

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 and 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. Project description

What will your Launchpad cluster management project focus on?

Explain:

- the main motivation for the project
- your cluster's characteristics, for instance, the priority organisations, specialisms, sites, assets and infrastructures
- your cluster's resources, challenges, needs and opportunities, such as global target markets, business led innovation activities, or aspects of equality, diversity and inclusion (EDI)
- your vision for the development of innovation in your cluster, with reference to past work or existing initiatives that support this vision
- the baseline data you will source and use to assist in tracking progress and evidencing a successful project

Question 3. Assessor guidance and scoring:

Scores 9 - 10

There is a compelling business motivation for the project and how it adds value to the applicant. There is a clear understanding of the cluster characteristic, challenges and opportunities and a strong vision for its development. The project will baseline effectively and track progress against viable scenarios. Any wider factors influencing this opportunity are identified.

Scores 7 - 8

There is a good motivation for the project and value-add. There is a good awareness of the cluster characteristics, challenges and opportunities and a reasonable vision for its development. The project will baseline some aspects and track progress against some scenarios. Some wider factors influencing the opportunity may have been identified.

Scores 5 - 6

The project motivation is fine but there's a weak understanding of the cluster, its challenges and opportunities, so the visions of development scenarios are questionable.

Scores 3 - 4

Project motivation is poorly defined or not relevant to the applicant or team. References to the innovation cluster's characteristics and development scenarios are weak.

Scores 1 - 2

There is little or no business drive to the project. References to the innovation cluster's characteristics and development scenarios are not offered or are not relevant.

Question 4. Approach

What approach will you take and where will your focus be?

Explain:

- your approach to develop and manage the innovation cluster
- your chosen priorities to focus on throughout the project stages
- your plans for developing equality, diversity and inclusion (EDI)
- how you will continue to improve your approach through your understanding of the innovation cluster
- your project plan in enough detail to identify the main work packages of your project, any links or dependencies between work packages or milestones and associated costs
- your approach to project management, identifying any major tools and mechanisms you will use to get a successful project outcome
- the operating model and management reporting lines
- any critical work packages or main milestones (such as approvals required)
- your plans to involve external parties outside your project team, which could include Innovate UK KTN, Innovate UK EDGE, the Catapult Networks, and other research and technology organisations (RTOs) or research organisations
- your plan for how you will use operational investment from your own means to continue developing the innovation cluster after the funded period

You must submit one appendix to support your answer. This must include a project plan or Gantt chart. It can also include diagrams and charts.

It must be a PDF, up to four A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 4. Assessor guidance and scoring:

Scores 9 - 10

The approach clearly addresses the management of the project cluster that is identified in Q3. The project plan is designed to meet the objectives of the project in a realistic and efficient way. Their plans and demonstration of how they will continually improve their understanding of the cluster is well outlined. The project work packages are outlined with the partners and total cost provided for each one with any links or dependencies between work packages or milestones identified. The plans for involving external parties are well thought through and demonstrate a proactive approach that will benefit the cluster. After the grant support has ended they have a strong plan to use operational investment from their own means to continue developing the innovation cluster.

Scores 7 - 8

The approach addresses the management of the project cluster that is identified in Q3. The project plan is appropriate to meet the objectives of the project in a realistic and efficient way. Their plans and demonstration of how they will continually improve their understanding of the cluster seems appropriate. The project work packages are appropriate, with the partners and total cost provided for each one and links or dependencies between work packages or milestones identified. The plans for involving external parties are coming together reasonably and demonstrate an approach that will benefit the cluster once fully developed. After the grant support has ended they demonstrate how they could use operational investment from their own means to continue developing the innovation cluster.

Scores 5 - 6

The approach highlights the management of the project cluster that is identified in Q3. The project plan meets the objectives of the project. Their plans and demonstration of how they will continually improve their understanding of the cluster is, in part, defined. The project work packages are broadly described with the partners and total cost provided for each one. Some links or dependencies between work packages or milestones are identified. The project plan seems reasonable but not tailored to the

objectives of the project and some details are missing. The plans for involving external parties, and the expected benefits to the cluster are questionable. After the grant support has ended they show some indication of how they will use operational investment from their own means to continue developing the innovation cluster.

