



# Uchelgais Gogledd Cymru Ambition North Wales

## North Wales Growth Deal Benefits Realisation Framework Output and Outcome Indicator Definitions and Sub-categories

Date: 19<sup>th</sup> February 2023

Authors: Robyn Lovelock, James Goodman Consulting

----

### TABLE OF CONTENTS

<b>A. OUTPUTS</b>	<b>4</b>
<b>1. JOB CREATION</b>	<b>4</b>
1.1 New direct gross jobs created	4
1.2 Project construction jobs created	4
1.3 Direct jobs safeguarded	5
<b>2. INCOME &amp; INVESTMENT</b>	<b>6</b>
2.1 Capital income secured by project (match)	6
2.2 Capital income leveraged by the project / PMO	7
2.3 Revenue income secured by the project / PMO	7
<b>3. SPACE</b>	<b>8</b>
3.1 New or upgraded commercial/research floorspace created	8
3.2 Serviced employment land created	9
3.3 Serviced residential land created.	9
3.4 Land reclaimed within port	10
3.5 Number of SME's accommodated	10
3.6 Actions taken to enhance biodiversity related to the project	11
3.7 Actions taken to reduce carbon emissions related to the project	12
3.8 Amount of new or improved cycleways or paths	Error! Bookmark not defined.
<b>4. COLLABORATIONS</b>	<b>13</b>
4.1 Collaborations created in support of a North Wales Growth Deal programme/project	13
4.2 Actions taken to develop / strengthen local supply chains	14
4.3 Actions taken to ensure Growth Deal projects are delivered inclusively	15
<b>5. NEW PRODUCTS/ CAPACITY</b>	<b>16</b>
5.1 Additional premises passed by broadband (b/b) access ≥30 Mbps to 100 Mbps	16
5.2 Additional premises passed by broadband (b/b) access >100 Mbps to 1000 Mbps	16
5.3 Additional premises passed by broadband (b/b) access >1000 Mbps	17
5.4 Number of enterprises supported through Growth Deal projects	17
5.5 Enabling infrastructure projects completed	18

<b>6.</b>	<b>SKILLS</b>	<b>19</b>
6.1	Individuals registered for a qualification	19
6.2	Individuals registered for an apprenticeship	20
6.3	Individuals registered for a non-accredited CPD training course	20
6.4	Individuals registered for a qualification in a high value sector	21
6.5	Individuals registered for a qualification supporting sustainability	21
<b>B.</b>	<b>OUTCOMES</b>	<b>23</b>
<b>B1.</b>	<b>Indirect jobs created / safeguarded</b>	<b>23</b>
OC1	New indirect gross jobs created	23
OC2	Indirect gross jobs safeguarded	24
<b>B2.</b>	<b>Jobs: High-Value Employment</b>	<b>25</b>
OC3	Jobs created / safeguarded classified as high value	25
OC4	Jobs created / safeguarded focused on R&D or innovation	25
OC5	Jobs created / safeguarded focused on sustainability	25
<b>B3.</b>	<b>Investment</b>	<b>25</b>
OC6	Total income focused on R&D or innovation	25
OC7	Total income focused on sustainability	25
OC8	Revenue income secured by project beneficiary (enterprise or collaboration) following support by Growth Deal projects	26
<b>B4.</b>	<b>Digital connectivity</b>	<b>26</b>
OC9	Premises in North Wales that have >30 Mbps to 100 Mbps connection	26
OC10	Premises in North Wales that have >100 Mbps to 1000 Mbps connection	27
OC11	Premises in North Wales that have at least 1000 Mbps connection	27
<b>B5.</b>	<b>Knowledge transfer (to businesses and communities)</b>	<b>28</b>
OC12	New knowledge management products created and shared	28
OC13	Intended users who intend to use knowledge gained from a Growth Deal knowledge management product or training experience	28
<b>B6.</b>	<b>Innovation</b>	<b>29</b>
OC14	Pilot projects or studies completed by supported enterprises / collaborations / PMO	29
OC15	New Intellectual Property (IP) registered by supported enterprises / collaborations	29
OC16	New to firm products, processes, services initiated by a supported enterprise / collaboration	30
OC17	New to market products, processes, services initiated by a supported enterprise / collaboration	31
<b>B7.</b>	<b>Sector Diversification</b>	<b>31</b>
OC18	New to firm products, processes, services initiated by a supported enterprise / collaboration related to sustainability	32
OC19	Number of new to firm products, processes, services initiated by a supported enterprise / collaboration related to diversity and inclusion	32
OC20	Enterprises engaging with Growth Deal projects satisfied with engagement	32
<b>B8.</b>	<b>Business start-ups and growth</b>	<b>33</b>
OC21	New start-ups or spin-outs launched by supported enterprises / collaborations	33
OC22	Growth Deal contracts delivered by regional businesses	33
OC23	Supported enterprises that report increased sales following engagement with Growth Deal projects / PMO	34
<b>B9.</b>	<b>Clustering &amp; Agglomeration</b>	<b>34</b>
OC24	Enterprises establishing or increasing a presence in North Wales following engagement with Growth Deal centres / PMO	35
OC25	Enterprises establishing or increasing a presence in North Wales due to improved digital, transport, energy provision	35
<b>B10.</b>	<b>Digital Accessibility</b>	<b>35</b>
OC26	Average annual cost of digital connectivity to supported enterprises	35
OC27	Km of transport networks with in-vehicle 4G signal in North Wales from at least one operator	35
<b>B11.</b>	<b>Reducing out-migration</b>	<b>36</b>

	OC28	Jobs created/safeguarded filled by those 16-34	36
	OC29	Students / individuals completing qualifications through Growth Deal projects intending to stay in Wales	36
<b>B12.</b>		<b>Rural Community Sustainability</b>	<b>37</b>
	OC30	Jobs created / safeguarded filled by individuals with a rural home postcodes	37
	OC31	Enterprises supported by the North Wales Growth Deal in rural areas	37
	OC32	Premises with improved telecoms as a result of Growth Deal investment in rural areas	37
<b>B13.</b>		<b>Addressing economic inequality</b>	<b>37</b>
	OC33	Jobs created / safeguarded filled by individuals from an area of multiple deprivation	37
	OC34	Enterprises supported by the North Wales Growth Deal in an area of multiple deprivation	38
	OC35	Jobs created / safeguarded filled by individuals recorded as Welsh speakers	38
	OC36	Jobs created / safeguarded filled by females	38
	OC37	Cyclists or pedestrians using new or improved cycleways or paths installed by a project	38
	OC38	Affordable homes constructed	39
<b>B14.</b>		<b>Skills &amp; Qualifications</b>	<b>39</b>
	OC39	Students / individuals completing qualifications associated with Growth Deal projects	39
	OC40	Students / individuals completing qualifications focused on high value sectors	40
	OC41	Students / individuals completing qualifications focused on R&D or innovation associated with Growth Deal projects	40
	OC42	Students / individuals completing qualifications focused on sustainability associated with Growth Deal projects	41
	OC43	Students / individuals completing qualifications from an area of multiple deprivation	41
	OC44	Students / individuals who speak Welsh completing qualifications	41
	OC45	Students / individuals with a rural home postcode completing qualifications	42
	OC46	Students / individuals completing non-accredited CPD training course	42
<b>B15.</b>		<b>Visitor spend</b>	<b>43</b>
	OC47	Visitor spend multiplier	43
<b>B16.</b>		<b>Low Carbon Buildings</b>	<b>43</b>
	OC48	New buildings constructed that operate at net zero emissions, disaggregated by homes / other	43
<b>B17.</b>		<b>Low carbon energy generation</b>	<b>43</b>
	OC49	New low carbon energy generation system installed	43
<b>B18.</b>		<b>Biodiversity enhancement</b>	<b>44</b>
	OC50	Biodiversity conserved / enhanced	44
<b>B19.</b>		<b>Reduction in Greenhouse Gas Emissions</b>	<b>44</b>
	OC51	Reduction in CO2 Equivalent Emissions	44

Key points regarding Ambition North Wales monitoring and evaluation system:

- Benefits can be accrued from approval of the Strategic Outline Case, even though system set up within the Ambition North Wales reporting platform will happen following approval of the Full Business Case.
- Beneficiary information should be entered for all individuals, enterprises and collaborations supported. This data is subject to the Ambition North Wales GDPR policy.
- Data should be updated within the Ambition North Wales reporting platform every six months, together with supporting evidence.

## A. OUTPUTS

### 1. JOB CREATION

#### 1.1 New direct gross jobs created

Gross Jobs created directly (not safeguarded) by projects, programmes, and portfolio as a result of North Wales Growth Deal intervention, during any phase (design, construction, operation).

Gross Jobs equals the total number of permanent jobs created expressed in FTE where 1 FTE is minimum 30h week. Apprenticeships can be included in calculations-based FTE calculations and provided the apprentice is likely to remain employed in the role following the apprenticeship.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Job classification: Levels 1-9 – see glossary for more details
- Area of work: SIC Codes - see glossary for more details

Indicate if the job created supports the definition of:

- Green jobs – see sustainability definition in the glossary
- R&D/Innovation job – see definition in the glossary

For each job created, beneficiary details should be added for the first employee to fill the role. This includes a beneficiary reference number, and appropriate characteristics as indicated in the reporting platform including gender and other protected characteristics, whether the person is a Welsh language speaker, and their postcode (to support monitoring of geographic regional equality).

