How to submit your application

Applications should be submitted to [opportunities@ambitionnorth.wales](mailto:opportunities@ambitionnorth.wales) by 5pm on Monday, March 27th 2023. Applications submitted after the deadline will not be considered.

Your application must include the following:

* Completed application form with all sections completed in full. Incomplete entries will not be considered
* Appendix A spreadsheet
* All required appendices completed:
  + Appendix B – Initial Subsidy Control Assessment
  + Appendix C – Joint Bid Form (if applicable)
  + Appendix D – Declaration Form (signed by the appropriate officer within the organisation)
  + Additional Appendices as specified within this document and the application form

What is the process following submission?

Following the closing date for applications, Ambition North Wales will start the process of shortlisting the applications, this includes an assessment against the minimum criteria. This will create a longlist of applications, these will be assessed against the criteria to identify a shortlist. Shortlisted applications will be requested to provide further detail on their proposals as well as present the proposal to the Economic Ambition Board as part of the next stage of the assessment.

The Economic Ambition Board will formally select the preferred project or projects for inclusion in the Growth Deal, subject to Business Case approval.

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| Activity | Timescale |
| Project application window open | 13/02/2023 |
| [Growth Deal Funding Q&A](mailto:https://www.eventbrite.co.uk/e/cwestiwn-ac-ateb-cyllid-y-cynllun-twf-qa-growth-deal-funding-tickets-546226777997) | 27/02/2023 |
| Information Sharing and Q&A Event | 12:30 on 27/02/2023 |
| Closing date for applications | 17:00 on 27/03/2023 |
| Hard gate, longlisting and shortlisting | April 2023 |
| Request shortlisted proposals to provide further detail | May 2023 |
| Final selection of projects by the Economic Ambition Board | June-July 2023 |

Guidance on completing the application form

The application form is split into three sections – strategic fit, impact and deliverability.

Ambition North Wales have assigned a weighting to each section as set out below. Each question within the three sections carries its own sub-weighting.

Strategic Fit (25% overall weighting)

Projects must be able to demonstrate that they are a good fit for the North Wales Growth Deal. This is done by demonstrating alignment to the Growth Deal and the relevant programme as well as other regional and national policies and initiatives. There must be a clear case for change for making the investment and strong stakeholder support.

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| Question | | Guidance | How to submit this information | | Weighting on question | Maximum Score Available on question | What does a strong answer look like? |
| Application Form | Appendix |
| 19. | Alignment with Growth Deal and programme aims/objectives | Please set out how the proposal aligns with and delivers against the aims/objectives of the North Wales Growth Deal and the relevant programme | 500 word limit | n/a | 40% | 10 | The proposal must demonstrate that it meets the minimum requirements for strategic fit and be clearly within the scope of the relevant programme. A strong answer would also deliver against the wider aims and objectives of the Growth Deal. It should be clearly set out how the project would do this.  There would also be a strong commitment from the project sponsor to meeting our carbon emissions and biodiversity targets and delivering against our procurement principles. |
| 20. | Complementarity with other regional initiatives | Please set out how the proposal complements other regional projects outside the Growth Deal | 250 word limit | n/a | 15% | 3.75 | The response would clearly identify other regional initiatives that the project builds on or would add value to resulting in a greater regional benefit. It should be clearly set out how the project would do this. |
| 21. | Regional and national policy alignment | Please set out how the proposal delivers against the key regional and national policies set out here. | 250 word limit |  | 15% | 3.75 | The response would set out how the project delivers against key policy areas and not just list relevant regional and national policies. |
| 22. | Case for change and Stakeholder Support – why is the project needed | Please set out the case for change for the project. Specifically, this should cover the need for the project, stakeholder support, the problem to be addressed and the market failure requiring a public funding intervention.  Please include a statement on why the project is needed and a summary of stakeholder support in the appendices. | 250 word limit | Appendix A Section 4 – Case for Change  Appendix – attach Stakeholder Support Letters | 30% | 7.5 | A concise summary would be provided in the application form supported by the detail in the appendices.  A strong application will be able to clearly set out the need for the project and for public funding known as the case for change. There should be clear investment objectives based on an analysis of the existing arrangements and identifying the business need. The scope of activities and the benefits should also be clearly set out. There would be a clear golden thread through each section of the table.  It should be clearly set out why the lead organisation or consortium cannot fund the whole project themselves.  Letters of support from key stakeholders should be provided. These should be specific to the project and dated within the last 3 months. |

