

Innovative Projects Fund

Norfolk & Suffolk

2019 CALL

(7th October 2019 – 5pm on 20th December 2019)

Guidance for Applicants – Innovative Projects Fund Call (revenue).

Introduction

The Innovative Projects Fund is a revenue grant programme that provides funding towards innovative schemes to support the delivery of the themes and activities identified in the Economic and Local Industrial Strategies. New Anglia Local Enterprise Partnership is committed to driving economic growth in Norfolk and Suffolk. Our ambitions for future growth are set out in the Economic Strategy for Norfolk and Suffolk for the period 2017 to 2036. The Local Industrial Strategy builds on the priorities and targets set out by local partners. It is a local blueprint for inclusive growth and productivity gains, with an overall goal to transform the economy into one of the best places in the world to live, learn, work and succeed in business.

The first call of the Innovative Projects Fund was made in October 2018. Case Studies of the projects awarded funding from the 2018 Call can be viewed here: [Innovative Projects Fund - Case Studies](#).

The Economic Strategy:

The **ambitions** are:

- A place where high-growth businesses with aspirations choose to be
- An international-facing economy with high value exports
- A high-performing productive economy
- A well-connected place
- An inclusive economy with a highly skilled workforce
- A centre for the UK's clean energy sector
- A place with a clear, ambitious offer to the world

We will deliver these ambitions through actions and investment in priority **themes** and **places**.

The **themes** are:

- Our offer to the world
- Driving business growth and productivity
- Driving inclusion and skills
- Collaborating to grow
- Competitive clusters, close to global centres

The **priority places** are:

- Ipswich
- Norwich and Greater Norwich
- The Norfolk and Suffolk Energy Coast, including Bacton, Great Yarmouth, Lowestoft and Sizewell, with assets on and offshore
- The Cambridge - Norwich corridor
- The East/West corridors along the A47 from Lowestoft to King's Lynn and the A14 Felixstowe through Ipswich, Stowmarket, Bury St Edmunds, Newmarket and Haverhill to Cambridge
- King's Lynn and the A10 and rail corridor to Cambridge

The Local Industrial Strategy:

The high growth **Opportunity Sectors** highlighted in the Local Industrial Strategy are:

- Clean Energy
- Agri-Food
- ICT/Digital Creative

Underpinning Sectors are:

- Financial Services and Insurance
- Culture and the Visitor Economy
- Ports and Logistics
- Advanced Manufacturing
- Construction

The Economic Strategy can be viewed here: <https://newanglia.co.uk/our-economic-strategy/>

The Local Industrial Strategy can be viewed here: <https://newanglia.co.uk/local-industrial-strategy/>

2019 Call for Projects

Applications are invited for **revenue grant** support towards innovative projects to support the delivery of the themes and activities identified in the Economic Strategy and the Local Industrial Strategy.

Specific Criteria

Applications should support one or more of the following Norfolk & Suffolk Economic Strategy (NSES) high-level objectives:

NSES High Level Objectives (in current Delivery Plan)
Our offer to the world (OOTW)
OOTW-1: Integrate our inward investment and business location offer, campaigning at scale in new markets and working with national Government.
OOTW-2 Attract the highly skilled people we need.
OOTW-3: Make sure investment markets have the information they need to take the decision to invest in infrastructure of all kinds. Improve digital connectivity, etc.
OOTW-4: Use consistent place branding with an overarching offer.
OOTW-5: Work with Government to ensure the unique contribution of our energy sector is well understood and supported.
Driving Business Growth and Productivity (DBGP)
DBGP-1: Sharpen our high-quality business support offer to ensure it meets the changing needs of businesses adapting to new ways of working and technology.
DBGP-2: Enable our SMEs to grow and increase exports by focusing grant programmes and other support on growth, innovation and productivity
DBGP-4: Prioritise digital and physical infrastructure projects to support businesses to develop and provide the space that new and existing firms need to grow.
DBGP-5 Set up new schemes to help high growth businesses and make it easier to access advice and funding for commercial innovation and commercialising business and university R&D.
DBGP-6: Provide improved access to finance and assisting business capability in identifying skills deficits.
DBGP-7: Establish centres of excellence to improve productivity and innovation, providing new skills for business leaders and employees.
Driving Inclusion and Skills (DIS)
DIS-1: Through the development of sector skills plans, produce clear statements about the skills businesses need now, and in the future, to influence providers, business investment and personal choices by new students and those already in the workplace.
DIS-4: Prioritise leadership support for our entrepreneurs and those in new high-growth businesses, through further accelerator support and business mentorship.
DIS-6: Step up our efforts to promote and support the delivery of high-quality apprenticeships, providing clear entry routes into our focus sectors, directly produce the skills and capabilities our economy needs, including higher level technical skills through degree and higher level apprenticeships.
DIS-10: Develop new approaches and remove barriers to getting people back into work, especially for those furthest from the jobs market and provide support for all into sustained employment.
Collaborating to Grow (CTG)
Work across sectors:

