

25 AUG 2003

Project Reference



**SCOTTISH EXECUTIVE DEVELOPMENT DEPARTMENT
EAST OF SCOTLAND EUROPEAN PARTNERSHIP
EUROPEAN REGIONAL DEVELOPMENT FUND
GRANT APPLICATION FORM**

APPLICANTS MUST REFER TO THE GUIDANCE NOTES BEFORE COMPLETING THIS FORM



Applicants should be aware that, if and when this, or any subsequently modified application, is approved the approved application form will become the first financial control document and will form the basis of any future monitoring or financial control inspection. For that reason, it is important that each section of the form is completed as accurately and clearly as possible and signed by your organisation's nominated, authorised signatory for ERDF purposes.

1. PROGRAMME	East of Scotland Objective 2 2000-2006 Programme
2. PRIORITY	Priority 2: Strategic Locations and Sectors
3. MEASURE	2.1: Strategic Locations & Sectors (Revenue)
4. PROJECT TITLE	DEVELOPMENT OF NICHE MARKETS IN EAST OF SCOTLAND OBJ 2 AREA
5. APPLICATION TYPE	<input type="radio"/> Capital <input checked="" type="radio"/> Revenue
6. PROJECT SPONSOR	KINGDOM OF FIFE TOURIST BOARD
Organisation Name	HAIG HOUSE, HAIG BUSINESS PARK
Address	BALGONIE ROAD, MARKINCH, FIFE
Postcode	KY7 6AQ

7. PROJECT LOCATION	OBJ 2 WARDS IDENTIFIED IN EAST OF SCOTLAND
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Please refer to and complete Annex A to this application form as follows:
 * For revenue projects select ALL wards that the project and its services are expected to benefit
 * For capital projects select the ward(s) in which the physical asset is located

For capital projects please also indicate the following:

Postcode	
Site owned by	

8. ESTIMATED TIMESCALE

Estimated date for main contract to be let	01-Apr-2000
Estimated physical start date	01-Apr-2000
Estimated date of physical completion	31-Dec-2002
Estimated date of financial completion	31-Mar-2003
Agency letting main contract(s)	KINGDOM OF FIFE TOURIST BOARD

9. PROJECT EXPENDITURE PROFILE (all figures should be entered to the nearest pound)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
a. Total cost of project (£)	149,960	582,126	837,007	1,376						1,570,469
b. Total eligible expenditure (£)	149,960	582,126	837,007	1,376						1,570,469
c. % rate of grant requested										48.00%
d. Grant requested (£)	71,981	279,421	401,763	660						753,825

10. EXECUTIVE SUMMARY

Please provide a description in about 150 words on what ERDF will be paying for. Full details of the project should be provided in section 11 (1000 characters).

The grant will contribute to:

This new marketing initiative involves 5 Area Tourist Boards, VisitScotland and local partners including LECs and Local Authorities. Designed in response to the launch of "A New Strategy for Scottish Tourism" by the Scottish Executive in 2000, the project aims to attract additional visitors to the East of Scotland Obj 2 area by undertaking a focused marketing campaign directed at four niche markets identified within the new Tourism Strategy including UK Short Breaks, Overseas, Business Tourism and Golf.

ERDF support is requested for the development of websites, print material, direct marketing, pr and media advertising and new additional staff costs relevant to the delivery of the new niche markets and additional project activity. The project will embrace LAs, LECs and VS and span the East of Scotland Objective 2 and transitional areas.

This project will increase the volume of visitors by 45,000 and the level of visitor expenditure by £10.4m. It will create 300 gross new jobs

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Date Received	Date Checked	Entered on System	PMC Date	Decision Letter	Grant Accepted	Sent to SE

11. PROJECT DESCRIPTION

Sections a. to f. give you the opportunity to describe fully the project for which grant is being sought, while addressing the specific points necessary for the project to be appraised.

a. Describe in more detail the background and context of this project (1625 characters).

This proposal has been developed by the Kingdom of Fife, Aberdeen & Grampian, Angus & Dundee, ALLST and Perthshire Tourist Boards in response to the launch of "A New Strategy for Scottish Tourism" by the SE in 2000. It is a partnership with VisitScotland, Stirling Council, Fife Council, Angus Council, Scottish Enterprise Tayside and Scottish Enterprise Fife. The project spans the East Of Scotland Programme Area although this application focuses on the Obj 2 areas within East of Scotland.