For evaluation purposes, projects will need to periodically use this data to calculate net jobs using [Green Book](#) methods to assess displacement, additionality etc.

Unit: Number (FTE)

Evidence:

- Personnel records showing the increase in headcount
- Any other documents showing that these directly relate to the project, and the nature of the role
- Apprenticeship employment records

#### 1.2 Project construction jobs created

Construction jobs is an aggregate figure recorded over the lifetime of a building contract by contractor indicating total workers on site based on number of CDM construction days utilised. Under the Construction (Design and Management) Regulations 2015, a working day is classed as any day on which construction work takes place. Therefore, even if the planned construction work on one day will only be for 2 hours duration, it will need to be classed as a working day under the CDM regulations. Many construction jobs are temporary by nature, such as on-site trades; however, longer term/permanent managerial and supervisory roles may also be recorded in this way.

Using CDM methodology will ensure that a consistent yardstick is applied to all projects, and one that is understood by the construction industry<sup>1</sup> as recommended by Royal Institution of Chartered Surveyors (RICS).

For construction jobs, contractors should record the following for the person in the role to support understanding of regional employment patterns and to support improvements in equality of opportunity: gender and other protected characteristics, whether the person is a Welsh language speaker, and their postcode (to support monitoring of geographic regional equality).

Unit: Number (FTE)

Evidence:

- Personnel records showing headcount
- Any other documents showing that these directly relate to the project, and the nature of the role
- On-site headcount system records
- Written confirmation from a senior member of staff in the contractor company

### **1.3 Direct jobs safeguarded**

Safeguarded jobs are defined as existing, permanent, paid jobs which are at risk without the project intervention.

This is defined as jobs that are forecast to be lost within a period of six months. You should provide a rationale as to why the job is at risk and why it would cease to exist in the absence of the project being supported.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Job classification: Levels 1-9 – see glossary for more details
- Area of work: SIC Codes - see glossary for more details

Indicate if the job safeguarded supports the definition of:

- Green jobs – see sustainability definition in the glossary
- R&D/Innovation job – see definition in the glossary

For each job created, beneficiary details should be added for the person in the role. This includes a beneficiary reference number, and appropriate characteristics as indicated in the reporting platform including gender and other protected characteristics, whether the person is a Welsh language speaker, and their postcode (to support monitoring of geographic regional equality).

Unit: Number (FTE)

Evidence:

- A self-declaration from a senior member of the company that the support provided did safeguard an at risk job and the skill level of the post

---

<sup>1</sup> <https://www.haspod.com/cdm/notification-calculator>

## 2. INCOME & INVESTMENT

The amount of financial support given to projects, programmes or portfolio receiving grants, or financial support other than grants, such as in-kind and materials contribution. The amount of support is the total amount provided to an entity i.e. grant plus **any match funding** coming from the beneficiary itself.

### 2.1. Capital income secured by project (match)

The amount of matched capital funding secured by a project that is being supported by the North Wales Growth Deal. This amount should be equivalent to the value of the matched funding stated on the project funding agreement signed with Ambition North Wales.

Match funding should be capital funds that contribute towards funding or directly enhancing the capability of the asset, over and above the current position, noting that in some instances a new asset will be built. Match funding can be provided by a variety of parties, including the public and private sector. This is intended to build upon the funding provided by the UK and Welsh Governments through the North Wales Growth Deal.

Revenue costs incurred by project sponsors to develop essential parts of a business case *which are eligible to be capitalised* can be captured here e.g. Costs associated with surveys, consenting, professional fees, (design, engineering, and other consultancy fees. Any queries on eligibility for capitalisation should be raised with the PMO.

Matched funding should be recorded in £GBP. In-kind matched funding (e.g. contribution of land) should be evidenced through two independent valuations.

Where awards are made in € (or other currency) the Bank of England exchange rate adopted should be that at the date of the award.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Source of funding: Private Sector, Government, Charitable Sector, International institution, Investment Bank, Other
- Type of funding: Grant, Investment (Debt/equity/Angel/VC/Dev.Bank Wales), Loan, etc.

Indicate if the funding supports the definition of

- Green investment – see sustainability definition in the glossary
- R&D/Innovation funding – see definition in the glossary

Unit: £GBP

Suggested evidence:

- Signed funding agreement

## 2.2. Capital income leveraged by the project / PMO

Capital funding secured by a project, programme or portfolio related to a project or initiative supported by the North Wales Growth Deal, above and beyond capital funding agreed as project matched funding investment (see Output 2.1).

Capital funds can be provided by a variety of parties, including the public and private sector. Projects will need to demonstrate how the Growth Deal has been used to leverage the funding e.g. funding could have been leveraged by delivery of a related Growth Deal project, without which this additional funding would not have been secured; or actions/interventions of the project team or PMO could have led to the funding being secured.

Funding should be recorded in £GBP.

Where awards are made in € (or other currency) the Bank of England exchange rate adopted should be that at the date of the award.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Source of funding: Private Sector, Government, Charitable Sector, International institution, Investment Bank, Other
- Type of funding: Grant, Investment (Debt/equity/Angel/VC/Dev.Bank Wales), Loan, etc.

Indicate if the funding supports the definition of:

- Green investment – see sustainability definition in the glossary
- R&D/Innovation funding – see definition in the glossary

Unit: £GBP

Suggested evidence:

- Signed funding agreement
- Evidence of leverage e.g. meeting reports etc.

## 2.3. Revenue income secured by the project / PMO

Total value of revenue contributions secured as a result of the North Wales Growth Deal through project, programme and portfolio activities.

Income is the cumulative amount to the end of the supported activities. Income can be financial or in-kind, grant or non-grant.

In-kind contributions may include contributions from private sector collaborators (for example staff time, use of equipment and other resources, materials, provision of data etc.) provided these are 'contractually explicit' and are capable of independent assessment / valuation.

Revenue costs incurred by project sponsors to develop essential parts of a business case *but that cannot be capitalised* can be included here e.g. costs associated with project managers or support staff.

Where awards are made in € (or other currency) the Bank of England exchange rate adopted should be that at the date of the award.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Source of funding: Private Sector, Government, Charitable Sector, International institution, Investment Bank, Other
- Type of funding: Grant, Investment (Debt/equity/Angel/VC/Dev.Bank Wales), Loan, etc.

Indicate if the funding supports the definition of:

- Green investment – see sustainability definition in the glossary
- R&D/Innovation funding – see definition in the glossary

Unit: £GBP

Suggested evidence:

- Signed funding agreement

### 3. SPACE

The amount of new space, floorspace, private, commercial or physical research infrastructure, hybrid (mixed use), industrial or serviced development land which have been created or improved as a direct result of the North Wales Growth Deal support.

This is a wide set for a heterogeneous group of tangible assets. For intangible/virtual research infrastructure assets consider Output 1.5.5 below).

#### 3.1. New or upgraded commercial/research floorspace created

The floor area of physical infrastructure created or improved as a direct result of the North Wales Growth Deal support e.g. a new build, a refurbished laboratory.

For virtual enabling infrastructure e.g. new technology installed, see output 5.5.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- The **Gross Internal Area**<sup>2</sup> of the building/facility/laboratory

The International Property Measurement Standard 2 (IPMS2 or **Gross Internal Area**<sup>3</sup> of the building/facility/laboratory should be measured, which is the floor space of the facility to the **internal** face of the perimeter walls at each floor level (see RICS definitions<sup>4</sup>), including mezzanines, lifts, and plant areas for example.

---

<sup>2</sup> Why GIA? GIA is a recognised method of measurement for calculating building costs, calculating business rates, setting commercial rents/service charges, and estate agent / new homes valuations.

<sup>3</sup> Why GIA? GIA is a recognised method of measurement for calculating building costs, calculating business rates, setting commercial rents/service charges, and estate agent / new homes valuations.

<sup>4</sup> <https://www.rics.org/globalassets/rics-website/media/upholding-professional-standards/sector-standards/valuation/code-of-measuring-practice-6th-edition-rics.pdf>



For the calculation of the net useable commercial/office/laboratory/research floor space that is used for marketing and agency purposes; then the International Property Measurement Standard 3 (IPMS 3 or Net Internal Area should be measured in accordance with the above Standard.

Unit: m<sup>2</sup>

Suggested evidence:

- Works specifications to space reclaimed
- Planning consent
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

[Source: WEFO ERDF Priority Axis 1 R&D&I, RICS professional standards and guidance]

### **3.2. Serviced employment land created**

The number of hectares of serviced land provided to accommodate commercial, industrial or other business / employment/ enterprise uses.

Type of land (Brownfield – previously used derelict and/or Brownfield – contaminated land; Greenfield – land not previously used for any other use other than for agricultural activities – e.g. livestock grazing or arable cropping).

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Planning use classes – see [Planning permission: use classes \(change of use\)](#)
- m2 net and gross developable area, should be recorded as a note
- Location - postcode

Unit: Ha

Suggested evidence:

- Evidence of need of intervention e.g. business plan. Planning consents, legal agreements, (planning and land interests)
- Evidence of contract for works and authorised certificated payments
- Documentary evidence of completed project output, e.g. on-site photos, timetables, sales/lettings/marketing details, certificates of practical completion, completion of defects/snagging list, handover documentation (O&M manuals), Heads of Terms documentation, leases, tenancies, title certificates

This output should be recorded upon completion of works.

