

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. Applicant location (not scored)

You must state the name and full registered address of your organisation and any partners or subcontractors working on your project.

We are collecting this information to understand the geographical location of all applicants.

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. Permits and licences (not scored)

Will you have the correct permits and licences in place to carry out your project?

We are unable to fund projects who do not have the correct permits or licences in place by your project start date.

You must select one option:

- Yes
- No
- In process of being applied for
- Not applicable

Question 4. Farmers or growers location (not scored)

You must provide the location address for any farmers or growers requesting grant funding in your project. This is required for subsidy control and eligibility purposes.

Note. If your project has farmers or growers requesting grant funding, a minimum of 50% of the amount requested by those organisations, must come from farmers or growers geographically based in England.

If no farmers or growers are requesting grant funding, please leave this box blank.

Question 5. Equality, Diversity and Inclusion (not scored)

How have you incorporated equality, diversity and inclusion into your project delivery and project outcomes?

Describe or explain the details relating to any challenges or opportunities relating to EDI arising from your project and the methods and approaches used to address them:

- during project delivery
- for governance
- for project team and advisory boards
- for stakeholder and end-user engagement
- for design thinking

Note: Questions relating to EDI will not form part of the funding decision but will be used to inform the development of EDI activities for the competition cohort.

Question 6. Need or challenge

What is the business need, technological challenge or market opportunity behind your innovation?

Explain:

- the main motivation for the project and what aspects of nutrient management you are planning to address
- the farming or agricultural problem, need, technological challenge or market opportunity
- whether you have identified any similar innovation and its current limitations, including those close to market or in development
- any work you have already done to respond to this need, for example, if the project focuses on developing an existing capability or building a new one
- how your project outputs would deliver significant improvements in agricultural productivity, resilience and sustainability
- what benefits will English farmers or growers gain from your project
- the wider economic, social, environmental, cultural or political challenges which are influential in creating the opportunity, such as incoming regulations

Question 6. Assessor guidance and scoring:

Scores 9 - 10

There is a compelling business motivation for the project. There is a clear understanding of the nearest state-of-the-art available. The applicant has shown, if applicable, how the project will build on previous relevant work.

The response clearly identifies the agricultural or horticultural challenges related to nutrient management and demonstrates in detail how these will be overcome. There is a clear and targeted focus on nutrient management.

The benefits for sustainability, productivity or resilience are clearly identified for English farmers.

Scores 7 - 8

There is a good motivation for the project. There is a good awareness of the nearest state-of-the-art and wider factors influencing the opportunity.

The response identifies the agricultural or horticultural challenges related to nutrient management and demonstrates how these will be overcome. There is a clear focus on nutrient management.

The benefits for sustainability, productivity or resilience are identified for English farmers.

Scores 5 - 6

The project motivation is good but a lack of understanding of the nearest state-of-the-art or wider factors influencing this opportunity.

The response provides limited explanation of the agricultural or horticultural challenges related to nutrient management and how these will be overcome. There is limited focus on nutrient management.

Some benefits for sustainability, productivity or resilience are identified for English farmers.

Scores 3 - 4

Project motivation is poorly defined or not relevant to the applicant or team. References to the current state-of-the-art are not offered or are not relevant.

Challenges and benefits that will impact nutrient management in English agriculture or horticulture are poorly identified. Project does not clearly focus on nutrient management.

Scores 1 - 2

There is little or no business drive to the project. References to the current state-of-the-art are not offered or are not relevant.

Challenges and benefits related to nutrient management that impact English agriculture are not identified.

Question 7. Approach and innovation

What approach will you take and where will the focus of the innovation be?