By operating strategically across the region, this project aims to cut duplication, share costs and maximise the impact of resources by focusing activity on 4 of the key niche markets within the New Tourism Strategy which have good development potential within the East of Scotland. These are:

UK Short Breaks - primary market inc. young professionals, families with primary school age children, 55+ age group with no children, receptive to internet marketing and direct mail
Overseas - markets such as the USA, Germany and Scandinavia, where the Scottish environmental and heritage product are strong motivating factors. To be led by VisitScotland in conjunction with the ATBs
Business Tourism - receptive to direct sell at exhibitions in the UK and Overseas
Golf - strong market for the East of Scotland in the UK and Overseas

The project will result in:
additional visitors, increased visitor expenditure, higher accommodation occupancy levels particularly in the shoulder months of the year.

In doing so it will create greater economic sustainability and new jobs in the East of Scotland area.

b. Provide a full description of the works (1625 characters).

Costs have been split between Obj 2 and Transitional Area on the basis of the number of tourism businesses in each area. The marketing campaigns are biased towards electronic marketing and direct mail activity to achieve the greatest possible return for investment.

Costs Include:

Website Development - related to niche markets. Includes product packages, images relating to the East of Scotland tourism product, on line booking etc with hyper- links to other appropriate sites.

Direct mail campaign - Using the combined ATB/VS databases of potential visitors in all niche markets to target new product packages. Includes the merger of specific databases for Golf and Business Tourism to prevent duplication of activity and more effectively target visitors.

Print - inc Foreign Language Print, Consumer PR, Media Advertising
Exhibitions- UK and Overseas particularly relevant to Golf and Business Tourism

New posts - directly related to the development of new niche markets, areas of activity not previously undertaken, or to be enhanced such as website development and direct mail. 3 new posts relate to Business Tourism development supporting the work of the Business Tourism Group across the East of Scotland and 2 new Golf development posts to support the new Golf Alliance involving ATBs, LECs and LAs

Consultancy Fees- due to the number of partners and the scale of the project required to assist with the development and co-ordination of this new strategic partnership approach across the East of Scotland

Campaign Monitoring - Annually through on line survey forms, postal surveys etc

c. Describe the mechanism for implementing the project including details of other funding partners and any in-kind contributions. (1625 characters)

This project is a joint venture involving 5 ATBs, VisitScotland and local partners. It spans the Objective 2 and Transitional parts of East of Scotland Programme area. The project will be co-ordinated by the Kingdom of Fife Tourist Board on behalf of all of the partners.

The ATBs will work together on joint campaigns sharing staff and transport resources particularly at Exhibitions in the UK and overseas and in the servicing of web site and visitor enquires generated by the direct mail campaigns. The East of Scotland Golf Alliance partners have developed an East of Scotland Golf Exhibition stand for UK and Overseas exhibitions to be staffed by the new golf development officers on behalf of all the partners reducing costs and duplication.

Each ATB will be responsible for the delivery of elements of the campaign including the co-ordination of PR activity, the production and distribution of print material and the servicing of all website and visitor enquiries generated by the direct mail campaigns. This single point of contact for different elements will make the campaigns more customer friendly and eliminate potential duplication. Each campaign will be monitored on an annual basis through feedback from online surveys on the websites and from postal surveys to recipients of Direct Mail and media advertising

KOFTB will be responsible for the co-ordination of information relating to the campaigns between VisitScotland and the Area Tourist Boards and reporting on monitoring of information at a national level

d. What are the anticipated outcomes? (1625 characters)

The objectives of this programme include:

- 1 attracting an additional 45,000 visitors to the area by 2003
- 2 increase the number of visitors in the shoulder months by 15%
- 3 increase the number of businesses participating in the campaign by 25% by 2003

This activity will:

- 1 create 300 new jobs in the Obj 2 area
- 2 ~~attract 45,000 gross visitors by 2003~~
- 3 pump £10.4m additional expenditure into the East of Scotland economy
- 4 raise awareness of the East of Scotland as a visitor destination in its own right
- 5 maintain 430 jobs in local tourism businesses

In addition to this, the project will have the following outcomes:

- 1 1.4m print items covering the niche markets in the East of Scotland
- 2 216,000 direct mailings per annum
- 3 14,600 responses to media advertising
- 4 5m websites hits

e. How does the project fit with Priorities/Measures of the Single Programming Document and selection criteria? (1625 characters)

It will meet the following Strategic Objectives by :

