

Appendix 2

Market Towns Programme Investment Prospectus: Application Appraisal Matrix (with Weighting)					Weighted Score (max 99 available)			
Project Title / Town: East Cambs - Soham Station Business Centre					Minimum pass is 74 marks (75%)			75.0
Name: Hewdon Consulting Date: 04.01.21		<p>0 = not answered</p> <p>1 = does not meet the criteria</p> <p>2 = meets the criteria</p>						
Criteria	Definitions	Marking Guide (1-5)	Comments	Weighting	Mark - Edit	Total		
Rationale	Does the application evidence strong market failure?	1. No 2. Partially 3. Yes	The application is based on the opportunities stemming from Soham's new rail connection and the emerging job opportunities expected to stem from this.	2	x 2	=	4.0	
Timescales	What is the planned implementation timetable and can spend be achieved by March 2022?	1. No, expenditure extends beyond 31 March 2021 2. Yes, expenditure achieved by March 2021 3. Yes, expenditure achieved by March 2021 but further work on the project, using alternative funding sources, continues after March 2021	The project is expected to be completed by December 2022. However Planning has not yet been secured, and contractor(s) are still to be appointed. Therefore slippage until March 23 is a possibility.	2	x 3	=	6.0	
Activities/Milestones	How well defined are the principal activities and what more development work is recommended for the full application?	1. Not defined/inadequate 2. Activities broken down 3. Activities with key milestones identified	The application was not submitted with a business plan showing how it will operate; source tenants from; and what its operating costs / charges are. The building extension is modest and should be relatively straight forward to deliver, however it is still in the early stages of development... pending confirmation of funding.	1	x 2	=	2.0	
Delivery Arrangements	How developed is the project plan and does it have the following attributes? e.g. route to and level of risk in securing land, planning and remaining funding if build or transport project e.g. route to and level of risk in securing remaining funding and competent/experienced delivery resources if a service	1.No strategy to secure any of the key elements 2.Poor strategy to secure some of the key elements 3.Good strategy to secure ALL of the key elements but high risks apparent	Again without the benefit of a business plan it is not clear how a community arts charity propose to run a commercial operation providing business space with all the VAT and landlord and tenant obligations that accompany this. If supported it is suggested that a suitable Business Case is obtained showing: the rationale for the project; how and who will operate it; and where demand for the space will come from.	3	x 2	=	6.0	
Outputs/Outcomes	Because the value of funding being requested can be considered a Strategic Investment, it is important that the application demonstrates outcomes that make a strategic-level impact against the approved Market Town Masterplan	1. No Output and outcome information 2. Output and outcome information not clearly specified 3. Outputs and outcome detailed clearly specified	50 Full time job equivalents are claimed to result from this project. If supported it is recommended that further detail is provided by Viva Arts to illustrate when and how the 50 jobs are expected to be delivered by the projects.	5	x 2	=	10.0	
Strategic Fit	Because the value of funding being requested can be considered a Strategic Investment, it is important that the application demonstrates good fit with the CPIER, Skills Strategy, or LIS	1. No 2. Partially 3. Yes	The Town plan for Soham centred on four major themes. This project aligns strongly with the 'Opening up our town through better connectivity' theme following the opening of the new rail station. The Town Plan aspires to use this an opportunity to attract businesses to base themselves here and develop the area around the station which this project will support.	5	x 3	=	15.0	
State Aid	Is the project State Aid compliant? Has information been submitted on why state aid does not apply?	1. No information 2. Insufficient information provided 3. Sufficient information provided	Viva Arts and Community Group have provided a list of grants received from March 2019 totalling £1.9m. The new subsidy control bill has not yet received Royal assent but has had its 1st reading in the Lords. The current bill permits 'Services of public economic interest' at varying levels up to £15m. If supported, an appropriate state aid (subsidy control) report is needed from the Arts group showing its compliance.	1	x 2	=	2.0	
Costs	Are costs set out, at least as an initial budget estimate?	1. No cost information 2. Some top level cost information 3. Breakdown of cost information	High level costings were provided but have yet to be market tested. If supported, Viva Arts should be asked to provide evidence of an appropriate tender exercise and provide a guarantee that they will meet any costs over run.	3	x 2	=	6.0	
Resourcing	Because the value of funding being requested, it is important that there is good leverage and/or match funding	1. No match funding 2. Yes, match funding <50% 3. Yes, match funding >50%	No match funding for this phase of the Mill redevelopment but it is one of 5 that the charity has or is proposing to fund themselves.	4	x 2	=	8.0	
VFM	Because the value of funding being requested and limited resources allocated to each town, it is important that the application demonstrates a competitive cost per outcomes	1. No VFM information offered 2. Poor VFM 3. Good value for money	As stated above, the project claims to support 50 new jobs, but offers no leverage. As stated above, if these jobs can be validated then the project would represent good VFM.	5	x 2	=	10.0	
Risks	Is there a realistic assessment of risks?	1. No risks identified 2. Poor risk assessment 3. Risks identified and explained	Adequate risk register provided	2	x 3	=	6.0	
Recommendation(s)	Approval and progress onto next stage (EAP and CA Board approval) Push back on applicant further information or clarity Reject as unsuitable. Please comment to explain recommendation decision.		Conditional approval for the requested amount of £325,000 subject to the following conditions: 1. Submission of a suitable Business Case showing: the rationale for the project; who will operate it; how the 50 jobs are expected to be delivered by the project; and where demand for the space is expected to come from. 2. Submission of evidence of Subsidy Control (state aid) compliance. 3. Submission of a detailed cost break down along with details of a tender process with at least three quotations sought. 4. Confirmation that all project revenue costs and any capital cost overrun will be met by Viva Arts and Community Group	Total Score			75.0	