Impact (40% overall weighting)

Projects must be able to demonstrate that they will have a significant impact in the region – specifically in relation to the Growth Deal targets on job creation and investment.

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| Question | | Guidance | How to submit this information | | Weighting on question | Maximum Score Available on question | What does a strong answer look like? |
| Application Form | Appendix |
| 23 | Jobs created, timescale for delivery and evidence for jobs created | **Part 1** – Please set out the number of jobs (direct/indirect) to be created by the project and a timetable for job creation.  Please also set out the number of jobs that will be safeguarded by the project.  (refer to the appendix) | n/a | Appendix A Section 5 – Job Creation | 20% | 10 | The proposal must demonstrate that it meets the minimum requirements for impact for the relevant programme.  One of the key aims of the Growth Deal is to create net new jobs in the region. A strong application will create a significant number of new jobs in North Wales above the minimum requirements.  The profile for job creation must demonstrate that jobs will be created within the timeframe of the Growth Deal. Projects with a high proportion of jobs created at the end of the Growth Deal period will carry the highest risk.  Safeguarded jobs are existing jobs prior to the approval of the project which are forecast to be lost within 12 months if the project doesn’t go ahead. While safeguarded jobs do not count towards our job creation target with government, they are an important consideration in terms of the wider impact of the project. |
| Part 2 – Please set out the evidence for these figures including the nature of the jobs (e.g. high value) and whether they are gross or net jobs.  Please provide an explanation for the profile of job creation provided. | 500 world limit | n/a | 20% | 8 | Proposals that demonstrate the job creation figures and profile are based on evidence will score highest here.  A strong answer will also be able to provide a greater level of detail on the nature of the jobs created (gross/net) and whether they are high value or low value jobs. The priority is to secure net new jobs of a high value. |
| 24 | Total capital investment | Please set out the total capital cost of the project and a profile for expenditure.  (refer to the appendix) | n/a | Appendix A Section 5 – Capital Profile | 35% | 14 | The proposal must demonstrate that it meets the minimum requirements for impact for the relevant programme.  One of the key aims of the Growth Deal is to leverage additional capital investment into the region. Projects with the highest proportion of capital funding relative to the Growth Deal investment will score highest here.  A complete profile for capital expenditure will need to be provided as set out in the appendix. |
| 25 | Regional Impact and wider benefits | Please set out how the project has a regional impact or is a project of regional/local significance.  Please also include the wider benefits the project would deliver for the region. | 500 word limit | n/a | 25% | 8 | While the key targets for the Growth Deal are based on net jobs, net GVA and capital investment, the aim of the Growth Deal is to build a more vibrant, sustainable and resilient economy in North Wales.  A strong answer will be able to articulate the importance of the project to the region or locality and set out the other benefits the project will deliver.  Projects not meeting the minimum requirements for impact will need to clearly demonstrate they are projects of regional/local significance and that the wider benefits they bring outweighs the lower impact on jobs and/or investment. |

Deliverability (35%)

Projects must be able to demonstrate that they can be delivered and realise the benefits of the project within the timeframe of the Growth Deal.