Explain:

- how you will respond to the need, challenge or opportunity identified
- what is new and novel about your technology related to nutrient management
- how will you deliver nutrient management outcomes and how can these be demonstrated or measured
- how will your innovation integrate with or replace existing agricultural systems and technologies to deliver improved productivity and sustainability
- how will you improve on the similar innovation that you have identified
- whether the innovation will focus on existing technologies in new areas, the development of new technologies for existing areas or a totally disruptive approach
- the freedom you have to operate
- how this project fits with your current product, service lines or offerings
- how it will make you more competitive
- the nature of the outputs you expect from the project, for example report, demonstrator, know-how, new process, product or service design, and how these will help you to target the need, challenge or opportunity identified

You can submit one appendix to support your answer. It can include diagrams and charts. It must be a PDF, up to 2 A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 7. Assessor guidance and scoring:

Scores 9 - 10

The approach addresses the need, challenge or opportunity identified in Q6. The main innovations and risks are identified. Evidence is presented to show how the innovation and project outputs will differentiate from those of competitors. The project is

significantly innovative either commercially or technically and will make a substantial contribution to the field. Solid evidence is presented to substantiate the level of innovation and freedom to operate.

The innovation demonstrates clear focus on targeting specific nutrient management challenges on English farms that can be demonstrated and measured.

The response clearly identifies how the innovation will integrate with, complement, or replace existing agricultural systems and how this innovation will significantly impact productivity or sustainability improvement for English farmers.

Scores 7 - 8

The project addresses the need or challenge identified in Q6 and the main innovations and risks are highlighted. Evidence shows that the proposed development is innovative and that the applicant has the freedom to operate. It is demonstrated how the project outputs will differentiate from those of competitors.

The innovation demonstrates focus on targeting nutrient management challenges on English farms that can be demonstrated and measured.

The response identifies how the innovation may integrate with, complement, or replace existing agricultural systems and how this innovation will impact productivity or sustainability improvement for English farmers.

Scores 5 - 6

The project may address the need or challenge identified in Q6 and the innovations are highlighted. The level of innovation or freedom to operate is not strongly backed up with evidence. The main risks are not fully identified. Innovation focus is plausible and shows a link to improvements in competitiveness or productivity.

The innovation indicates how it will target nutrient management challenges on English farms, but detail is incomplete or unconvincing and is unclear how this will be demonstrated and measured.

The response provides some indication of how the innovation may integrate with, complement, or replace existing agricultural systems and how this innovation may impact productivity or sustainability improvement for English farmers

Scores 3 - 4

The approach is poorly defined with an unconvincing link to the need or challenge identified in Q6. Improvement in competitiveness or productivity is not very convincing.

The innovation does not identify how it will target nutrient management challenges on English farms. Detail is incomplete or unconvincing and is unclear how this will be demonstrated and measured.

The response provides limited information of how the innovation may integrate with, complement, or replace existing agricultural systems and how this innovation may impact productivity or sustainability improvement for English farmers.

Scores 1 - 2

The approach is not well defined or inconsistent with the need or challenge identified in Q6. There is no identification of how this will improve competitiveness.

There is no explanation of how the innovation will impact nutrient management on English farms. There is no indication of how the impact can be demonstrated or measured.

The response provides poor information regarding how the innovation will integrate, complement or replace existing agricultural systems and poor information with regard to potential productivity or sustainability improvement for English farmers.

Question 8. Team and resources

Who is in the project team and what are their roles?

Explain:

- the roles, skills and experience of all members of the project team that are relevant to the approach you will be taking
- the resources, equipment and facilities needed for the project and how you will access them
- the details of any vital external parties, including subcontractors, who you will need to work with to successfully carry out the project
- how you will work with farmers and growers throughout the project to ensure outputs remain focused on end-user needs
- the current relationships between project partners and how these will change as a result of the project

- any roles you will need to recruit for.

You can submit one appendix. This can include a short summary of the main people working on the project to support your answer. It must be a PDF and can be up to 4 A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 8. Assessor guidance and scoring:

Scores 9 - 10

The applicant or consortium is well placed to carry out the project and exploit the results. There is a clear plan to obtain all the resources, equipment and facilities they will need. There is strong evidence that the consortium will work well. Farmer and grower engagement and their integration into the project are clearly identified. Key farmer contacts are specifically identified, or their types and locations are clearly identified including English farmers.