CTG-O1: Link up our innovation hubs and wider business support offer, focusing on specific places where it makes sense to do so.
CTG-O2: Ensure our work on opening up supply chain opportunities reaches across sectoral boundaries.
Competitive Clusters, close to global Centres (CCGC)
CCGC-O1: Supporting our national and global clusters to ensure the commercial opportunity they represent is fully developed and effectively communicated to Government and investors.

Eligibility criteria

Only project applicants located within the New Anglia Local Enterprise Partnership area may apply.

All projects must:

- Represent new activity;
- Be able to demonstrate their contribution to the delivery of both the NALEP Economic Strategy and, where applicable, the Local Industrial Strategy through direct and indirect outputs;
- Be able to demonstrate a clear link to:
 - One or more of the current priorities in the NSES Delivery Plan (see table above) and
 - Not duplicate interventions already under way.
- Wholly benefit Norfolk or Suffolk residents or businesses;
- Be State Aid compliant;
- Be able to demonstrate the need for funding and the additionality achieved by the funding;
- Plug a funding gap through the Innovative Projects Fund that cannot be met by other grant programmes (e.g. Innovate UK, Growing Business Fund or Agri-tech grants) and demonstrate added value;
- Be for revenue funding only, although purchase of small plant, equipment etc could be admissible;
- Leverage match funding, up to 50% would be an advantage. This can be match funding in kind e.g., staff time, but existing staff positions working on the new project must be backfilled.
- Support inclusive growth.

It will not be possible to support:

- Capital costs
- Transport feasibility studies
- Core running or staff costs
- Business as usual costs
- Assigned funds to support other grant schemes (delegated grant schemes)
- Any costs that have been incurred before a grant offer is made
- Items that only benefit an individual or sole business
- Items that are not directly needed to deliver the proposed work
- Loan repayments or contributions to general appeals
- Activities of a political or exclusively religious nature
- Expenditure against activity already supported from other Government sources, Local Authority grants or European Commission Structural Funds
- Expenditure on works or activities which any person has a Statutory Duty to undertake, except where there is strong justification in terms of the regeneration outputs that will result

- VAT, unless this cannot be recovered
- Projects where the sole beneficiary is the private sector

Application process

- Please ensure you have discussed your project with someone at New Anglia LEP before applying. You will be asked to provide the name of your contact on your application.
- Grants offered under this programme are classified as *de minimis* aid under European Commission State Aid rules. You are entitled to a total of no more than €200,000 of *de minimis* aid from all public sector bodies in any three-year period. Applicants will be asked to declare any *de minimis* funding received in the last three financial years.
- An application form can be requested by email from tanya.nelson@newanglia.co.uk
- When requesting an application form, please confirm the following details in your e-mail:
 - Name of applicant
 - Name of project
 - Brief project description
 - Grant amount to be requested and estimated total project cost
 - Confirmation of any match funding
 - Project start date (if known)
 - Name of contact at New Anglia LEP
- You will need to provide sufficient information to help determine if the project meets the requirements of the Call.
- **Please note:** Information about your application will be shared with local authority representatives.

Please send an electronic copy of your completed Project Application Form and any supporting documents to tanya.nelson@newanglia.co.uk and post the hard copy, with an original handwritten signature, marked **Private and Confidential** to:

New Anglia LEP
 Centrum, Norwich Research Park
 Colney Lane
 Norwich
 NR4 7UG

To arrive no later than 5pm on Friday 20th December 2019.

No late submissions will be considered.

Project Selection criteria

Projects will be scored on a competitive basis against the criteria set out in this Call.

Key areas will be scored 1-5 for each project, with 5 being the highest.

- Demonstration of clear fit with Economic Strategy and the Local Industrial Strategy.
- Additionality. How is this more than business as usual?
- Value for money. Can the project demonstrate this is good use of public money?
- Leverage. What additional funding, public or private or in-kind support does the project generate?
- Impact. What will the project deliver?
- Sustainability. What will happen when the funding ends?

Table 1 provides further detail (see below).