Scores 3 - 4

The approach and management of the project cluster that is identified in Q3 is poorly defined. The project plan, approach highlighting the management of the project cluster that is identified in Q3, plans and demonstration of how they will continually improve their understanding of the cluster has serious deficiencies or major missing aspects .

The project work packages are not clearly described and links or dependencies between work packages or milestones are not identified. The project plan is not tailored to the objectives of the project and some details are missing.

The plans for involving external parties, and the expected benefits to the cluster, are unlikely to work. After the grant support has ended they do not clearly demonstrate how they will use operational investment from their own means to continue developing the innovation cluster.

Scores 1 - 2

The approach is not well defined or inconsistent with the need or challenge identified in Q3. The plan is totally unrealistic or fails to meet the objectives of the project. After the grant support has ended they do not demonstrate how they will use operational investment from their own means to continue developing the innovation cluster.

Question 5. Team and resources

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

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
- if your project is collaborative, 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 with 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 four A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 5. 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 to the benefit of the cluster.

Scores 7 - 8

The applicant or consortium makes sense given the approach described in Q4. 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 to benefit the cluster.

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.

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.

Scores 1 - 2

The applicant or consortium will not be capable of either carrying out the project or exploiting the results.

Question 6. Cluster impacts

How will your project impact the innovation cluster, and how will this be demonstrated?

Describe:

- the likely impact of your project on the activities of priority organisations in the innovation cluster, referred to by their names
- the likely impact of your project on businesses within the innovation cluster, including micro, small, medium and large businesses
- how you will measure your impact, and what methods you will use, such as key performance indicators (KPIs) or similar
- how you will publicly evidence your impact

Question 6. Assessor guidance and scoring:

Scores 9 - 10

Target organisations and business beneficiaries are identified in detail along with the likely impacts to the cluster. The proposed impacts and methods of measurement are robust and complete. The routes to publicly evidencing the impacts are clear.

Scores 7 - 8

Target organisations and business beneficiaries are identified reasonably along with the possible impacts to the cluster. The proposed impacts and methods of measurement are reasonable. The routes to publicly evidencing the impacts are forming well.

Scores 5 - 6

Target organisations and business beneficiaries are described loosely but the possible impacts to the cluster is less clear. The proposed impacts and methods of measurement are limited. The routes to publicly evidencing the impacts are limited in their description.

Scores 3 - 4

There is some information about the organisations and business beneficiaries but there is little about the possible impacts to the cluster, how the impact will be evidenced, or how the project will be exploited.

Scores 1 - 2

The applicant provides little or no information about the target organisations and business beneficiaries or the impacts to the cluster.

Question 7. Risks

What are the main risks for this project and how will you reduce these?

Explain:

- the main risks and uncertainties of the project, including the technical, commercial, managerial and environmental risks
- how you will reduce these risks
- any project inputs that are critical to completion, such as resources, expertise, decisions, or 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 two 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 key risks and uncertainties of the project are considered and reduced. Critical inputs to the project are identified. Relevant constraints or conditions on the project outputs, such as, 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 reduction methods. 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 risk reduction methods and management is insufficient to properly control the risks.

Scores 3 - 4

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

Scores 1 - 2

The risk analysis is superficial with minimal reduction methods or management suggested.

Question 8. Costs, value for money and added value

How much will the project cost, does it represent value for money for the team and the taxpayer? What impact would this award have on your organisation and any partners involved?

Explain:

- your total project costs
- the grant you are requesting
- how each partner will finance their contributions to your project

- the balance of costs and grant across the project partners
- any subcontractor costs and why they are critical 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
- what other routes of investment you have already approached
- what your project would look like without public funding

Question 8. 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 grant between partners, and use of subcontractors, is justified and reasonable for the proposed project.

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.

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.

The arguments for public funding are good and justified.

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.

The public funding arguments are acceptable, but the difference made by the grant will be modest.

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.

The funding arguments are poor or not sufficiently justified.

Scores 1 - 2

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

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