[Source ERDF: Priority Axis 4: Connectivity and Urban Development]

### **3.3. Serviced residential land created.**

The number of hectares of brownfield or greenfield land developed for residential and ancillary uses including public open space, active travel, recreation, biodiversity and habitat. May also be links with Output 1.3.2 above

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Location - postcode

Unit (ha)

Suggested evidence:

- Works specifications to space reclaimed
- Planning consent
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

Works should be complete before reporting.

#### **3.4. Land reclaimed within port**

The number of hectares of land claimed from the seabed within defined boundaries of Port of Holyhead (or other ports within North Wales if applicable). May also be links with Output 1.3.2 above

Enter directly into the Ambition North Wales Reporting Platform, indicating the following:

- Location - postcode

Unit (ha)

Suggested evidence:

- Works specifications to space reclaimed
- Planning consent
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

Works should be complete before reporting.

#### **3.5. Number of SME's accommodated**

This is a specific indicator for Land and Property projects creating business space without a direct relationship with small and medium enterprises housed in that space.

It refers to enterprises accommodated within the sites and premises referred to in Output 3.1.

Accommodated: The maximum number of FTE jobs potentially located at any one time assuming that the floor area assessment is undertaken in accordance with the Employment Densities Guidance 2015

3<sup>rd</sup> Edition issued by HCA. This Guidance will use either the Net or Gross Internal Area's dependent on the use of the building or facility to assess the number of FTE posts that can be accommodated on a standard density rate per sq m depending on the use of the building. This is not the number accommodated over the life of the premises.

Benefiting SMEs should be recorded in Output 5.4 if possible.

Enter directly into the Ambition North Wales Reporting Platform, indicating the following if possible:

- Size of Business - Size of company - Micro (1 to 9), Small (10 to 49), Medium (50 to 249), Large (250+)
- SIC Code of first business house— see glossary for SIC code definition
- Location - postcode

Unit: Number.

Suggested evidence:

- Floor plans
- Building specifications to support the number of new desks/positions provided

Building should be complete before reporting SMEs accommodated.

### **3.6. Actions taken to enhance biodiversity related to the project**

Each building and infrastructure project is required to report Biodiversity Net Gain as a percentage against the project's biodiversity baseline at OBC, FBC and as an as-built design.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Actions taken
- Locations – postcodes
- % biodiversity net gain

Actions can be a change in project specification or approach during design, construction or operational phases and can include action to address both direct and indirect drivers of biodiversity loss as defined by the [Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services \(IPBES\)](#) e.g. – construction *directly* impacts biodiversity, where reducing chemical use in industrial processes reduces *indirect* biodiversity impacts (through sourcing and disposal of the chemicals).

Unit: Number (of actions)

Examples of evidence:

#### **Direct impacts**

- Building specifications noting biodiversity enhancement targets
- Planning consent confirming biodiversity enhancement

#### **Indirect impacts**

- Feasibility study reports showing potential reduced impacts
- Before/after usage rates of polluting substances

- Environmental impact study / Ambition North Wales proformas
- Procurement documents/tender report
- Signed contract of works
- Completion certificate
- Photos of site before/after

### 3.7. Actions taken to reduce carbon emissions related to the project

Each infrastructure and equipment project is required to report the total carbon emissions, the normalised emissions per spend and the normalised emissions per square meter for buildings projects at OBC, FBC and as an as-built design.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Actions taken
- Locations – postcodes
- Estimated carbon reduction
- Whether Scope 1, 2 or 3 - as [defined by the Carbon Trust](#)

Actions can be a change in project specification or approach during design, construction or operational phases, with regards scope 1, 2 or 3 emissions – and can involve operational or embodied carbon.

Unit: Number (of actions)

Evidence suggested:

- Building specifications noting emissions reduction targets
- Planning consent confirming emissions mitigations
- Environmental impact study / Ambition North Wales proformas
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

### 3.8. Total length of new or improved cycleways or paths

Kilometres of new or improved cycleways or paths constructed as a result of North Wales Growth Deal funding.

New means a cycle way or foot path has been built where it previously did not exist. Constructing cycle ways on existing roads counts as new cycle ways.

Improved means the capacity or quality of the cycle way or foot path (including beautification and illumination) was improved. This excludes routine maintenance of cycle ways or footpaths.

Completed means the cycle way or foot path is fully operational and open to the public, and all planned improvements have been fully implemented and operationalised.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Locations of cycle/path – postcode(s)

Unit: km

Evidence suggested:

- Path specifications
- Planning consent
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

## **4. COLLABORATIONS**

### **4.1. Collaborations created in support of a North Wales Growth Deal programme/project**

The number of formal networks that are formed/created due to a common interest as a result of advice, assistance or financial support from North Wales Growth Deal projects, programme and portfolio that were not in existence prior to the Growth Deal.

Each network can be scored only once over the life of the approved programme or collaboration  
For example: A creation of special interest network that lasts the life of the programme.

For Research / Further Education / Higher Education institutions: The total number of institutions and enterprises cooperating in an R&D & Innovation project which is supported through the North Wales Growth Deal project. Projects could include the development of funding applications in subsequent projects, and this could be between several Research Institutions (RI) and/or enterprises.

Where collaborations take place between Growth Deal projects, programmes or other Welsh Growth Deals, or Cross Border activities such as Mersey Dee Alliance, Northern Powerhouse, future Ireland-Wales programmes, Strength in Places, North West Nuclear Arc etc., these should be indicated. Inter-growth deal collaboration is an important metric of success and demonstrates the logical interdependence and potentiating effects of individual GD projects and programmes on each other.

Alternatively, there may be a focus on transferring research results and skills between the knowledge base and enterprise(s) to enable innovative new products and services to be developed and includes:

- Research collaborations and free dissemination of research
- Joint and long-term development of new business or services
- Formation of joint ventures and spin-out companies. At least one RI and enterprise should be involved

The collaboration itself should be recorded with this indicator, and then - once this indicator is selected / entered – projects should also record those enterprises involved under Output 5.4 (enterprises supported through Growth Deal projects).

Projects delivering against this indicator should also track satisfaction with the collaboration – see Outcome 20.

A co-operation to prepare a funding application can be counted but if it leads to a successful contractual collaboration this should be counted as one collaboration project.

This output indicator may be claimed following the start date of the collaborative project. This includes any agreed retrospection period for the project lead.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Purpose of collaboration e.g. research, funding, product/process development, communication, other
- Subject of collaboration TBC
- Which businesses/organisations involved;
- Types of organisations (public, private, third etc.)

A reference number for each collaboration should be generated.

Unit: Number (whole values only)

Suggested evidence:

- Application form
- Ongoing reporting, plus
- Confirmation / amendment on completion of the operation
- Memorandum of Understanding
- Output of collaboration or summary report

The evidence should be able to identify the specific aims of the cooperation, the activities to be undertaken and how they are expected to contribute to the anticipated outputs (e.g. new products, processes, services in the digital/energy/advanced manufacturing domains).

Details of the specific expertise and contribution offered in relation to the cooperation activities should be available for all organisations included in the indicator claim.

[Source: LEADER programme/ ERDF Priority 1 / ERDF Sêr Cymru]

#### **4.2. Actions taken to develop / strengthen local supply chains**

Efforts made by North Wales Growth Deal projects, programmes and the portfolio to engage regional businesses, particularly micro, small and medium enterprises,

It can include documented decisions, influencing meetings, events, training, mentoring or other activities.

In this context, “local” is considered as within North Wales. However, it is recognised that there will be some ‘leakage’ of benefits into neighbouring regions. This is recognised as inevitable and valuable to the region and should be acknowledged in reporting where possible.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Type of event: Early market engagement, meet the buyer, etc.
- Location of event - postcode

This activity refers to broad sector-oriented actions, rather than direct support to enterprises which should be recorded under Output 5.4. Success in delivering this output may be captured by Outcome 22 – Growth Deal contracts delivered by regional businesses.

Unit: Number (whole values only)

Suggested evidence:

- Event agendas
- Invitation / attendance lists
- Event reports

The evidence should be able to identify the specific aims of the action(s), details of the action(s) undertaken and how they contribute to the anticipated outputs (e.g. new products, processes, services).

#### **4.3. Actions taken to ensure Growth Deal projects are delivered inclusively**

Efforts made by projects, programmes and the portfolio to address inequality and improve regional wellbeing through delivery of the North Wales Growth Deal.

It can include documented decisions, influencing meetings, events, training, mentoring or other activities.

In addition, it can include particular accommodations made by projects to support inclusive project delivery: e.g. translation provision to engage multiple ethnicities, childcare provision, adapted accessibility, targeted marketing efforts etc.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Focus of effort: gender, age, race, disability, income, language, other
- Type of effort: event, training, mentoring, other

If the training activity leads to a qualification or can be classed as Continuing Professional Development (CPD), it should be recorded under Output 6.1 or 6.3, respectively.

Unit: Number (whole values only)

Suggested evidence:

- Meeting minutes
- Event/training agendas

- Invitation / attendance lists
- Event/training reports

The evidence should be able to identify the specific aims of the action(s), details of the action(s) undertaken and how they contribute to the anticipated outcomes (e.g. more equitable balance within the project/sector workforce).

## **5. NEW PRODUCTS/ CAPACITY**

### **5.1. Additional premises passed by broadband (b/b) access ≥30 Mbps to 100 Mbps**

Number of premises (residential and commercial) with access to a superfast broadband connection which has a minimum download speed of between 30 mega bits per second (Mbps) and 100 Mbps where previously these premises would have had limited access or no access at all.

