be submitted for the purposes of this promotion and obtain their consent. Heathrow may request evidence of such consent and disqualify any entrant who cannot provide it to Heathrow's satisfaction.

## 10 Confidentiality

- 10.1 For the purpose of this Clause 10, "**Confidential Information**" means these Terms and Conditions and any information that relates to Heathrow (or its group) or the Successful Bidder(s) and which is directly or indirectly disclosed or made available to the other in connection with the Grant Competition, but excludes information that:
- 10.1.1 is at the relevant time in the public domain (other than by breach of Clause 10.2); or
  - 10.1.2 was received by the other party from a third party who did not acquire it in confidence.
- 10.2 Each Successful Bidder and Heathrow will, subject to Clause 10.3:
- 10.2.1 only use the other party's Confidential Information for the purpose of performing its obligations and exercising its rights under these Terms and Conditions;
  - 10.2.2 keep the other party's Confidential Information secret, safe and secure; and
  - 10.2.3 not disclose the other party's Confidential Information to any other person.
- 10.3 Each party may disclose the other party's Confidential Information:
- 10.3.1 to the extent required by law, by an order of competent jurisdiction or by any securities exchange, listing authority, governmental or regulatory body to which that party is subject or to which that party submits; and
  - 10.3.2 to those of its officers, directors, employees and professional advisers who need access to that Confidential Information so that it can perform its obligations and exercise its rights under these Terms and Conditions. A party disclosing the other party's Confidential Information under this Clause 10.3.2, will procure that each person to whom it discloses that Confidential Information will not do or omit to do anything which if done or omitted to be done by that party would be a breach of this Clause 10.

## 11 General

- 11.1 These Terms and Conditions shall be governed by the laws of England and Wales and subject to the exclusive jurisdiction of the English Courts.
- 11.2 Any queries in respect of this Grant Competition can be directed to [policy@heathrow.com](mailto:policy@heathrow.com).