Scores 7 - 8

The applicant or consortium makes sense given the approach described in Q7. The applicant indicates how access will be obtained to all the resources, equipment and facilities they will need. The consortium is likely to work well. Farmer and grower engagement and their integration into the project are identified. Key farmer contacts or their types and locations are identified including English farmers.

Scores 5 - 6

The applicant or consortium has most, but not all, of the required skills and experience required. It is unclear whether or not the consortium will work well together. Some details regarding farmer and grower engagement and their integration into the project are identified with some detail of farmer contacts, types and locations including English farmers.

Scores 3 - 4

There are significant gaps in the consortium with little or no information about how these will be filled. There may be some partners with little relevance to the project activities. Poor detail regarding farmer and grower engagement and their integration into the project are identified with poor detail of farmer contacts, types and locations.

Scores 1 - 2

The applicant or consortium will not be capable of either carrying out the project or exploiting the results. No information provided with regard to farmer engagement.

Question 9. Market awareness

What does the market you are targeting look like?

Describe:

- the target markets for the project outcomes, any other potential markets either domestic, international or both
- the size of the target markets for the project outcomes, backed up by references where available
- the structure and dynamics of the target markets, including customer segmentation, together with predicted growth rates within clear timeframes
- the target markets' main supply or value chains and business models, and any barriers to entry that exist
- the current UK position in targeting these markets
- the size and main features of any other markets not already listed

If your project is highly innovative, where the market may be unexplored, describe or explain:

- what the market's size might be
- how your project will try to explore the market's potential

Question 9. Assessor guidance and scoring:

Scores 9 - 10

The target market size, drivers and dynamics are fully quantified and evidenced. Where the market is new or unexplored, possible routes are identified based on precedents. Relevant secondary markets are substantiated and described in brief.

Scores 7 - 8

There is a good awareness of the target market's drivers and dynamics. The market size is quantified with some evidence. For a new market, a good attempt is made at describing the possible routes to market and estimating the market size. Relevant secondary markets are described showing good awareness.

Scores 5 - 6

The general market size and dynamics are understood but the addressable market is poorly quantified. Secondary markets are mentioned but little information is offered.

Scores 3 - 4

Some information about the general market is offered but the extent of the addressable market for the project is not described. Secondary markets are barely mentioned.

Scores 1 - 2

The market is poorly defined or is irrelevant to the motivations of the project.

Question 10. Outcomes and route to market

How are you going to grow your business and increase your productivity into the long term productivity as a result of the project?
Explain:

- your current position in the markets and supply or value chains outlined, and whether you will be extending or establishing your market position
- your target customers or end users, and the value to them, for example, why they would use or buy your product

- what will drive farmers and growers to adopt your technology, what are the benefits in terms of nutrient management and how can they be demonstrated
- how easily your technology can be integrated into existing systems
- your route to market
- how you are going to profit from the innovation, including increased revenues or cost reduction
- how the innovation will affect your productivity and growth, in both the short and the long term
- how you will protect and exploit the outputs of the project, for example, through know-how, patenting, designs or changes to your business model
- your strategy for targeting the other markets you have identified during or after the project

If there is any research organisation activity in the project, describe:

- your plans to spread the project's research outputs over a reasonable timescale
- how you expect to use the results generated from the project in further research activities

Question 10. Assessor guidance and scoring:

Scores 9 - 10

Target customers are identified along with the value proposition to them. The routes to market and how profit, productivity and growth will increase is identified and evidenced. The exploitation or dissemination of the main project outputs is outlined.

It is clearly identified why farmers will want to adopt and pay for this technology based on the defined benefits and how they can be measured. The technology can be readily adopted by and integrated into the target farming sectors and these sectors are well identified.