The ability to access must be a direct consequence of the support. The indicator measures premises with the possibility to access, not whether the premises actually choose to be connected or not. Linked to Outcome OC9 assessing uptake of the digital infrastructure.

Unit: Number of premises

Classification: Location of premises – UPRN (unique property reference number) and postcode

Suggested evidence:

- ‘Before and After’ mapped data of digital connections >30 Mbps by Unitary Authority.
- The baseline of coverage prior to intervention and how post intervention will be modelled should be included within the business plan.

[Source ERDF: Priority Axis 4: Connectivity and Urban Development]

Evaluations of the project should demonstrate take-up.

### **5.2. Additional premises passed by broadband (b/b) access >100 Mbps to 1000 Mbps**

Number of premises (residential and commercial) with access to a broadband connection which has a minimum download speed of between 100 mega bits per second (Mbps) and 1000 Mbps where previously these premises had more limited access or no access at all.

The ability to access must be a direct consequence of Growth Deal support. The indicator measures premises with the possibility to access, not whether the premises actually choose to be connected or not. Linked to Outcome OC10 assessing uptake of the digital infrastructure.

Unit: Number of premises

Classification: Location of premises – UPRN (unique property reference number) and postcode

Suggested evidence:

- ‘Before and After’ mapped data of digital connections by Unitary Authority



- The baseline of coverage prior to intervention and how post intervention will be modelled should be included within the business plan

Evaluations of the project should demonstrate take-up.

[Source ERDF: Priority Axis 4: Connectivity and Urban Development]

### **5.3. Additional premises passed by broadband (b/b) access >1000 Mbps**

Number of premises with access to the internet at an average predicted speed in excess of 1000 Mbps where previously these premises had more limited access or no access at all.

The ability to access must be a direct consequence of the Growth Deal support. The indicator measures premises with the possibility to access, not whether the premises actually choose to be connected or not. Linked to Outcome OC11 assessing uptake of the digital infrastructure.

Unit: Number of premises

Classification: Location of premises – UPRN (unique property reference number) and postcode

Suggested evidence:

- ‘Before and After’ mapped data of digital connections by Unitary Authority
- The baseline of coverage prior to intervention and how post intervention will be modelled should be included within the business plan

Evaluations of the project should demonstrate take-up.

[Source ERDF: Priority Axis 4: Connectivity and Urban Development]

### **5.4. Number of enterprises supported through Growth Deal projects**

Number of enterprises benefiting from or through a Growth Deal project, programme or portfolio activity. Enterprises can be companies, academic institutions, or third sector.

This could be in project design, construction or operational phases within the funding period.

The following information should be provided about the support:

- Type of support: Infrastructure, Equipment, Funding, Training, R&D, Signposting, Other
- Duration of support per year (days)

Then – in Impact - provide details of the enterprise benefiting from the support as a beneficiary. A reference number for the enterprise should be created and its characteristics provided as prompted by the Impact platform – e.g. Size of company - Micro (1 to 9), Small (10 to 49), Medium (50 to 249), Large (250+), Years company has been registered, location (postcode).

A supported enterprise need not result in a formal collaboration (see output 4.1 above but should constitute a specific engagement between project/programme and enterprise for a minimum number of hours. Enterprises involved in a collaboration related to the Growth Deal project should all be recorded through this indicator as well as Output 4.1.

Projects delivering against this indicator should also track satisfaction with the engagement – see Outcome 20.

Unit: Number

Suggested evidence:

- Self-report by project, programme or portfolio lead via the Ambition North Wales Reporting Platform and written confirmation from a senior member of staff in the project will suffice
- The evidence should be able to identify the specific aims of the support provided, the activities undertaken, who the support was provided by (including details of specific expertise) and how they contribute to the anticipated outputs
- A summary or copy of any outputs from the support e.g. a funding agreement, the application developed (or relevant extracts)

### 5.5. Enabling infrastructure projects completed

The number of infrastructure projects delivered by the North Wales Growth Deal. Enabling infrastructure means the installation of public utilities, public works, digital infrastructure, transportation, and research facilities that are essential for delivering improvements in digital connectivity, low-carbon energy, property development and research.

This indicator captures the total *number* of infrastructure projects delivered so is compatible with other related indicators which capture other aspects of project delivery e.g.

- Installation of energy-generation infrastructure (Kwh) – see Outcome OC49
- Amount of physical space/buildings created (m2) - see Outputs 3 (space)

Research facilities include buildings, resources and related services that are used by the project lead or beneficiary/stakeholder community to conduct pilot projects, installations of test rigs, commercial installations and conduct collaborative research; knowledge-based resources such as collections, archives or structures for carrying out research or pilot studies; technology-based infrastructures such as grid, computing, software and communication. Such infrastructures may be “single sited” or “distributed” and an “organised network of resources”. This can therefore encompass tangible and intangible assets, the latter including artefacts such as large data sets/supercomputing or mixed virtual/real facilities.

Projects should be able to demonstrate compliance with Ambition North Wales emissions and biodiversity targets, and procurement principles.

Enter directly into the Ambition North Wales Reporting Platform and indicate:

- Type of activity: building construction, water, digital, energy, highway
- Ownership: Local, public, private etc.
- Location (postcode)
- Reference number of enterprise supported (see Output 5.4) if relevant

This output should be recorded upon completion of works.

Evidence suggested:

- Building specifications including floor plans
- Planning consent
- Environmental impact study / Ambition North Wales proformas
- Procurement documents/tender report
- Signed contract of works
- Completion certificate

## 6. SKILLS

### 6.1. Individuals registered for a qualification

The number of individuals registered for a qualification as a result of a Growth Deal project or PMO activity.

A course is **accredited** if it has been approved by a recognised awarding body. For example, an accounting course might be accredited by the Association of Chartered Certified Accountants (ACCA). For monitoring purposes, accredited qualifications should include but are not limited to certificates, diplomas, undergraduate and post-graduate degrees awarded by government-recognised bodies. It can include *accredited* Continuing Professional Development (CPD) courses.

Enter directly into the Ambition North Wales Reporting Platform.

For each individual qualification, indicate:

- Level of training in NQF: Entry level, Level 1, 2, 3 etc
- Training topic - use SSA codes

Indicate if the qualification supports the definition of:

- Green skills – see sustainability definition in the glossary
- R&D/Innovation – see definition in the glossary

Then – in Impact - provide details of the person benefiting from the course as a beneficiary. A reference number for the individual should be created and characteristics of that individual provided as prompted by the Impact platform – e.g. home postcode, gender, etc.

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Learner registration records

Also note Outcome OC13 (Users who intend to use knowledge gained from a Growth Deal knowledge management product or training experience) so you can capture appropriate feedback via evaluation forms on completers.

## 6.2. Individuals registered for an apprenticeship

The number of individuals registered for an apprenticeship as a result of a Growth Deal project or PMO activity.

An apprenticeship is an earn-and-learn qualification undertaken to develop technical and practical job specific skills and combines on-the-job learning with classroom study. An apprenticeship is a technical or job specific qualification - skills specific to or required to undertake the job role, including apprenticeships (technical, practical and job specific skills) leading to a vocational qualification. Degree apprenticeships may be included.

Enter directly into the Ambition North Wales Reporting Platform.

For each individual, indicate:

- Level of training in NQF: Entry level, Level 1, 2, 3 etc.
- Training topic - use SSA codes provided

Indicate if the apprenticeship supports the definition of:

- Green skills – see sustainability definition in the glossary
- R&D/Innovation – see definition in the glossary

Then – in Impact - provide details of the person benefiting from the course as a beneficiary. A reference number for the individual should be created and characteristics of that individual provided as prompted by the Impact platform – e.g. home postcode, gender, etc.

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Learner registration records

Also note Outcome OC13 (Users who intend to use knowledge gained from a Growth Deal knowledge management product or training experience) so you can capture appropriate feedback via evaluation forms on completers.

## 6.3. Individuals registered for a non-accredited CPD training course

The number of individuals registered for a non-accredited Continuous Professional Development course as a result of a Growth Deal project or PMO activity.

Continuing Professional Development (CPD) courses recorded here should be **non-accredited**, and can be face-to-face, online, or hybrid. CPD activity is recorded in terms of learning outcomes and practical application of the knowledge obtained. CPD undertaken is recorded by those individuals receiving training by a CPD Certificate of Attendance, CPD Self-Assessment forms and/or personal CPD Record Cards.<sup>5</sup>

---

<sup>5</sup> <https://cpduk.co.uk> Accessed 14/11/2021

The number of individuals undertaking training which outlines the key priorities for action by employers and staff to promote equality, diversity and inclusion and challenge discrimination and monitoring progress against these priorities.

**Important** - if the CPD course is accredited, it should **only** be recorded under Output 6.1 (Individuals registered for a qualification).

Indicate if the CPD course supports the definition of:

- Green skills – see sustainability definition in the glossary
- R&D/Innovation – see definition in the glossary

Then, in Impact, provide details of the person benefiting from the course as a beneficiary. A reference number for the individual should be created and characteristics of that individual provided as prompted by the Impact platform – e.g. home postcode, gender, etc.

Unit: Hours of CPD

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Learner registration records

Also note Outcome OC13 (Users who intend to use knowledge gained from a Growth Deal knowledge management product or training experience) so you can capture appropriate feedback via evaluation forms on completers.

