

Full Application Form Appraisal Matrix - Recycled Funds Cat 2							0
5 = meets the criteria fully 4 = meets the criteria largely	3 = meets the criteria on balance 2 = meets the criteria partially	1 = does not meet the criteria.					
Criteria	Definitions	Marking Guide (1-5)	Comments	Weighting	0	=	Total
Rationale	Does the application evidence strong rationale and/or market failure?	1. No evidence of market failure 2. Passing reference 3. Identifies link between market failure and the project. 4. Clear rationale with links to business Board priorities 5. Very strong evidence of market failure with strong linkages to Business Board priorities			x	0	= 0
Strategic Fit	Does the application demonstrate good fit with the Economic Growth & Skills Strategy and priority sectors?	1. No meaningful correlation with strategies 2. Passing reference to strategies 3. Potential to make minor contribution to 1 priority 4. Potential to make a tangible impact on one or more priorities 5. Very well evidence and longer term contribution impact to strategies, CPCA priorities & central government strategies			x	0	= 0
Activities	How well defined are the principal activities and what more development work is needed? Does the project demonstrate how it will actually achieve the changes identified?	1. Not defined/inadequate 2. Activities broken down 3. feasible attempt at likely activities to outputs and not well developed 4. Detailed breakdown of activities and how they will deliver the outputs 5. Clear information on cap/rev, exec able to have an understanding on the route forward, how outputs will be delivered			x	0	= 0
Delivery Arrangements	How developed is the project? – e.g. planning approved, ready to start, on site, underway. Have any land ownership, planning and other approvals been secured? What is your track record of delivery? Are there any policy or communications issues that could impact in delivery of this project? <i>Deliverability to match call arrangements</i>	1. Does not meet call priorities 2. Project has suitable deliverables but not a priority for this call. 3. Some questions answered and land part owned or not ready to start 4. Project has a good track record, landownership and details present and ability to start. 5. All questions and a good track record of delivery and landownership in control of applicant, project ready to start. Delivery matches call priorities and timescales			x	0	= 0
Governance Arrangements	Is there a strong governance structure/partnership in place or planned?	1. No governance in place or described 2. Some governance in place 3. Sufficient governance 4. Good level of governance 5. Robust and well established governance arrangements in place			x	0	= 0
Resourcing	What is the call on Cat 2 funding and is this realistic? What is the leverage and/or match?	1. Unrealistic call on funding with no match 2. if some match and realistic call on funding 3. If match is 50% 4. If over 50% 5. If over 60%			x	0	= 0
Costs	Are costs realistic and is the project financially viable? Is there a cost breakdown? Are costs primarily capital or revenue? Breakdown of Cap/Rev available? State rationale on cap/rev? Do costs include VAT? Suitable for loan, investment or grant?	1. No cost information 2. Realistic project costs 3. Low revenue identified, cost breakdown is clear, VAT , realistic costs identified 4. As 3 with cash flow included 5. As 4 with full financial breakdown			x	0	= 0

Outputs/Outcomes	Are outputs/outcomes realistic? Profiled by year?	<ol style="list-style-type: none"> 1. No output information 2. Outputs deliverable but 'nice to have' and not core 3. Realistic outputs additional outputs that would not appear if intervention did not go ahead. 4. Will help meet core targets and outputs 5. Will help meet or exceed high priority targets and outputs 			x	0	=	0
Timescales and Milestones	What is the planned implementation timetable and what are the key milestones? Include post completion milestones to allow for the delivery of outputs.	<ol style="list-style-type: none"> 1. No milestones or timetable, 2. Timescales fall within GD period 3. Timescales and milestones will be delivered early in GD period. 4. Full timeline and milestones included. Outputs matches priorities but not this call fully 5. Full timeline with milestones is included. Outputs Match the priority of this call and will be delivered early in the required timeframe 			x	0	=	0
VfM	Consider outputs/outcomes in relation to level of investment. Does the project offer sound Value for Money based on the expected return of a minimum of £5K funding per new job?	<ol style="list-style-type: none"> 1. No VfM information 2. More than £5K per new job 3. Indirect jobs less than £5K per new job 4. Direct and Indirect jobs combined less than £5K per job 5. Less than £5K per new direct job created 			x	0	=	0
State Aid	Is the project compliant with subsidy control? Has information been submitted on why state aid does not apply?	<ol style="list-style-type: none"> 1. No information 2. Very limited explanation 3. External letter commissioned and narrative added, 4. Low Risk of challenge 5. Clear exemption. Letter is included; confirmation project will apply with state aid advice and sufficient narrative on exemption 			x	0	=	0
Risks	Is there a realistic assessment of risks?	<ol style="list-style-type: none"> 1. No information 2. Sufficient risks are mentioned but not explained 3. Risks identified and explained 4. Risk register completed with some areas missing, mitigations included 5. A full risk register is included, all areas considered and mitigated 			x	0	=	0
Procurement	Procurement information submitted? Dates and process included?	<ol style="list-style-type: none"> 1. Insufficient or the process included is not transparent or in line with CPCA requirements 2. Sufficient procedure included 3. Draft policy in place and available if requested 4. Board approved procurement policy included 5. Open and transparent board approved policy in line with UK guidelines and CPCA requirements included in application 			x	0	=	0
Evaluation	How do you plan to evaluate the project when it is completed?	<ol style="list-style-type: none"> 1. No evaluation 2. Light one step internal evaluation, 3. KPIs in place for an internal evaluation 4. Multistep/year KPI guided evaluation 5. Full external evaluation paid for by applicant and will share with the LEP 			x	0	=	0

Company Status

1. What does the company do – description of product / service
2. Shareholding Structure – who / % held / previous investment
3. What is coo's stage of development – R&D / Product dev / early market entry / established market – timelines to market
4. Intellectual Property position
5. Performance to date
6. Customer list / market traction
7. Terms of Trade – Suppliers / Customers
8. Margins
9. Overhead structure
10. Pipeline
11. Growth forecasts – how will they be achieved
12. What is the strategy
13. What is required to deliver strategy
14. Funding required – total / FELM – other sources
15. Use of funds – how / when – tranching of CPCA loan/grant
16. Summary of forecasts

Reputational

1. Any previous, current or on-going legal issues (Criminal or Civil)
2. CJ's, Court Orders
3. Creditor issue

Market Demand

1. Who is the Customer
2. Market size – Total Available Market
3. Target customers – Realistically Available Market
4. Market demand – Present pipeline analysis / sales lead times
5. Market competition – who / USP / compelling selling advantage