Scores 7 - 8

Target customers are identified along with the value proposition to them. The routes to market and how profit, productivity and growth will increase is outlined with some evidence. The exploitation or dissemination of the main project outputs is outlined.

It is identified why farmers will want to adopt and pay for this technology based on the benefits and how they could be measured. The technology can be adopted by and integrated into farming sectors and these sectors are identified.

Scores 5 - 6

Target customer types are described but the value proposition to them is less clear. There is some information about how profit, productivity or growth increases may be achieved at some point.

It is not well explained why farmers will want to adopt and pay for this technology. Benefits are not well described or how these could be measured. The technology may be adopted by some farming sectors, but these are not clearly identified. How the technology can be integrated into existing systems is not clearly explained.

Scores 3 - 4

There is some information about the target customer types but there is little about the value proposition or how profit, productivity or growth will be affected.

Explanation of why farmers will want to adopt and pay for this technology is poor. Benefits are poorly described with limited detail of how these could be measured. Target farming sectors are poorly identified or limited. It is poorly explained how the technology can be integrated into existing systems or this will be difficult.

Scores 1 - 2

The applicant provides little or no information about the target customers.

There is no explanation of why farmers will want to adopt this technology. There is no description of benefits or how these can be measured. Target sectors are not identified. It is not clear if technology can be integrated into existing systems.

Question 11. Wider impacts

What impact might this project have outside the project team?

Describe and, where possible, measure the economic benefits from the project such as productivity increases and import substitution, to:

- external parties
- customers
- others in the supply chain
- broader industry
- the UK economy

Describe and, where possible, measure:

- any expected impact on government priorities
- any expected environmental impacts, either positive or negative
- any expected regional impacts of the project

Describe any expected social impacts, either positive or negative on, for example:

- quality of life
- social inclusion or exclusion
- jobs, such as safeguarding, creating, changing or displacing them
- education
- public empowerment
- health and safety
- regulations
- diversity

Question 11. Assessor guidance and scoring:

Scores 9 - 10

The positive impact on others outside of the team is understood, for example supply chain partners, customers and broader industry. Social, economic or environmental impacts are considered. Expected regional impacts are described with compelling evidence to justify claims. Any possible negative impacts are fully mitigated where appropriate.

Scores 7 - 8

There is good awareness of how the project may impact others outside of the team. Expected regional impacts are described. Any possible negative impacts are partially mitigated where appropriate.

Scores 5 - 6

There is basic awareness of how the project could impact some others outside the project. Some relevant stakeholders are not considered. Little mitigation is offered where there may be negative impacts.

Scores 3 - 4

The applicant provides some information about possible impacts, but significant gaps remain.

Scores 1 - 2

There is no information about how the project might impact others or the project would be detrimental to other UK interests.

Question 12. Project management

How will you manage the project effectively?

Explain:

- the main work packages of your project, indicating the lead partner assigned to each and the total cost of each one
- your approach to project management, identifying any major tools and mechanisms you will use to get a successful and innovative project outcome
- the management reporting lines
- your project plan in enough detail to identify any links or dependencies between work packages or milestones

You must submit a project plan or Gantt chart as an appendix to support your answer. It must be a PDF, can be up to 2 A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 12. Assessor guidance and scoring:

Scores 9 - 10

The project work packages are outlined with the research category, lead partner and total cost provided for each one. The approach to project management is described. The plan is designed to meet the objectives of the project in a realistic and efficient way. Any links or dependencies between work packages or milestones are identified.

Scores 7 - 8

The project work packages are outlined with the research category, lead partner and total cost provided for each one. The approach to project management is stated. The plan seems appropriate to the project objectives. Any links or dependencies between work packages or milestones are identified.

Scores 5 - 6

The project work packages are outlined but there are some details missing. The plan seems reasonable but not tailored to the objectives of the project.

Scores 3 - 4

The plan has serious deficiencies or major missing aspects. The plan has little chance of meeting the objectives of the project.

Scores 1 - 2

The plan is totally unrealistic or fails to meet the objectives of the project.