#### **6.4. Individuals registered for a qualification in a high value sector**

Calculate - derive high value sector subcategory from Outputs 6.1 to 6.3 where students have completed qualifications in the following SSA themes:

- 2. Science and Mathematics
- 4. Engineering and Manufacturing Technologies
- 6. Information and Communication Technology
- 11. Social Science
- 15. Business Administration and Law

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the output indicators above.

These qualifications should be disaggregated by qualification level.

Unit: Number

#### **6.5. Individuals registered for a qualification supporting sustainability**

The number of individuals engaged in programmes which have a focus on training that addresses the sustainable development objectives of the Growth Deal, usually as outlined in the Project Business Case. See definitions of Sustainability in glossary.

Calculate - derive sustainability subcategory from Outputs 6.1 to 6.3. For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the output indicators above.

Unit: Number

[SOURCES: [Welsh Govt ESF Priority 2 Skills for Growth](#), [CPD Certification Service](#), [Gov.uk](#)  
[Department of Education](#), [UKRI](#)]

## B. OUTCOMES

### B1. Indirect jobs created / safeguarded

#### OC1 New indirect gross jobs created

Indirect new jobs created as a result of the Growth Deal investment.

Indirect jobs will be created as a result of Growth Deal investment through a range of different ways and different types of indirect jobs may be monitored and recorded differently. Models of job creation and approaches to monitoring and reporting should be carefully set out in business cases, and care should be taken not to double count, particularly if multiple partners are involved in project delivery.

Three primary sources of indirect jobs have been identified, although others may emerge:

- i. Spin-out or expanded businesses where R&D support for enterprises / collaborations within centres supported by the Growth Deal (e.g. the Digital Signal Processing Centre, the Centre for Environmental Biotechnology) lead to commercial success of new to firm/market products, processes or services, leading to business growth and creation.
- ii. Jobs accommodated within businesses opening on the sites and premises referred to in the indicator “Serviced employment land created” (most likely through the Land & Property programme) – see additional note below
- iii. Calculations of jobs created through enabling projects e.g. roll-out of digital to new sites enabling jobs at those sites (based on proxy calculations)

For each job created, job level and SIC Code category should be selected. If the job meets the definition of a Green Job or an R&D/Innovation job, the tick boxes should be ticked.

For each job created, beneficiary details should be added for the first person to fill the role. This includes a beneficiary reference number, and appropriate characteristics as indicated including gender and other protected characteristics, whether the person is a Welsh language speaker, and their postcode (to support monitoring of geographic regional equality).

All effort should be made to collect this data first hand, but where the data is not available proxy data should be used to estimate likely proportions of beneficiaries based on activities delivered to reach those beneficiaries

For example:

<b>If primary data is not available</b>	Where no project activities have taken place that specifically seek to engage/ employ this population	Where documented project activities have been delivered to increase engagement/ employment of this population
<b>% beneficiaries Welsh speaking</b>	% should be calculated based on current proportion of those employed who are Welsh speakers (preferred) or % who are Welsh speakers in the county	A similar calculation, but making an appropriate and documented adjustment according to level of outreach effort to this population

<b>% beneficiaries from areas of multiple deprivation</b>	% should be calculated based on current proportion of people employed from areas of multiple deprivation (preferred) or % of the county population who live in an area of multiple deprivation	A similar calculation, but making an appropriate and documented adjustment according to level of outreach effort to this population
---	--	---

Unit: Number (FTE)

Suggested evidence for each different source of indirect jobs:

- i. Jobs within spin-outs or business growth: see evidence suggested for Output 1.1
- ii. Jobs accommodated: Floor plans, building specifications to support the number of new desks/positions provided. Building should be complete before reporting jobs accommodated.
- iii. Jobs created through enabling projects: calculations based on proxy data, showing data sources and assumptions made.

For evaluation purposes, projects will need to periodically use this data to calculate net indirect jobs using Green Book methods to assess displacement, additionality etc.

Additional note about jobs accommodated in serviced employment land created.

This refers to calculations of indirect jobs created through employment within the sites and premises referred to in the indicators “Premises created or refurbished”.

Accommodated refers to the maximum number of jobs potentially located at the premises at any one time. This is not the number accommodated over the life of the premises.

If the project involves the refurbishment of a premises, then this should be the number of additional jobs accommodated (i.e. any jobs accommodated prior to refurbishment should be deducted from the number reported; should this result in a negative figure then the project should reconsider whether this is the most appropriate result indicator for them.

The Bilfinger GVA Grimly / Homes and Communities Agency Employment Densities Guide (3rd Edition, 2015) may be used when calculating jobs accommodated. The methodology chosen for calculating the number of jobs accommodated and any assumptions should be set out in the business plan. N.B. Employment density is much more closely aligned to the type of activity undertaken within the property rather than its location or building type.

More detailed analysis and guidance is provided on calculating floorspace in the RICS Code of Measuring Practice (6th Edition) which was updated in May 2015.

## **OC2 Indirect gross jobs safeguarded**

Indirect new jobs safeguarded as a result of the Growth Deal investment.

Jobs Safeguarded (or maintained) are those existing jobs that are at risk and would be lost if Growth Deal intervention (directly and indirectly) did not occur. Jobs safeguarded should only be measured if this is an important aim of a project and only those jobs at risk in an undertaking, rather than all the jobs, can be counted.



See Output 1.3 for further details and requirements for evidence.

## **B2. Jobs: High-Value Employment**

### **OC3 Jobs created / safeguarded classified as high value**

The number of jobs created/safeguarded - captured as Outputs **Error! Reference source not found.** and 1.3 and Outcomes **Error! Reference source not found.** - that can be defined as high value jobs.

Calculated as sub-category of direct and indirect jobs created/safeguarded.

High value jobs include those recorded under the following SIC code categories:

- Manufacturing
- Information and communication
- Professional, scientific and technical activities

### **OC4 Jobs created / safeguarded focused on R&D or innovation**

The number of jobs created/safeguarded - captured as Outputs **Error! Reference source not found.** and 1.3 and Outcomes **Error! Reference source not found.** - that can be defined as focusing on innovation, research and development.

Calculated as sub-category of direct and indirect jobs created/safeguarded.

See definitions of R&D and Innovation in glossary.

### **OC5 Jobs created / safeguarded focused on sustainability**

The number of jobs created/safeguarded, directly or indirectly which can be defined as focused on sustainability. See Outputs **Error! Reference source not found.** and 1.3 and Outcomes **Error! Reference source not found.**.

Calculated as sub-category of direct and indirect jobs created/safeguarded.

See definition of Sustainability in glossary.

## **B3. Investment**

### **OC6 Total income focused on R&D or innovation**

Income / investment - captured as Outputs **Error! Reference source not found.** to **Error! Reference source not found.** and Output OC8 - that can be defined as focusing on or supporting innovation, research and development.

Calculated as sub-category of income/investment secured.

See definitions of R&D and Innovation in glossary.

For further information regarding what may be counted as investment focussed on R&D or innovation, please see Outputs **Error! Reference source not found.** to **Error! Reference source not found.** Evidenced by project sponsor and enterprise declaration.

#### **OC7 Total income focused on sustainability**

Income / investment - captured as Outputs **Error! Reference source not found.** to **Error! Reference source not found.** and Output OC8 - that can be defined as focusing on or supporting sustainability.

Calculated as sub-category of income/investment secured.

See definitions of Sustainability in glossary.

For further information regarding what may be counted as investment, please see Outputs **Error! Reference source not found.** to **Error! Reference source not found.** above. Evidenced by project sponsor and enterprise declaration.

#### **OC8 Revenue income secured by project beneficiary (enterprise or collaboration) following support by Growth Deal projects**

Total value of revenue contributions secured by supported enterprises (see Output 5.4) and Collaborations (see Output 4.1) benefiting from a North Wales Growth Deal project, programme or portfolio activity.

For example: Grant support secured by a business working with a Growth Deal research centre (CEB, EEOC, DSP, Egni etc.).

Revenue should be directly related to the work of the Growth Deal project / programme.

Income is the cumulative amount to the end of the supported activities. Income can be financial or in-kind, grant or non-grant.

In-kind contributions may include contributions from private sector collaborators (for example staff time, use of equipment and other resources, materials, provision of data etc.) provided these are 'contractually explicit' and are capable of independent assessment / valuation.

Where awards are made in € (or other currency) the Bank of England exchange rate adopted should be that at the date of the award.

Revenue income should be subcategorised according to:

- Source of funding: Private Sector, Government, Charitable Sector, International institution, Investment Bank, Other
- Type of funding: Grant, Investment (Debt/equity/Angel/VC/Dev.Bank Wales), Loan, etc.
- Whether the income meets the definition of green/sustainable investment – see definition in glossary
- Whether the income is in support of R&D/Innovation – see definition in glossary

Evidence should typically be the letter offering support or setting out contribution, or similar.

Unit: £GBP

## **B4. Digital connectivity**

### **OC9 Premises in North Wales that have >30 Mbps to 100 Mbps connection**

Number of commercial premises / households with internet access with a download speed of at least 30 Mbps (but less than 100 Mbps) and who before only had more limited access or did not have access at all.

The indicator measures premises which have actually connected, not just the ability to connect. Linked to Output 5.1 assessing installation of digital infrastructure. The connection to the internet must be a direct consequence of the project.

30 Mbps is in line with EU20207.

Enter directly into The Ambition North Wales Reporting Platform - express as a number of premises and record the location (UPRN and postcode)

Unit: Number

Suggested evidence:

‘Before and After’ mapped data of 30 Mbps connections by Unitary Authority.  
The baseline of coverage prior to intervention and how post intervention will be modelled as described within the project or programme business plan.

