

Feasibility support for Future Clean Energy or Decarbonisation Projects

Guidance Notes, Eligibility and FAQs

Background

In 2025, Ambition North Wales launched the North Wales Clean Energy Fund. Offering capital funding for smart local energy solutions and wider decarbonisation projects in the third and private (SME) sectors across North Wales. The fund complements existing capital support available through initiatives such as the British Business Bank's Investment Fund for Wales and the Development Bank of Wales' Business Green Loan Scheme.

To compliment this, the feasibility studies support will help north Wales organisations developing clean energy or decarbonisation projects by providing support to prepare strong, investment-ready proposals. This support will be delivered by a pre-selected supplier, up to the value of £15,000 (exclusive of VAT) per successful applicant.

Eligibility

Community organisations and small to medium-sized enterprises¹ (SMEs), are eligible to apply, provided they have a primary base in one or more of the six north Wales local authority areas: Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey, and Wrexham, and can evidence that they are actively trading from a premises located in North Wales.

Support is available for one organisation per county, meaning a total of six projects – one for each of the North Wales counties.

- Applications must be submitted via our online form
- Incomplete applications will not be considered.
- All awards are discretionary, there is no appeals process.
- Submitting an application does not guarantee support will be provided.
- Successful applicants will be required to work with a pre-selected supplier provided by Ambition North Wales.

FAQs:

What is the support for?

The support available is feasibility studies for organisations developing a clean energy or decarbonisation project in North Wales.

¹ As defined by the UK Government definition [a small and medium-sized enterprise is defined as an enterprise which employs fewer than 250 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 50 million.

To be eligible, the organisation must have a project that will result in one, or both, of the following outcomes:

- 1. Reduction in CO2 emissions through energy efficiency improvements.
- 2. The generation of renewable energy.

Who can apply?

Community organisations and small and medium enterprises (SMEs) are eligible to apply, provided they are primarily based in one or more of the six North Wales local authority areas: Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey, and Wrexham. Applicants must be able to demonstrate active operations from a premises owned by the enterprise, located in North Wales. Priority will be given to organisations with fewer than 250 employees or volunteers. All applicants must adequately demonstrate a need for feasibility support related to an upcoming energy or decarbonisation project in North Wales.

How much support is available?

Successful applicants will receive revenue support for feasibility studies, up to the maximum value of £15,000 (exclusive of VAT). This support will be delivered by a pre-selected supplier appointed by Ambition North Wales.

How many organisations will be supported?

One organisation from each of the six North Wales local authority areas (Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey, and Wrexham) will be supported.

Any additional applicants will be held on a reserve list and will be supported if there are sufficient funds available. Any incomplete applications will be considered as ineligible. All awards are discretionary and there is no appeals process. Making or submitting an application to the support does not guarantee any support will be provided. Only one application per organisation will be considered, even if they have multiple locations in North Wales. Please ensure you identify your primary North Wales location in the application form.

How do we apply?

- The application form is available on the Ambition North Wales website
- It can also be requested from: energy@ambitionnorth.wales
- Applications are accepted by our online form only

What is the application deadline?

The deadline is **5th August 2025**. Ambition North Wales reserves the right to extend the deadline if additional funds become available or if support hasn't been allocated in each county.

Evaluation

Representatives from Ambition North Wales will be responsible for evaluating applications and appointing the successful projects as a result of the evaluation process.

The Evaluation Team will score each section or response. All questions will be evaluated in line with the methodology below and the score given will reflect the level of confidence instilled by the response(s) being considered. The generic interpretations of the criteria for the various levels of confidence are summarised in the following table:

Table 1 – Quality Scoring Methodology

Score	Performance	Judgement
5	Strong, detailed application that clearly meets and exceeds the criteria.	Excellent
4	Fully meets the criteria with clear and relevant information.	Good
3	Meets most criteria, but with some concerns or gaps.	Satisfactory
2	Brief or partial responses; concerns about eligibility or understanding.	Doubtful
1	Key information missing; difficult to assess suitability.	Poor
0	Little or no relevant information provided.	Fail

Is the support considered to be a subsidy under the UK Subsidy Control Regime?

Yes, the support is considered a subsidy and is being offered to successful applicants through the Minimal Financial Assistance (MFA) exemption in section 36 of the Subsidy Control Act 2022.

Through MFA, businesses are able to receive subsidy up to a maximum threshold of £315,000 over a three-year period. This replaces the previous State Aid de minimis exemption. In order to ensure the MFA exemption can be used, we will ask you to provide us with written confirmation that our subsidy will not cause you to exceed your £315,000 entitlement. You will need to take into account any subsidies you have received in the last three years under the MFA exemption or under the State aid de minimis exemption or the exemption for 'small amounts of financial assistance' in the EU-UK Trade and Cooperation Agreement. If our subsidy would exceed your remaining entitlement under the MFA exemption, we will not be able to provide the grant to you.