Table 1: Assessment process

Criteria	5	4	3	2	1	Guidance
Clear Fit with Economic Strategy & Local Industrial Strategy	High - strong strategic fit that directly supports 5 or more themes and directly delivers specific actions in the themes and places and LEP Sector Priorities. A clear inclusive growth impact.		Medium - Good strategic fit. Project supports 3-5 ambitions & has a clear link to actions in themes & places and LEP Sector priorities but delivers limited improvement on business as usual and/ or marginal inclusivity.		Low- Strategic fit not clear, supports < 3 ambitions. Perhaps ongoing upkeep or sustaining activity, but does not directly support an action in a theme or place or a LEP Sector Priority. Will not bring about net additional growth or direct inclusive growth impact.	Applicants should demonstrate for their project: <ul style="list-style-type: none"> •Does the project or scheme directly support the ambitions / themes/ priority places / Sector priorities set out in the Economic Strategy and Local Industrial Strategy? •Does the project unlock other projects with a high strategic fit? •Does it help accelerate delivery of a LEP or Local Authority led capital scheme? •Will it deliver new economic growth, or is this business as usual? •Have you assessed the inclusive growth contribution of the project? •Is there a clear rationale for public intervention; market failure or distributional impact, or should it be funded by other means?
Additionality	Strong fit-demonstrates strong additionality above existing provision.		Medium - demonstrates reasonable additionality above existing provision.		Low - demonstrates low additionality above existing provision.	Applicants should demonstrate their project is more than business as usual. The programme will not normally provide/support core funding, unless in a start-up phase. Does the project bring additional partners or benefits to the table?. Does it leverage in additional funding? How much and has it been committed, cash or in-kind?
Value for Money	High- Significant value in the project.		Medium- Good value in the project.		Low- poor value in the project.	Applicants should demonstrate the project demonstrates good use of public money. Costs per output should be in line with acceptable levels for other comparable LEP funded projects.
Leverage	High- project requires minimum contribution and has maximum private or public match.		Medium- project operates at mid-point of Programme contribution and equivalent private or public match.		Low- project requires significant programme contribution and has minimum private or public match.	Programme contribution will always be within acceptable State Aid ranges, SME intervention would be between 10-30%, de-minimis intervention could be higher, but leverage should always be at the highest level possible.

Criteria	5	4	3	2	1	Guidance
Impact	High- Significant impact as a result of the project.		Medium - Good impact as a result of the project.		Low- Minimal impact as a result of the project.	<p>Projects which deliver the maximum impact for the minimum contribution will score the highest in terms of assessment.</p> <p>Broader impact projects, those which demonstrate a wider benefit will score higher.</p> <p>Projects which support and lead to the development of others are to be seen in a positive light.</p> <p>But projects that demonstrate clear outputs or outcomes will be prioritised.</p> <p>Applicants need to show clearly what the programme is purchasing and what it is getting in return.</p>
Sustainability	Strong- project is self-sustaining immediately following Programme funding.		Good- project shows potential sustainability within 1-3 years from Programme funding.		Weak- sustainability is not achievable within 5 years or requires ongoing public support.	<p>Projects should clearly describe future sustainability in terms of resources and finances.</p> <p>Projects which require the minimum public input and have no further requirement for public funding will score in the strong category.</p>

Project Selection Process

Once submissions have been received, applicants may be required to respond to queries about their projects from the LEP programmes team as part of the shortlist process.

Applications will be subject to a full appraisal by an independent consultant once submitted.

The appraisal will be in accordance with the National Local Growth Assurance framework and HM Treasury Green Book principles of viability, value for money, achievability, affordability and need.

The Innovative Projects Fund panel will be provided with a strategic assessment of projects by the independent consultants and these projects will be ranked in order of score.

The panel will make decisions on which projects should be rejected or approved for funding on each application it considers.

The Innovative Projects Fund Panel will consider all applications at its meeting in March 2020 and determine whether to approve or reject each application.

An award of funding: All projects approved for funding will be subject to an agreement drawn up in conjunction with the LEP's accountable body, Suffolk County Council. The agreement will include the cycle of anticipated drawdown of funding and the outputs expected to be generated by the project. An offer of funding will be limited to a period of six months within which the applicant must accept the offer and terms.

Support

Queries on the completion of the Application Form and process should be directed to: tanya.nelson@newanglia.co.uk

Useful information

[Economic Strategy for Norfolk and Suffolk](#)

[Norfolk & Suffolk Local Industrial Strategy](#)

Applicants should ensure they are familiar with the standards required for full business case appraisal at an early stage. Guidance for this can be found at: [HM Treasury Green Book Appraisal and Evaluation in Central Government](#)

In addition, reference should be made to the [DCLG Appraisal Guide](#) (December 2016).