[Source: ERDF Priority 4 Connectivity and Urban Development]

### **OC10 Premises in North Wales that have >100 Mbps to 1000 Mbps connection**

Number of commercial premises / households with internet access with a download speed of at least 100 Mbps (but less than 1000 Mbps) and who previously only had more limited access or did not have access at all.

The indicator measures premises which have actually connected, not just the ability to connect. Linked to Output 5.2 assessing installation of digital infrastructure. The connection to the internet must be a direct consequence of the project.

Enter directly into The Ambition North Wales Reporting Platform - express as a number of premises and record the location (UPRN and postcode)

Unit: Number

Suggested evidence:

‘Before and After’ mapped data of 100 Mbps connections by Unitary Authority.  
The baseline of coverage prior to intervention and how post intervention will be modelled as described within the project or programme business plan.

[Source: derived from ERDF Priority 4 Connectivity and Urban Development]

#### **OC11 Premises in North Wales that have at least 1000 Mbps connection**

Number of commercial premises / households with internet access with a download speed of at least 1000 Mb/sec and who previously only had more limited access or did not have access at all.

The indicator measures premises which have actually connected, not just the ability to connect. Linked to Output 5.3 assessing installation of digital infrastructure. The connection to the internet must be a direct consequence of the project.

Enter directly into The Ambition North Wales Reporting Platform - express as a number of premises and record the location (UPRN and postcode)

Unit: Number

Suggested evidence:

‘Before and After’ mapped data of 1000 Mbps connections by Unitary Authority.  
The baseline of coverage prior to intervention and how post intervention will be modelled as described within the project or programme business plan.

[Source: derived from ERDF Priority 4 Connectivity and Urban Development]

#### **B5. Knowledge transfer (to businesses and communities)**

##### **OC12 New knowledge management products created and shared**

Number of new knowledge management products created and shared by projects, programmes or portfolio activities..

Knowledge management products include research papers, blogs, articles, podcasts, vlogs etc. These can be reported at project, programme and portfolio level.

Enter directly - specify type of product, intended user, how shared / disseminated. Valuable to track levels of interest once shared if possible (e.g. number of likes, shares etc.).

Unit: Number.

Suggested evidence:

- Copy of product (or executive summary if lengthy);
- Evidence of sharing e.g. link to online publications, email etc

##### **OC13 Intended users who intend to use knowledge gained from a Growth Deal knowledge management product or training experience**

Number of users engaging with new knowledge management products created and shared by projects, programmes or portfolio activities who intend to use the knowledge shared..

Ambition North Wales recognise this may be a difficult indicator to capture and suggest projects monitor intended use if possible (e.g. through post-training assessments, dissemination records), capture case studies, then assess as part of periodic evaluations. While challenging, it is valuable to understand take-up of information or to consider if/how product or dissemination can be improved.

If a project intends to commit to this indicator, it is structured as follows:

- Numerator [A]: Number of people expressing intention to use knowledge gained from a Growth Deal knowledge product, and/or project, programme level training experience
- Denominator [B]: Number of people engaging with the Growth Deal knowledge product and those engaging in training

Unit: [A]/[B] as %

Suggested evidence: Report following dissemination e.g. post-training report, report following downloads from research site etc.

## **B6. Innovation**

### **OC14 Pilot projects or studies completed by supported enterprises / collaborations / PMO**

The number of pilot projects or studies completed by supported enterprises / collaborations / PMO related to North Wales Growth Deal investments.

A project planned as a trial designed to test a given approach for a limited group of beneficiaries over a limited period; intended to attract future activity in the field / discipline or sector. Products being developed in this context may also include those being progressed through to pilot stage or product advancement in regard to TRL levels (i.e. a research concept developed into a proof-of-concept working prototype) - TRL <=6.

The term used "pilot projects" should be understood as referring to a "test project". A pilot project can of course form part of a larger process of "development"

The indicator should be claimed on completion of the project / study.

Unit: Number

Suggested evidence:

The evidence to support this activity could be one (or more) of the following:

- Baseline evidence – proof of concept
- Cooperation agreement including scope of the work to be undertaken
- Evidence that an installation has been completed and is operational
- Final study report or final evaluation of project

### **OC15 New Intellectual Property (IP) registered by supported enterprises / collaborations**

Number of registrations of new Intellectual Property (IP) by enterprises / collaborations supported by the Growth Deal project, programme or portfolio.

Intellectual Property includes **Industrial Property** which itself includes patents for inventions, trademarks, industrial designs and geographical indications; and **Copyrights**, including compositions, literary works, photography and architectural designs. This Outcome indicator concerns itself with the

former of the two; that is, IP that is **not** automatically protected, but for which protection needs to be applied for rather than accruing automatically as is the case regarding copyright. These include:

- **Trademarks:** Product names, logos, jingles
- **Registered Designs:** Appearance of a product including, shape, packaging, patterns, colours, decoration
- **Patents:** Inventions and products, e.g. machines and machine parts, tools, medicines The IP must be new, and not bought in<sup>6</sup>.

For patents, the number of patents for products, processes or services formally filed with the UK Patent Office or an equivalent office abroad, by assisted or financially supported enterprises should be recorded.

In Impact, record beneficiary number as an enterprise (output 5.4) or collaboration (output 4.1) supported by a Growth Deal project.

Unit: Number of registrations

Suggested evidence:

Evidence of publication of patent application/ confirmation of registration number e.g. GB number Declaration from enterprise confirming link between filing and project support.

[Source: AGOR IP <https://www.agorip.com/> ]

#### **OC16 New to firm products, processes, services initiated by a supported enterprise / collaboration**

The number of new to firm products, processes, services initiated by a supported enterprise / collaboration as part of delivering the North Wales Growth Deal.

A product is new to the firm if the enterprise did not produce a product with the same functionality or the production technology is fundamentally different from the technology of already produced products.

An example of 'new to firm' might be the purchase/licensing of IP which is then used to improve the enterprises' products or processes.

Products can be tangible or intangible (incl. services and processes). See glossary for more detail if needed.

If a product is new both to the market and to the firm, the enterprise should be counted against both new to firm and new to market indicators.

Enterprises recorded against this indicator should also be recorded under Output 5.4 as receiving grants / financial / non-financial support. Collaborations recorded against this indicator should also be recorded under Output 4.1 as receiving grants / financial / non-financial support.

While most classic innovations lead to products new both to the market and to the firm, it is possible that the product is new to the firm but not new to the market, e.g. certain technology transfers.

---

<sup>6</sup> Can take up to 5 years to register.

Enter directly into the Ambition North Wales Reporting Platform as a whole number, indicate if relates to sustainability and / or diversity; record beneficiary number (the enterprise or collaboration supported by a Growth Deal project)

Unit: Number

Suggested evidence:

- Detailed documentary evidence of the R, D & I activities undertaken and how this links to the product development. This should be available at the time they are included on a claim.
- A self-declaration. The declaration, signed by a director or senior manager within the enterprise/collaboration stating their role and that the product is new to firm is acceptable, but it should also detail the steps taken to ascertain this

#### **OC17 New to market products, processes, services initiated by a supported enterprise / collaboration**

The number of new to market products, processes, services initiated by a supported enterprise / collaboration as part of delivering the North Wales Growth Deal.

A product is new to the market if there is no other product available on a market<sup>7</sup> that offers the same functionality, or the technology that the new product uses is fundamentally different from the technology of already existing products.

Products can be tangible or intangible (incl. services and processes). See glossary for more detail if needed.

If a product is new both to the market and to the firm, the enterprise should also be counted against both 'new to firm' and 'new to market' indicators.

Enterprises recorded against this indicator should also be recorded under Output 5.4 as receiving grants / financial / non-financial support. Collaborations recorded against this indicator should also be recorded under Output 4.1 as receiving grants / financial / non-financial support.

While most classic innovations lead to products new to both the market and the firm, it is possible that the product is new to the market but not new to the firm, e.g. adapting an existing product to a new market without changing functionality.

Enter directly into the Ambition North Wales Reporting Platform as a whole number, indicate if relates to sustainability and / or diversity; record beneficiary number (the enterprise or collaboration supported by a Growth Deal project).

Unit: Number of products, processes and services.

Suggested evidence:

---

<sup>7</sup> New to market does not mean that the product or process has to be new to all markets, but the market it is entering should be described and market gap evidenced.

- Detailed documentary evidence of the R, D & I activities undertaken and how this links to the product development. This should be available at the time they are included on a claim.

## **B7. Sector Diversification**

### **OC18 New to firm products, processes, services initiated by a supported enterprise / collaboration related to sustainability**

The number of new to firm products, processes, services related to sustainability initiated by a supported enterprise / collaboration as part of delivering the North Wales Growth Deal.

Calculated as sub-category of OC16.

Avoid double-counting with outputs 3.6 and 3.7 (which are actions taken by the projects, not by supported enterprises/collaborations).

See definitions of Sustainability in glossary.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the outcome indicator.

### **OC19 Number of new to firm products, processes, services initiated by a supported enterprise / collaboration related to diversity and inclusion**

The number of new to firm products, processes, services related to diversity/inclusion initiated by a supported enterprise / collaboration as part of delivering the North Wales Growth Deal.

Calculated as sub-category of OC16.

Avoid double-counting with output 4.3 (which are actions taken by the projects, not by supported enterprises / collaborations).

