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| European Maritime and Fisheries Fund (EMFF)  **Community Led Local Development**  BUSINESS CASE TEMPLATE AND GUIDANCE |
| You **must** submit a business case if you are applying for funding from EMFF for projects costing £25,000 or more.  If your project costs are less than £25,000 then you only need to complete the application form, unless you have been advised otherwise.  Please ensure that you meet any additional requirements that are specified in this business case template for the amount that you are applying for. |
| HOW TO USE THIS BUSINESS CASE TEMPLATE AND GUIDANCE |
| The purpose of the business case is to help us to decide whether and how much EMFF support is appropriate for your project. It is in your interests that the business case is complete, detailed, credible and proportionate and that it is supported by relevant evidence where available.  Please use this template to develop the business case for your application. This template provides guidance on what information should be included within your business case, please read it. You may also choose to attach any additional documents you think relevant to your application.  You can get further help from Newry, Mourne and Down District Council (NMDDC). If you run out of space on this form or you want to include additional documents you can attach extra sheets at the end. Remember to put your name and project title at the top of any additional sheets so we know which application they belong to.  You should apply for funding using the EMFF E-system, see NMDDC website for details.  If you supply information anywhere in your application knowing it to be false or not believing it to be true, you may be liable for a fine or imprisonment.  A fraudulent application may also mean that any grant paid is recovered.  You are reminded that if the project is approved and grant offered, specific conditions will apply which will be set out in the Offer Letter.  Any breach of these conditions may lead to recovery of any grant paid. |

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| Please complete your details below in order to match this business case to your application form.  Your Name  Business Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Project Title  Project Ref. (if known)  Contact Number |
| SECTION 1: PROJECT OBJECTIVES |
| **ALL APPLICANTS**: Please explain what your project will do, building on the brief description you provided in your application  Your answer should include:   * Brief details about you/the company and your/the business. * Explain what goal you are seeking to achieve or what problem you are planning to address. * Explain how this project will help to achieve your goals or address the problem you have identified. * Who will be involved in the project and why? * Where the project will take place? * When will the project take place and for how long? |
| Please give your answer below: |
| Section 2: ALTERNATIVE OPTIONS |
| ALL APPLICANTS: Describe alternative options for delivery of your project that you have explored and how you have arrived at the decision to deliver this project in your chosen way and to seek EMFF funding.  Your answer should include:   * A description of other options which you considered which met all or some of the project objectives. * A description of alternative funding sources you have considered. * An explanation of why this project and EMFF funding are the preferred options, including why each of the other alternatives options were rejected. |
| Please give your answer here; |
| SECTION 3: COSTS OF YOUR PROJECT |
| **ALL APPLICANTS:** In this section you need to tell us about the costs of your project which you detailed in your application and the choices you have made.  This should include:   * Any cost considerations you have made in deciding on your project and your suppliers, including consideration of value for money. * Reasons for not choosing the cheapest supplier (if applicable). These might be geographical location of the supplier, aftersales care or reputation/trust.   FOR PROJECTS ABOVE £100,000: Please indicate how the cost of your project will change over time.   * Provide estimates of costs of delivering the project for each year of its life(where applicable) * Describe any key cost drivers such as money saving options. |
| Please give your answer here; |
| SECTION 4a: Project Appraisal |
| **ALL APPLICANTS:** You must set out the financial costs and benefits arising as a result of your project.   * This must include for each year of the project up to 5 years:   - Project cash-flow. The cash flow can be submitted on a separate sheet or spreadsheet and should be clearly set out and annotated. You should provide a supporting narrative which explains what assumptions you have made, for example about changes to business activity, your ability to find new customers or the extent to which the project will enable you to make cost savings.  - changes revenues and other cash-flows into the project (including EMFF, other grants, loans and your own funds)  - changes in operating costs (including loans repayments and interest on loans)  - changes in profits as a result of your project.  