

Appendix B - Scoring Matrix (Maximum Score = 15)

Criteria	Not Applicable: this criteria is not applicable to the application.	Poor: the application does not meet the stated criteria (Score = 0)	Fair: the application meets the criteria but provides little evidence (Score = 1)	Good: the application meets the criteria and shows strong qualities (Score = 2)	Excellent: the application meets the criteria and shows outstanding qualities (Score = 3)
Reach new customers	Not applicable	The application provides little or no evidence on how it meets this criteria.	The application provides limited detail on how it plans to reach new customers.	The application: <ul style="list-style-type: none"> - Provides a detailed statement on how the project reaches stated criteria - Provides reasoning behind the project and identifies some key benefits - Provides some detail on activities the business plans to undertake - Provides a rough cost plan - Provides a rough timeframe for the project 	The application satisfies all the criteria for a 'good' submission and provides an excellent level of detail to support the criteria. The application may demonstrate one or more of the following: <ul style="list-style-type: none"> - Provides evidence of need (e.g consultations, statistics, research reports etc.) - Identifies how the project will be evaluated and success measured - Provides quotations to support their cost plan and identifies suppliers - Meets one or more value-added criteria
Increase number of employees	Not applicable	The application provides little or no evidence on how it meets this criteria.	The application makes limited reference to intention of increasing employment, however this is not a clear deliverable of this project.	The application will result in further employment, but this is not the primary deliverable of the grant.	The applications primary deliverable is to increase the number of employees and the grant will support the cost of this.

Appendix B - Scoring Matrix (Maximum Score = 15)

<p>Introduce new products or services</p>	<p>Not applicable</p>	<p>The application provides little or no evidence on how it meets this criteria.</p>	<p>The application provides only limited information on the products or services it wishes to introduce.</p>	<p>The application:</p> <ul style="list-style-type: none"> - Provides a detailed statement on how the project reaches stated criteria - Provides reasoning behind the project and identifies some key benefits - Provides some detail on activities the business plans to undertake - Provides a rough cost plan - Provides a rough timeframe for the project 	<p>The application satisfies all the criteria for a 'good' submission and provides an excellent level of detail to support the criteria. The application may demonstrate one or more of the following:</p> <ul style="list-style-type: none"> - Provides evidence of need (e.g consultations, statistics, research reports etc.) - Identifies how the project will be evaluated and success measured - Provides quotations to support their cost plan and identifies suppliers - Meets one or more value-added criteria
<p>Improve business premises</p>	<p>Not applicable</p>	<p>The application provides little or no evidence on how it meets this criteria.</p>	<p>The application is provides limited information on how it plans to improve business premises.</p>	<p>The application:</p> <ul style="list-style-type: none"> - Provides a detailed statement on how the project reaches stated criteria - Provides reasoning behind the project and identifies some key benefits - Provides some detail on activities the business plans to undertake - Provides a rough cost plan - Provides a rough timeframe for the project 	<p>The application satisfies all the criteria for a 'good' submission and provides an excellent level of detail to support the criteria. The application may demonstrate one or more of the following:</p> <ul style="list-style-type: none"> - Provides evidence of need (e.g consultations, statistics, research reports etc.) - Identifies how the project will be evaluated and success measured - Provides quotations to support their cost plan and identifies suppliers - Meets one or more value-added criteria

Appendix B - Scoring Matrix (Maximum Score = 15)

<p>Improve business productivity</p>	<p>Not applicable</p>	<p>The application provides little or no evidence on how it meets this criteria.</p>	<p>The application is not clear in how it plans to improve business productivity and provides little reasoning behind this.</p>	<p>The application:</p> <ul style="list-style-type: none"> - Provides a detailed statement on how the project reaches stated criteria - Provides reasoning behind the project. - Identifies some benefits of the project - Provides some detail on activities the business plans to undertake - Provides a rough cost plan - Provides a rough timeframe for the project 	<p>The application satisfies all the criteria for a 'good' submission and provides an excellent level of detail to support the criteria. The application may demonstrate one or more of the following:</p> <ul style="list-style-type: none"> - Provides evidence of need (e.g consultations, statistics, research reports etc.) - Identifies how the project will be evaluated and success measured - Provides quotations to support their cost plan and identifies suppliers - Meets one or more value-added criteria
---	-----------------------	--	---	---	---

Value-Added Matrix (Alignment to the Council’s Economic Development Strategy 2018-2031)

In addition to the scoring matrix, applicants will also be assessed against their ability to define how their project aligns with the Council’s Economic Development Strategy. Applicants will not be scored on this section, however their application will provide a note on their achievements in aligning with the Strategy which should be treated as a ‘Value-Added’ bonus.

Additional criteria will include:

- The creation of new jobs for local individuals
- Improving the skills of the workforce
- Supporting the local supply chain
- Enhances the public realm or local amenities
- Promotes or improves sustainability, with emphasis on environmental sustainability.