See definitions of diversity and inclusion in glossary.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the outcome indicator above.

### **OC20 Enterprises engaging with Growth Deal projects satisfied with engagement**

The number of enterprises engaging with Growth Deal projects satisfied with engagement  
This is a key learning indicator, enabling projects to identify where their engagement is going well and what could be improved. It should be used together with the following indicators:

- Enterprises supported (output 5.4)
- Collaborations engaged (output 4.1)

Tailored to the engagement, it is anticipated that projects would assess the quality and effectiveness of their engagement using a Likert scale including levels of satisfaction, and providing an opportunity for participating entities to provide constructive feedback on what could be improved.



Enter directly into the Ambition North Wales Reporting Platform - record beneficiary number (an enterprise or collaboration supported by a Growth Deal project)

Project reports should reflect on the number of enterprises engaged and the proportion reporting satisfaction, capturing opportunities and actions for improvement.

Unit: Number

Suggested evidence: Report following engagement e.g. post-training report, report from pilot project etc.

## **B8. Business start-ups and growth**

### **OC21 New start-ups or spin-outs launched by supported enterprises / collaborations**

Number of new start-up companies or spin-outs launched by enterprises / collaborations supported by Growth Deal projects, programmes and portfolio.

Spin-offs are companies set-up to exploit IP that has originated from within the education provider (further or higher education). All investment from the education provider and external partners are included but any investment from HEFCE (now OfS)/BIS (now BEIS) third stream funds (such as the Higher Education Innovation Fund in England or the Third Mission Fund in Wales) is excluded.

- **Spin-offs with some HE provider ownership** are companies set-up to exploit IP that has originated from within the HE provider, where the HE provider continues to have some ownership.
- **Formal spin-offs, not HE provider-owned** are companies set-up based on IP that has originated from within the HE provider but where the HE provider has released ownership (usually through the sale of shares and/or IP).
- **Staff start-ups** are companies set-up by active (or recent) HE provider staff but not based on IP from the HE provider.
- **Graduate start-ups** include all new business started by recent graduates (within two years) regardless of where any IP resides, but only where there has been formal business/enterprise support from the HE provider.
- **Social enterprises** include organisations that rate their success on their social outcomes equally or more than their commercial outcome.

Express as a whole number and record beneficiary number (an enterprise or collaboration supported by a Growth Deal project) – see Output 5.4 and/or Output 4.1

Unit: Number

Source: Higher Education Statistics Authority [Definitions: HE - Business and Community Interaction | HESA](#)

Evidence needed: Company registration document or similar.

### **OC22 Growth Deal contracts delivered by regional businesses**

Number of Growth Deal contracts delivered by regional businesses.

“Regional” is considered as within North Wales. However, it is recognised that there will be some ‘leakage’ of benefits into neighbouring regions. This is recognised as inevitable and valuable to the region and should be acknowledged in reporting where possible.

Relate to output 4.2 – Actions taken to strengthen / develop local supply chains.

Enter directly into the Ambition North Wales Reporting Platform - Number of Growth Deal contracts delivered by businesses based in North Wales, broken down by value, business size, postcode.

Contracts may be issued by project partners, programmes or portfolio.

Unit: Number

Evidence required: Extract from contract award summary showing successful business, business location and value of contract awarded.

### **OC23 Supported enterprises that report increased sales following engagement with Growth Deal projects / PMO**

The number of enterprises supported that record an increase in sales following engagement with Growth Deal projects / PMO.

Engagement should be substantive, with examples including, but not limited to:

- Training
- Financial support
- R&D support

Express as a whole number and record enterprise beneficiary number from Output 5.4.

Report annually and analyse over Growth Deal period. Include relevant Beneficiary Number (within Impact) and note value of change in sales.

Ambition North Wales recognise this may be a difficult indicator to capture and suggest projects also capture case studies demonstrating progress, then assess as part of periodic evaluations. While challenging, it is valuable to understand business value created through Growth Deal projects. Please use the Ambition North Wales Reporting Platform case study template for reporting

Unit: Number

Evidence could be:

- actual sales data reported (if available)
- survey data from supported enterprises about the effects of the support they’ve had

Source: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Turnover\\_-\\_SBS](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Turnover_-_SBS)

## **B9. Clustering & Agglomeration**

### **OC24 Enterprises establishing or increasing a presence in North Wales following engagement with Growth Deal centres / PMO**

Examples of enterprises establishing or increasing a presence in North Wales following engagement with Growth Deal centres / PMO.

Qualitative indicator. Monitor enterprises supported (Output 5.4), capture case studies, then assess as part of evaluation.

Please use the Ambition North Wales Reporting Platform case study template for reporting.

### **OC25 Enterprises establishing or increasing a presence in North Wales due to improved digital, transport, energy provision**

Examples of enterprises establishing or increasing a presence in North Wales due to improved digital, transport, energy provision.

Qualitative indicator. Monitor enterprises supported (Output 5.4), capture case studies, then assess as part of evaluation.

Please use the Ambition North Wales Reporting Platform case study template for reporting.

## **B10. Digital Accessibility**

### **OC26 Average annual cost of digital connectivity to supported enterprises**

Tracking the average annual cost of digital connectivity to supported enterprises to understand changes in costs to businesses.

For a representative number of enterprises supported by improved digital connectivity, capture annual cost of digital connectivity to those businesses each year against a baseline (pre-connection) cost. Representative number of businesses to be specified in the business case.

Report annually and analyse over Growth Deal period. Include relevant enterprise beneficiary numbers (see Output 5.4.)

Unit: £

Evidence could be:

- actual cost of connectivity data reported (if available)
- survey data from supported enterprises

### **OC27 Km of transport networks with in-vehicle 4G signal in North Wales from at least one operator**

Kilometres of transport networks with in-vehicle 4G signal in North Wales from at least one operator

Report periodically (as specified in business case) based on transport network survey. Include postcode and note provider.

Unit: km

Evidence:

- report of transport network digital accessibility survey

## **B11. Reducing out-migration**

### **OC28 Jobs created/safeguarded filled by those 16-34**

The number of jobs created/safeguarded by Growth Deal activities filled by those aged 16-34.

This indicator helps identify the extent to which the Growth Deal is providing opportunities for younger residents to support their careers in Wales. Out-migration typically occurs between 16 and 34, with some people then returning to Wales. This category therefore includes the following two standard age ranges:

- 16 to 24
- 25 to 34

Calculated as sub-category of direct and indirect jobs created/safeguarded (Outputs 1.1 and 1.3, OC1 and OC2).

For monitoring purposes for jobs created, the age of the first post-holder will be recorded, should the role pass to another in due course.

Unit: Number

Suggested evidence:

- As per outputs 1.1 and 1.3, OC1 and OC2

### **OC29 Students / individuals completing qualifications through Growth Deal projects intending to stay in Wales**

The number of students completing qualifications through Growth Deal projects intending to stay in Wales after they have completed their training.

Monitor students / individuals completing qualifications and apprenticeships (Outputs 6.1 and 6.2). Evidence to be gathered at graduation from the course and may be triangulated with / informed by graduate destination survey data.

Ambition North Wales recognise this may be a difficult indicator to capture and suggest projects also capture case studies demonstrating progress, then assess as part of periodic evaluations. While challenging, it is valuable to understand the contribution Growth Deal projects are making towards reductions in out-migration. Please use the Ambition North Wales Reporting Platform case study template for reporting.

See Output 6 for further information and suggested evidence.

Unit: Number

Evidence

- End of course student survey report, Graduate destination survey or similar

## **B12. Rural Community Sustainability**

### **OC30 Jobs created / safeguarded filled by individuals with a rural home postcodes**

The number of jobs created/safeguarded by Growth Deal activities filled by those with a rural postcode.

Calculated as sub-category of direct and indirect jobs created/safeguarded (Outputs 1.1 and 1.3, OC1 and OC2).

When gathering jobs created/safeguarded data (Outputs 1.1 and 1.3 and OC1 and OC2) the full postcode of the individual beneficiary should be recorded.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the outcome indicators above.

### **OC31 Enterprises supported by the North Wales Growth Deal in rural areas**

A sub-category of Output 5.4 “Enterprises supported by the North Wales Growth Deal”, where the enterprise is registered in a postcode for a rural area.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the output indicator above.

Unit: Number

### **OC32 Premises with improved telecoms as a result of Growth Deal investment in rural areas**

A sub-category of all digital connectivity indicators (i.e. Outcomes OC9, OC10 and OC11) where the premises are within a postcode for a rural area.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the outcome indicators above.

Unit: Number

## **B13. Addressing economic inequality**

### **OC33 Jobs created / safeguarded filled by individuals from an area of multiple deprivation**

The number of jobs created/safeguarded by Growth Deal activities filled by those with a postcode from an area of multiple deprivation.

A sub-category of all “jobs created / safeguarded” (direct and indirect jobs) (i.e. outputs 1.1 and 1.3, outcomes OC1 and OC2) where an individual from a home address with a postcode in an area of multiple deprivation is the first person to fill that job.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the output/outcome indicators above.

Unit: Number

#### **OC34 Enterprises supported by the North Wales Growth Deal in an area of multiple deprivation**

A sub-category of all “enterprises supported by the North Wales Growth Deal” (i.e. output 5.4) where the enterprise is registered in a postcode within an area of multiple deprivation.

See glossary for definitions.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category within the output indicator above.