If your project is not expected to result in a direct change in your business activity or the financial performance (e.g. revenues, costs or profits) of your business, please say so and provide a reason as to why.  **FOR PROJECTS ABOVE £100,000.00 and over**: Provide measures of economic performance of your project. This can include any of the following:   * Net Present Value * Internal Rate of Return * Return on investment * Any other information appropriate to your application   You should provide a supporting narrative which explains what assumptions you have made and any supporting evidence.  **FOR PROJECTS ABOVE £500,000.00:** In addition to the Information required above you must consider if the project has any financial implications on other organisations, businesses or individuals? If so, please explain how. |
| Please give your answer here; |
| Section 4b: Project outcomes – non-financial |
| **ALL APPLICANTS:** Set out any non-financial costs or benefits arising from the project  Consider impacts on your business such as:   * Reductions in fuel use * Reduced environmental impact * Increased selectivity of fishing gear * Creation or preservation of jobs * Improved working conditions or health and safety   Please ensure that these outcomes are SMART: Specific, Measurable, Achievable, Realistic and Time-bound  **FOR PROJECTS ABOVE £100K:** Where possible, try and monetise the non-financial benefits and include them in your measures of project economic performance.  **FOR PROJECTS ABOVE £500K:** You should also describe any non-financial impacts affecting other businesses, organisations or individuals |
| Please give your answer here; |
| SECTION 5a: Are the project benefits deliverable - RISKS |
| Please tell us of any factors that may affect the delivery and performance of the project in achieving the objectives described in section 1.  This could include:   * Delays to delivery of equipment or unexpected installation issues * Change to market conditions or failure to secure customers * Lack of suitably skilled staff * Changes in costs of delivering the project   **ALL APPLICANTS:** You also need to tell us what you plan to do to avoid or manage these risks.  **FOR PROJECTS ABOVE £500K;** Please provide a comprehensive risk register showing how you will manage risk to the project you are seeking funding for. |
| Please give your answer here; |
| SECTION 5b: Are the project benefits deliverable - CAPACITY |
| ALL APPLICANTS: Do you have the capacity and capability within your business to deliver the project and its objectives?   * What skills, expertise and experience do you have in your business to ensure that a) the project is delivered successfully; and * b) that the project objectives are achieved * What outside help and support can you call on if necessary |
| Please give your answer here: |
| SECTION 5c: Are the project benefits deliverable - ADDITIONALITY |
| ALL APPLICANTS: To what extent would the project benefits happen anyway, in the absence of EMFF grant funding, whether in your business or elsewhere?  You should explain:   * What will you do if you are not awarded EMFF funding * If your cash flow analysis shows that the project would be profitable, please explain why alternative funding is not available * Does the project have the potential to displace activity from elsewhere in Scotland / England / Wales / Northern Ireland, for example by taking market share from someone else |
| Please give your answer here: |
| SECTION 6: MONITORING |
| **ALL APPLICANTS**: Please tell us how you plan to monitor your project, including any milestones we should be aware of. Milestones are key dates in the progress of your project such as delivery dates or completion dates of parts of your project.  Monitoring can be during delivery and also after completion to ensure your targets and benefits are met.  Please ensure that your estimates of milestone dates are realistic and consider that you may have to wait a few months for the confirmation of award.  **FOR PROJECTS ABOVE £500K:** You must include a set of key performance indicators and milestones for tracking project performance on implementation, costs and delivery of outcomes. |
| Please give your answer here: |
| SECTION 7: FURTHER INFORMATION |
| If there is anything else you think we should know before we make a decision on your project, include a description in the box below and upload them to the E-system when you are ready to submit your Business Case Template.  This could include:   * Supporting documents such as plans and reports; * Letters of support; and * Technical specifications.   As long as you have told us everything you want to in support of your application in the previous sections of this form, you do not need to provide any further information here. |
| Please give your answer here: |
| What To Do Now |
| When you have completed this Business Case Template, upload it to your application using the E-system with any additional documentation you want to enclose. |
| Contact NMDDC |
| Write to:  South East Area FLAG  Newry Mourne and Down District Council  Downshire Civic Centre  Downshire Estate  Ardglass Road  Downpatrick  BT30 6GQ  Telephone: 0300 013 2233 ext 2511  Email: sea@nmandd.org |