Question 13. Risks

What are the main risks for this project?

Explain:

- the main risks and uncertainties of the project, including the technical, commercial, managerial and environmental risks
- how you will mitigate these risks
- any project inputs that are critical to completion, such as resources, expertise, and data sets
- any output likely to be subject to regulatory requirements, certification, ethical issues and other requirements identified, and how you will manage this

You must submit a risk register as an appendix to support your answer. It must be a PDF and can be up to 2 A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 13. Assessor guidance and scoring:

Scores 9 - 10

The key risks and uncertainties of the project are considered and mitigated. Critical inputs to the project are identified. Relevant constraints or conditions on the project outputs (regulatory requirements, certification or ethical issues) are identified. The risk analysis is appropriate and professional.

Scores 7 - 8

The key risks and uncertainties of the project are considered with appropriate mitigations. Relevant constraints or conditions on the project outputs are identified.

Scores 5 - 6

Most major risks have been identified, but there are some gaps or the mitigation and management is insufficient to properly control the risks.

Scores 3 - 4

The risk analysis is poor or misses major areas of risk. The mitigation and management is poor.

Scores 1 - 2

The risk analysis is superficial with minimal mitigation or management suggested.

Question 14. Added value

How will this public funding help you to accelerate or enhance your approach to developing your project towards commercialisation? What impact would this award have on the organisations involved?

Explain:

- what advantages would public funding offer your project, for example, appeal to investors, more partners, reduced risk or a faster route to market
- the likely impact of the project outcomes on the organisations involved
- what other routes of investment or means of support you have already engaged with and why they were not suitable
- how any existing or potential investment or support will be used in conjunction with the grant funding
- what your project would look like without public funding
- how this project would change the R&D activities of all the organisations involved

Question 14. Assessor guidance and scoring:

Scores 9 - 10

There is a compelling case for the positive difference funding will make. Alternative sources of support are described with an explanation of why they are discounted or used in conjunction with the grant funding. The project will significantly increase the industrial partners' R&D spend during the project and afterwards.

Scores 7 - 8

The arguments for public funding are good and justified. The project will significantly increase the industrial partners' commitment to R&D.

Scores 5 - 6

The public funding arguments are acceptable, but the difference made by the grant will be modest. The project will improve the industrial partners' commitment to R&D.

Scores 3 - 4

The funding arguments are poor or not sufficiently justified. There is not likely to be any improvement to the industrial partners' commitment to R&D.

Scores 1 - 2

There is no justification for public funding and no reason why the applicant should not fund the work.

Question 15. Costs and value for money

How much will the project cost and how does it represent value for money for the team and the taxpayer?

In terms of your project goals, explain:

- your total project costs
- the grant you are requesting
- how each partner will finance their contributions to your project
- how this project represents value for money for you and the taxpayer
- how it compares to what you would spend your money on otherwise
- the balance of costs and grant across the project partners
- any subcontractor costs and why they are critical to your project

Question 15. Assessor guidance and scoring:

Scores 9 - 10

The project costs are entirely appropriate and represent excellent value for money compared to alternative approaches outlined, including doing nothing. The partners have a clear idea of how they will finance their contribution. The balance of costs and grants between partners, and use of subcontractors, is justified and reasonable for the proposed project.

Scores 7 - 8

The project costs are appropriate and should be sufficient to successfully complete the project. The balance of costs and grants between partners, and use of subcontractors, seems reasonable. The project represents good value for money compared to alternative outlined approaches, including doing nothing.

Scores 5 - 6

The project costs seem ok but the justifications are not clear. The balance of costs and grants between partners is acceptable. Little information is offered about alternative approaches and the value for money this project offers.

Scores 3 - 4

The project costs seem too high or too low given the proposed project. The split of costs and grants between partners is unbalanced, or inappropriate use is being made of subcontractors.

Scores 1 - 2

The costs are not appropriate or justified. The balance between partners and subcontractors is not justified.