Unit: Number

#### **OC35 Jobs created / safeguarded filled by individuals recorded as Welsh speakers**

The number of jobs created/safeguarded by Growth Deal activities filled by an individual identifying as a Welsh speaker.

A sub-category of all “jobs created / safeguarded” (direct and indirect jobs) (i.e. outputs 1.1 and 1.3, outcomes OC1 and OC2) where an individual identifying as a Welsh speaker is the first person to fill that job.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the output/outcome indicators above.

Unit: Number

#### **OC36 Jobs created / safeguarded filled by females**

The number of jobs created/safeguarded by Growth Deal activities filled by females.

A sub-category of all “jobs created / safeguarded” (direct and indirect jobs) (i.e. outputs 1.1 and 1.3, outcomes OC1 and OC2) where an individual identifying as a female is the first person to fill that job.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the output/outcome indicators above.

Unit: Number

#### **OC37 Cyclists or pedestrians using new or improved cycleways or paths installed by a project**

The number of cyclists or pedestrians using new or improved cycleways or paths installed by a project.

The number of cyclists or pedestrians over a set period of time (e.g. weekly flow) along the specified length of cycleway or footpath that has been created or improved. Reporting will also facilitate the option to report a decrease metric. Places should maintain an understanding of the individual contribution of 'cycle ways' vs 'foot paths' where relevant, so that the indicator can be disaggregated if required.

See Output 3.8 for further information on new/improved definition.

Unit: Number

Evidence:

- Active travel usage report from Sustrans / consultant

### **OC38 Affordable homes constructed**

The number of affordable homes constructed as a result of or following Growth Deal investment.

Definition (WG): Affordable housing includes social rented housing that is provided by local authorities and registered social landlords as well as intermediate housing where prices or rents are above those of social rent but below market housing prices or rents.

Unit: Number.

Evidence:

- Letter or contract confirming completion of the housing stock as affordable

### **B14. Skills & Qualifications**

The skills and qualifications outcome aims to track numbers of individuals completing training / qualifications arising directly from project activity<sup>8</sup>.

### **OC39 Students / individuals completing qualifications**

The number of students / individuals completing qualifications associated with Growth Deal projects.

Enter directly into the Ambition North Wales Reporting Platform. Individuals should have been captured on registration under Output 6.1.

For each individual also indicate:

- Beneficiary number from outputs 6.1 and 6.2
- Level of training in NQF: Entry level, Level 1, 2, 3 etc.
- Training topic – use SSA codes

Indicate if the qualification supports the definition of:

---

<sup>8</sup> The North Wales Growth Deal aims to increase the number of people in the workforce with technical and job specific skills and qualifications at an intermediate and higher level, as well as encouraging Knowledge Transfer between education providers and industry.

- Green skills – see sustainability definition in the glossary
- R&D/Innovation – see definition in the glossary

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Participant records
- Attendance records
- Evaluation forms on completers
- Questionnaires/ follow up information

#### **OC40 Students / individuals completing qualifications focused on high value sectors**

A sub-category of OC39 (Students / individuals completing qualifications) where students have completed qualifications in the following SSA themes:

- 2. Science and Mathematics
- 4. Engineering and Manufacturing Technologies
- 6. Information and Communication Technology
- 11. Social Science
- 15. Business Administration and Law

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicators above.

These qualifications should be disaggregated by qualification level.

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slide
- Participant records
- Attendance records
- Evaluation forms on completers
- Questionnaires/ follow up information

#### **OC41 Students / individuals completing qualifications focused on R&D or innovation**

A sub-category of OC39 (Students / individuals completing qualifications) where the qualification supports the definition of R&D and Innovation.

See definitions of R&D and Innovation in glossary.



For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicator above.

These qualifications should be disaggregated by qualification level.

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Participant records
- Attendance records
- Evaluation forms on completers
- Questionnaires/ follow up information

#### **OC42 Students / individuals completing qualifications focused on sustainability**

A sub-category of OC39 (Students / individuals completing qualifications) where the qualification supports the definition of Green skills – see sustainability definition in the glossary

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicator above.

These qualifications should be disaggregated by qualification level.

Unit: Number

Suggested evidence:

- Course material e.g. hand-outs and presentation slides
- Participant records
- Attendance records
- Evaluation forms on completers
- Questionnaires/ follow up information

#### **OC43 Students / individuals completing qualifications from an area of multiple deprivation**

A sub-category of OC39 (Students / individuals completing qualifications associated with Growth Deal projects) where an individual from a home address with a postcode in an area of multiple deprivation is the first person to fill that job.

See glossary for definition of area of multiple deprivation.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicator above.

These qualifications should be disaggregated by qualification level.

Unit: Number

#### **OC44 Students / individuals who speak Welsh completing qualifications**

A sub-category of OC39 (Students / individuals completing qualifications associated with Growth Deal projects) where an individual has indicated they speak Welsh.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicator above.

These qualifications should be disaggregated by qualification level.

Unit: Number

#### **OC45 Students / individuals with a rural home postcode completing qualifications**

A sub-category of OC39 (Students / individuals completing qualifications associated with Growth Deal projects) where an individual from a home address with a rural postcode is the first person to fill that job.

See glossary for definition of rural areas.

For entry into the Ambition North Wales Reporting Platform, you will need to run a report calculating the total of this sub-category across the outcome indicator above.

These qualifications should be disaggregated by qualification level.

Unit: Number

Please see Outputs 6 for details of qualification/learning experiences and suggested evidence.

#### **OC46 Students / individuals completing non-accredited CPD training course**

Students / individuals completing non-accredited CPD training courses associated with Growth Deal projects.

Enter directly into the Ambition North Wales Reporting Platform.

For each individual also indicate:

- Beneficiary number from output 6.3
- Level of training in NQF: Entry level, Level 1, 2, 3 etc.
- Training topic - use SSA codes
- Length of training in hours

Indicate if the CPD course supports the definition of:

- Green skills – see sustainability definition in the glossary
- R&D/Innovation – see definition in the glossary

Unit: Number

Please see Outputs 6 for details of qualification/learning experiences and suggested evidence.

## **B15. Visitor spend**

### **OC47 Visitor spend multiplier**

This indicator tracks value created by infrastructure investments at Holyhead Port.

Visitor spend cannot be easily or reliably counted directly, therefore it is appropriate to calculate a value based on sector-standard multiplier proxy methodology. This multiplier proxy should be defined in the project Business Case. The calculation will be based on the increase in visitor numbers to the Port of Holyhead over the baseline, also to be defined in the Business Case.

Do not enter into impact. This value should be assessed periodically by project sponsor as part of the project evaluation

Unit: £GBP

## **B16. Low Carbon Buildings**

### **OC48 New buildings constructed that operate at net zero emissions, disaggregated by homes / other**

The number of buildings constructed as a direct or indirect result of Growth Deal funding that operate at net zero emissions, disaggregated by homes / other.

New homes must meet energy and decarbonisation requirements which consists of:

- Achieving Energy Performance Certificate (EPC) A (SAP92 or greater) through the minimum fabric standard set out in “Appendix E” – Elemental specification for the DER/TER, within the Building Regulations Approved Document Part L Wales 2020 and by not using fossil fuel fired boilers to provide domestic hot water and space heating.

As set out in Welsh Govt guidance: Development quality requirements for housing associations and local authorities: 2021<sup>9</sup>.

Enter directly into the Ambition North Wales Reporting Platform - specify postcodes and add option of reference for enterprise supported (Output 5.4) if relevant.

Unit: Number.

Suggested evidence:

- Evidence of procurement process, including technical specification for net zero
- Evidence that installation has been completed and is net zero operationally.

## **B17. Low carbon energy generation**

---

<sup>9</sup> <https://gov.wales/development-quality-requirements-housing-associations-and-local-authorities-2021>

#### **OC49 New low carbon energy generation system installed**

Installation of energy production capacity using renewable energy resources, built/equipped by the project.

Includes electricity and heat energy.

Renewable energy resource: Any energy source that is not fossil or nuclear. This indicator should be used with Outcome 51 - Reduction in CO2 Equivalent Emissions

The data should be provided upon completion of the project, i.e. the installation is operational.  
Baseline evidence of renewable energy capacity.

Specify location of installation (postcode) and record beneficiary number (see output “an enterprise supported by a Growth Deal project”)

Unit: KW

Suggested evidence:

- Evidence of procurement process, technical specification for capacity of installation, plus evidence that installation has been completed and is operational.

[SOURCE: ERDF Priority 3]

#### **B18. Biodiversity enhancement**

##### **OC50 Biodiversity conserved / enhanced**

This is a measure of the improvement in biodiversity within a Growth Deal project during design, construction and operation.

Measurement of biodiversity improvements through infrastructure design / construction should be completed through the Ambition North Wales methodology.

Unit: Ha

Suggested evidence:

- See Output 3.6 for further details and evidence required

#### **B19. Reduction in Greenhouse Gas Emissions**

##### **OC51 Reduction in CO2 Equivalent Emissions**

This is a measure of the reduction in greenhouse gas (GHG) emissions from the Growth Deal project during design, construction and operation.

Measurement of carbon savings through infrastructure design / construction should be completed through the Ambition North Wales methodology

Emissions savings through other means should use Department for Environment, Food and Rural Affairs (DEFRA) and Department of Energy and Climate Change (DECC) GHG Conversion Factors for Company Reporting.

Unit: Tonnes CO<sub>2</sub> equivalent

Suggested evidence:

- See Output 3.7 for further details and evidence required