

This document contains the guidance and scoring used by the Assessors when reviewing your application. Assessors will review your answers for each scored question and mark each of them between 1 and 10 (1 being the lowest and 10 being the highest).

Any questions that are not scored will not be reviewed by the Assessor.

Question 1. Location of the farmer, grower or forester who is the project lead for this application (not scored)

You must state the name of your farming, growing or forestry business along with your full registered address and County Parish Holding (CPH) number (where relevant).

We are collecting this information to understand the geographical location of all participants of a project.

Question 2. Animal testing (not scored)

Will your project involve any trials with animals or animal testing?

You must select one option:

- Yes
- No

We will only support innovation projects conducted to the highest standards of animal welfare.

Further information for proposals involving animal testing is available at the [UKRI Good Research Hub](#) and [NC3R's animal welfare guidance](#).

Question 3. Tell us about you and your business (not scored)

Tell us about you and your business.

You must include:

- your name and role in the business
- the trading names of your farming, growing or forestry business if different from your registered name
- which county your main farming, growing or forestry activity is based
- what you grow or produce
- who you sell your produce to

We will use these answers to confirm that you are eligible to apply as the Project Lead. We need to understand that you are a commercial farming, growing or forestry businesses deriving income from these agricultural sectors.

Question 4. What do you want to achieve from this funding?

Explain

- the problem or opportunity you are trying to address or the new opportunity for your business
- why this matters to your business
- how this problem also affects other farming, growing or forestry businesses or how they could also benefit from this new solution or opportunity

Question 4. Assessor guidance & scoring

Scores 9 - 10

Applicant has passionately and clearly described what they want to address from the funding. The problem or opportunity is explicit and business benefits to the sector identified. The scope of the issue is challenging but realistic and obtainable.

Scores 7- 8

Applicant appears motivated and has described with credibility the problem or opportunity they want to address. The issue appears to be a reasonable target that may also impact others in the sector.

Scores 5 - 6

Applicant has provided some justification for what they want to address, but the motivation appears weak. It is debatable whether the issue suggested is viable or worthy of investment.

Scores 3 - 4

Applicant has provided weak or illogical arguments for what they want to address. The issue is unlikely to be solved.

Scores 1 - 2

Applicant has provided very little clarity on what they want to achieve.

Question 5. What is your 'big idea' for a solution or new opportunity?

Explain:

- what your proposed idea or solution is
- why is this problem not already solved, or the opportunity not taken
- what are the difficulties that funding and research collaboration will help you overcome
- why is this idea better than, or different from, what already exists

Question 5. Assessor guidance and scoring

Scores 9-10

Applicant has clearly described a creative but pragmatic solution and convincingly shown what benefits this approach would have over current state-of-the-art solutions or products, or that current solutions do not exist. The need and benefit of external research assistance has been clearly identified. The proposed idea or solution is clearly new and novel.

Scores 7- 8

Applicant has clearly described a new solution and described how this approach would benefit farmers or growers vs the most common existing solutions or products. The benefit and need of external research assistance is identified. The proposed new idea or solution is good. It is possibly a new or novel application for an existing technology.

Scores 5 - 6

Applicant has loosely described a possible solution and made comments about how this could improve over traditional approaches. There is some reference to external research benefit. The novelty of the idea may be limited.

Scores 3 - 4

Applicant has provided a vague or unconvincing solution with weak references to how this is better than current practices. No reference to external research. The idea or solution already exists.

Scores 1 - 2

The proposed solution is very unimaginative, represents existing technologies or is totally unrealistic.

Question 6. Where did your idea come from?

Explain

- what have you observed or learnt
- how you have investigated the problem or opportunity
- what work have you already completed to develop your solution from conception to now

Question 6. Assessor guidance & scoring

Scores 9 - 10

Applicant has provided evidence that they have considered the issue deeply and investigated many options to understand the problem better. They have identified and investigated possible solutions and the challenges to overcome. Applicant clearly demonstrates that this is their new and novel idea or solution and that they have investigated its potential benefits but also the challenges.

Scores 7- 8

Applicant seems to have considered the issue at length and invested significant time and effort to understand the problem and identify possible solutions. Applicant clearly demonstrates that it is their original idea or solution, or the need to evaluate an existing technology in a new application in their business environment.

Scores 5 - 6

Applicant appears to have considered the issue previously and allocated resources to understand the problem and explore alternative solutions. Applicant does not adequately demonstrate that it is all their idea or solution.

Scores 3 - 4

The applicant appears to have spent a moderate amount of effort to understand the issue or identify solutions. It is apparent that the applicant is not the originator of the idea.

Scores 1 - 2

The applicant appears to have spent very little effort prior to this competition to understand the issue or identify solutions. It is apparent that the applicant is not the originator of the idea.

Question 7. If your solution is successful, what improvements will it offer

What improvements will your solution offer you or other farmers, growers, or foresters like you?

Explain how your idea will impact:

- productivity and efficiency
- sustainability and environmental impact
- progression towards net zero emissions

How many farmers, growers or foresters could adopt and benefit from your solution?

Describe

- the applicable farming or forestry business sectors
- the ease of integration or adoption of the solution into existing systems

Question 7. Assessor guidance & scoring

Scores 9 - 10

Applicant has convincingly shown how the project could make significant on-farm improvements in the objective areas for this competition, for example, increasing productivity, resilience, sustainability and help businesses move towards net zero emissions, and which also impact a very large number of farmers, growers or foresters in England. They have clearly evaluated the benefits for other farming businesses and the incentives or barriers to adoption.

Scores 7- 8

Applicant has provided some evidence on how the project could make large on-farm improvements in the objective areas for this competition and impact many farmers in England. The ease of adoption to wider farming or forestry sectors has been reasonably well considered.

Scores 5 - 6

Applicant has provided some evidence on how the project could make moderate on-farm improvements in the objective areas for this competition. The project could impact a reasonable number of farmers, growers or foresters in England. Limited consideration of the ease of adoption.

Scores 3 - 4

Applicant has provided weak arguments on how the project could drive competition objectives or weak evidence of the on-farm impacts. The project could impact a very limited number of farmers, growers or foresters in England. No real consideration or integration or adoption.

Scores 1 - 2

Applicant has provided very little clarity on how the project could drive competition objectives and impact on-farm. The project is likely to impact few, if any, farmers, growers or foresters in England.