Market Towns Programme Investment Prospectus: Application Appraisal Matrix (with Weighting)				Weighted Score (max 99 available)			
Project Title / Town: East Cambs - Soham Agritech Business Centre				Minimum pass is 74 marks (75%)			74.0
Name: Hewdon Consulting Date: 16.06.21		0 = not answered 1 = does not meet the criteria 2 = meets the criteria					
Criteria	Definitions	Marking Guide (1-5)	Comments	Weighting	Mark - Edit	Total	
Rationale	Does the application evidence strong market failure?	1. No 2. Partially 3. Yes	The application is based on the opportunities stemming from Soham's historically strong farming-based economy and the emerging job opportunities from Cambridgeshire's strong agri-tech industry.	2	x 2	= 4.0	
Timescales	What is the planned implementation timetable and can spend be achieved by March 2022?	1. No, expenditure extends beyond 31 March 2021 2. Yes, expenditure achieved by March 2021 3. Yes, expenditure achieved by March 2021 but further work on the project, using alternative funding sources, continues after March 2021	The project is expected to be completed by Autumn 2022. However the Planning position is currently unclear. The application assumes that the project will not need planning consent as a temporary building – if it does this will add 8 to 12 weeks.	2	x 2	= 4.0	
Activities/Milestones	How well defined are the principal activities and what more development work is recommended for the full application?	1. Not defined/inadequate 2. Activities broken down 3. Activities with key milestones identified	Acquisition and build of the log cabin style building should be relatively straight forward to deliver, however procurement of building and groundworks, planning, connection of services and fit out are all in early stages of development...pending confirmation of funding.	1	x 2	= 2.0	
Delivery Arrangements	How developed is the project plan and does it have the following attributes? e.g. route to and level of risk in securing land, planning and remaining funding if build or transport project e.g. route to and level of risk in securing remaining funding and competent/experienced delivery resources if a service	1.No strategy to secure any of the key elements 2.Poor strategy to secure some of the key elements 3.Good strategy to secure ALL of the key elements but high risks apparent	The application has now been resubmitted by NIAB as the end beneficiary which enables the CPCA to obligate NIAB directly on its preferred delivery arrangements. As stated above the current planning position is unclear; and procurement of both groundworks and construction is yet to commence.	3	x 2	= 6.0	
Outputs/Outcomes	Because the value of funding being requested can be considered a Strategic Investment, it is important that the application demonstrates outcomes that make a strategic-level impact against the approved Market Town Masterplan	1. No Output and outcome information 2. Output and outcome information not clearly specified 3. Outputs and outcome detailed clearly specified	NIAB are expected to revise their target of 50 jobs created by this project down to 2 jobs, several monthly workshops, educational events and around 40 businesses supported. If supported it is recommended that further detail is provided from NIAB to confirm these numbers and ensure these are additional to other CPCA funding awards.	5	x 2	= 10.0	
Strategic Fit	Because the value of funding being requested can be considered a Strategic Investment, it is important that the application demonstrates good fit with the CPIER, Skills Strategy, or LIS	1. No 2. Partially 3. Yes	Historical link between Soham and its declining farm-based economy due to the gradual mechanisation and reduction in job opportunities is well made. As is the need to rebalance this loss by putting Soham at the heart of Cambridgeshire's agri-tech industry.	5	x 3	= 15.0	
State Aid	Is the project State Aid compliant? Has information been submitted on why state aid does not apply?	1. No information 2. Insufficient information provided 3. Sufficient information provided	NIAB have apparently sought legal council and have written to the CPCA, though this was not included with their application. If supported, an appropriate state aid (subsidy control) report is needed.	1	x 2	= 2.0	
Costs	Are costs set out, at least as an initial budget estimate?	1. No cost information 2. Some top level cost information 3. Breakdown of cost information	No detailed costings was provided. If supported, NIAB should be asked to provide evidence of an appropriate tender exercise and provide a guarantee that they will meet any costs over run.	3	x 2	= 6.0	
Resourcing	Because the value of funding being requested, it is important that there is good leverage and/or match funding	1. No match funding 2. Yes, match funding < 50% 3. Yes, match funding >50%	No match funding	4	x 1	= 4.0	
VFM	Because the value of funding being requested and limited resources allocated to each town, it is important that the application demonstrates a competitive cost per outcomes	1. No VFM information offered 2. Poor VFM 3. Good value for money	As stated above, the project claims to support 50 new jobs, but offers no leverage. As stated above, if these jobs can be validated as being solely attributable to this funding award then the project would represent good VFM.	5	x 3	= 15.0	
Risks	Is there a realistic assessment of risks?	1. No risks identified 2. Poor risk assessment 3. Risks identified and explained	Adequate risk register provided	2	x 3	= 6.0	
Recommendation(s)	Approval and progress onto next stage (EAP and CA Board approval) Push back on applicant further information or clarify Reject as unsuitable. Please comment to explain recommendation decision.		Conditional approval for the requested amount of £145,000 subject to the following conditions: 1. Submission of evidence of Subsidy Control (state aid) compliance. 2. Submission of a detailed cost break down along with details of a tender process with at least three quotations sought. 3. Confirmation that all project revenue costs and any capital cost overrun will be met by NIAB. 4. Confirmation of the number of: jobs, businesses supported, workshops and educational events that are expected to be delivered by the project.	Total Score		74.0	