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| Question | | Guidance | How to submit this information | | Weighting on question | Maximum Score Available on question | What does a strong answer look like? |
| Application Form | Appendix |
| 26 | Capital funding status and cost certainty | Please set out the capital funding sources for the project and whether they have been secured or what is their current status  (refer to the appendix) | n/a | Appendix A Section 6 | 30% | 10.5 | All sources of capital funding will have been clearly identified. Strong proposals will have all funding sources other than the Growth Deal secured.  Proposals should include detailed costing including contingency.  A strong application will be able to evidence that costings have been updated recently by a recognised professional and are based on detailed designs. Appropriate estimates for cost inflation should be included as well as a contingency budget.  A strong proposal will provide clear evidence to support the cost estimates. |
|  | Please provide detail on how the capital costs for the project have been calculated, including how much contingency is included in the costs and when these calculations were made. | 250 word limit | n/a |
| 27 | Planning status and land ownership | What is the current use of the site? Does the proposal align with current planning policy? | 250 word limit | n/a | 25% | 8.75 | Projects should provide as much detail on the planning status of the proposed site.  Site ownership is a significant consideration. Proposals involving significant land assembly and multiple landowners are likely to take longer to deliver and carry more risk than sites in single ownership unless agreements are in place.  The need to secure statutory consents is a significant consideration’ Proposals involving complex or multiple consents from various authorities are likely to take longer to deliver and carry more risk unless significant progress has already been made in securing the relevant consents.  All proposals must include a project site plan. Strong proposals will also be able to include plans/designs for the site.  A strong application will have secured the land required for the project and have commenced the planning/consenting process and able to demonstrate a timetable to completing the process. The more advanced the planning/consenting process is, the higher the project will score in this section. |
|  | What is the current status of any statutory consents/applications (if any)? Outline / full / Listed building / conservation area / Drainage / Highways / Change of use / Building regulations.  (refer to the appendix) | n/a | Appendix - attach relevant information |
|  | What is the anticipated timeline to obtain all necessary statutory consents?  (refer to the appendix) | n/a | Appendix - attach relevant information |
|  | Who is the landowner for the site? If not in ownership of the applicant, what agreements are in place with the landowners? | 250 word limit | n/a |
|  | Please include project site plan with red line boundary and any plans/designs for the site. | n/a | Appendix and attach relevant information |
| 28 | Timetable, resources and revenue for delivery | What is the timetable for the delivery of the project (attach project plan)  (refer to the appendix) | n/a | Appendix  and attach relevant information | 25% | 8.75 | There should be a clear and realistic timetable for the delivery of the project. The more detail that can be provide at this stage, the better.  A strong application will include a clear timetable for business case development and project delivery (ideally a Gantt chart). A strong application will be able to demonstrate the lead organisation has the resources available (including staff and finance) and relevant experience to deliver the project.  The revenue requirements for the operational phase of the project should be clearly set out. The sources of revenue should be clearly stated along with the current status of that funding. Strong proposals will have certainty regarding the revenue sources. |
|  | What resources and experience are in place to support the business case development and the delivery of the project? | 250 word limit | n/a |
|  | Please set out the revenue requirements to deliver the operation of the project, the funding sources and whether they have been secured or what is their current status.  (refer to the appendix) | n/a | Appendix A Section 6 |
| 29 | Track Record and Financial Health of project sponsor | Please provide a statement on the track record of the applicant in delivering projects of this nature. | 250 word limit | n/a | 10% | 5.25 | The Lead Organisation will have a strong track record of delivering capital projects, ideally in the relevant sector and should be able to demonstrate that the organisation is in good financial health and able to invest in the project. |
|  | Please provide a statement on the financial health of the project sponsor and attach any relevant evidence. | 250 word limit | n/a |
| 30 | Risks, Constraints and Dependencies | Please set out the top 3 risks for the project including how you would seek to mitigate these.  (refer to the appendix) | n/a | Appendix A Section 6 | 10% | 5.25 | A strong application will have identified and assessed the risks to successful project delivery and put in place appropriate mitigation measures.  A strong application will have clearly identified any constraints and dependencies to the delivery of the project and assessed the risk. |
|  | Please set out any constraints or dependencies to the delivery of the project. | 250 word limit | n/a |

Minimum criteria:

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|  | Land and Property Programme | Agri-food and Tourism Programme | Low Carbon Energy Programme |
| Strategic Fit (25%) | The scope will be the whole programme.  Proposals will be welcomed that can deliver against the programme aims/objectives.  Project sponsors must commit to delivering against the Board’s procurement principles and climate change position statement. | The scope will be the whole programme covering food, agriculture and tourism. Proposals will be welcomed that can deliver against the programme aims/objectives. Proposals should emphasise delivery for rural communities.  Project sponsors must commit to delivering against the Board’s procurement principles and climate change position statement. | The scope will be the **whole programme** – proposals will be welcomed that can deliver against the programme aims/objectives.  Project sponsors must commit to delivering against the Board’s procurement principles and climate change position statement. |
| Impact (40%) | Proposals must deliver a minimum of 15 gross jobs per £1m of Growth Deal funding requested.  Proposals must deliver a minimum of £2m in capital match funding per £1m of Growth Deal funding requested.  No proposals requesting less than £2m in Growth Deal funding will be considered.  \*Proposals that do not meet all the criteria above may be considered on an exception basis where they can demonstrate significant regional or local impact. | Proposals must deliver a minimum of 10 gross jobs per £1m of Growth Deal funding requested.  Proposals must deliver a minimum of £0.5m in capital match funding per £1m of Growth Deal funding requested.  No proposals requesting less than £2m in Growth Deal funding will be considered.  \*Proposals that do not meet all the criteria above may be considered on an exception basis where they can demonstrate significant regional or local impact.. | Proposals must deliver a minimum of **10 gross jobs per £1m** of Growth Deal funding requested.  Proposals must deliver a minimum of **£2m in capital match funding per £1m** of Growth Deal funding requested.  No proposals requesting less than £2m in Growth Deal funding will be considered.  \*Proposals that do not meet all the criteria above may be considered on an exception basis where they can demonstrate significant regional or local impact. |
| Deliverability (35%) | All funding sources will need to have been identified as a minimum.  Proposed site **must be allocated** in an adopted or emerging Local Development Plan, or compatible with established Development Plan policy.  If the site is not in the ownership of the project sponsor, then agreements must be in place with all landowners.  All proposals must be compatible with subsidy control rules | | |

Proposals will also be considered for projects that sit within our Digital Connectivity and Innovation in High Value Manufacturing programmes where projects can demonstrate significantly more impact in terms of jobs and investment than the minimum criteria set out for the other programmes.

Glossary:

* Project Sponsor: the person responsible for the overall success of the project, including appointing the project manager and team, defining success criteria, and ensuring the successful delivery of the project.
* Senior Responsible Owner (SRO): the visible owner of the overall business change, accountable for successful delivery and is recognised throughout the organisation as the key leadership figure in driving the change forward. It is expected that this named person will be employed or contracted by the sponsor.
* Lead Officer: the individual nominated as the principal point of contact with the Sponsor for all matters relating to this contract.
* SOC (Strategic Outline Case): the process to set out the strategic context for the project and the case for change.
* OBC (Outline Business Case**)**: the process for identifying options that provide value for money, confirming affordability of the project and determining the arrangements for successful delivery of the project.
* FBC (Full Business Case): the process of recording the findings of procurement and confirming the management arrangements for the delivery, monitoring and evaluation of the project

Applicant Checklist:

Additional supplementary guidance that must be reviewed prior to applying:

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| Minimum Criteria |  |
| Growth Deal Requirements |  |
| Frequently Asked Questions |  |
| Privacy Notice |  |

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Documentation to be completed and returned for applications to be considered:

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| Application Form |  |
| Privacy Notice |  |
| Appendix A (Contains 7 worksheets to complete) |  |
| * Growth Deal Project Summary |  |
| * Case for Change |  |
| * Jobs Created |  |
| * Capital Investment |  |
| * Capital Source |  |
| * Revenue |  |
| * Risk |  |
| Appendix B - Initial Subsidy Control Assessment |  |
| Appendix C – Joint Bid Form (If applicable) |  |
| Appendix D – Declaration Form (signed by the appropriate officer within the organisation) |  |
| Additional Appendices as specified within this document and the application form |  |