

Assessment Matrix

Funding criteria¹ :Costs and/ or projects which relate to the following:	<i>Excellent:</i> (Score 3)	<i>Good:</i> (Score = 2)	<i>Fair:</i> (Score = 1)	<i>Poor:</i> (Score = 0)
V - Enhances the visual appearance of shop units (external and internal)	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
I - Enhances the interior environment and / or shopping experience	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria
O - Contributes to improved business operation, efficiency, and competitiveness	The application meets the criteria and shows outstanding qualities	The application meets the criteria and shows strong qualities	The application meets the criteria	The application does not meet the criteria

Max score = 9

1 - Applicants are required to meet at least one of the funding criteria and are scored only against those which are relevant to the funding application, to a maximum score of 9. Applicants must score at least 1 against each relevant criterion.