- 1 Strategic Sector Development - targeting resources through the development of a series of four, integrated product packages and promoting them to specific high priority niche markets
- 2 Regional/National Impact - attracting 45,000 additional visitors, creating 300 new jobs generating £10.4m additional expenditure in the East of Scotland
- 3 Promotion of Strategic Locations, - promoting identified SL such as the Stirling/Falkirk M876, City of Dundee and Coastal Moray linking attractions, accommodation and activities and promoting them to the most appropriate markets
- 4 Integration/Complimentarity - promoting attractions, facilities and businesses supported under the old Obj 2 & 5b programmes and new activities under M2.2 by developing a pan East of Scotland partnership which will achieve greater integration and impact and avoid duplication
- 5 Integration with Regional/National Strategies - Supporting the emphasis on new niche markets within the new National Strategy and consistent with the SWOT analysis carried out for the new Area Tourism Strategies
- 6 Social Inclusion - by working with local agencies, businesses and communities to achieve a range and quality of products, often within SIPs areas and to maximise the job opportunities within these communities where 70% of the jobs created by this project will be in areas of need .
- 7 Environmental Sustainability - compliments work being carried out by local partners to make SL, such as the Fife Coast and historic towns more accessible to visitors through visitor management programmes

f. Demonstrate consideration of horizontal themes - equal opportunities and sustainable development, including environmental sustainability (1625 characters).

Equal Opportunities

Issues which have been raised during the preparation of this project relate to potential access to areas of the East of Scotland including National Parks , attractions and events. Access to historic buildings is an issue for people with disabilities where Listed Building Consent makes the provision for disabled lifts etc difficult. This is particularly relevant to the East of Scotland Area where a great deal of the attraction of the area is the strong heritage product.

There is, in general, a poor level of available accommodation suitable for people with disabilities and the accompanied disabled in the East of Scotland and this is particularly patchy within the more rural areas. This is often accompanied by a poor public transport infrastructure which increases reliance on private transport, again narrowing the options available .

Visitor attractions and accommodation providers who can offer facilities for the disabled including the visual and hearing impaired will be highlighted on all promotions and the uptake will be monitored.

Sustainable Development

An increased awareness in the built and natural environment has been welcomed by organisations promoting a greater awareness of environmental issues. This project will be used as a local partnership tool to aid visitor management flows. The ATBs will define in conjunction with local agencies those areas most suitable for public access and where there are measures in place so additional visitor traffic can be most effectively managed to minimise the impact

12. PROJECT MONITORING

a. Please complete the following tables, aggregating the proposed Physical Outputs and Intermediate Results the project/scheme/Programme expects to deliver along with details of how and when each of these indicators will be monitored. Please first complete Annex B, which will show the annual targets for each Physical Output and Intermediate Result.

Physical Outputs	Total Forecast 2000-2008	Frequency of Measurement	Method of Measurement
Number of instances of Assistance to Existing businesses	3,975.00	ANNUAL	MEMBERSHIP COUNT
Number of existing businesses assisted	1,590.00	ANNUAL	MEMBERSHIP COUNT
Number of instances of assistance to new businesses	0.00	ANNUAL	MEMBERSHIP COUNT
Number of new businesses assisted	0.00	ANNUAL	MEMBERSHIP COUNT
No of Strategic Environmental /Forestry Partnership Funded	0.00	ANNUAL	MEMBERSHIP COUNT
Intermediate Result	Total Forecast 2000-2008	Frequency of Measurement	Method of Measurement
Total no. of gross new jobs created	308.00	ANNUAL	IMPACT ANALYSIS
No. of gross new jobs created for women	184.00	AT END OF PROJECT	IMPACT ANALYSIS
No. of gross new jobs created for members of ethnic minorities	0.00	AT END OF PROJECT	IMPACT ANALYSIS
No. of gross new jobs created for disabled people	0.00	AT END OF PROJECT	IMPACT ANALYSIS
No. of gross new jobs created in areas defined as most in need	216.00	AT END OF PROJECT	IMPACT ANALYSIS
No. of gross new jobs directly related to environmental activity	0.00	AT END OF PROJECT	IMPACT ANALYSIS
No of jobless securing employment	129.00	AT END OF PROJECT	IMPACT ANALYSIS
No of young people under 25 placed in employment	176.00	AT END OF PROJECT	IMPACT ANALYSIS
No of jobs created through self employment	0.00	AT END OF PROJECT	IMPACT ANALYSIS
Gross number of jobs safeguarded	429.00	ANNUAL	IMPACT ANALYSIS
Increase in sales in assisted businesses	10,405,000.00	ANNUAL	IMPACT ANALYSIS
Increase in Visitor numbers	45,000.00	ANNUAL	IMPACT ANALYSIS

b. Describe any results which cannot be quantified readily but which provide added value across the whole Programme (3250 characters).

All activities will be monitored to measure actual achievements against target where possible . These include:

On line completion of survey forms on the website
self completion postal surveys
visitor surveys at events and attractions
statistics from UKTS, IPS and STEAM
surveys of businesses and accomodation providers at the end of the project

Long Term Non quantifiable outputs will include

- 1 increased visitor and trade awareness of East of Scotland as a visitor destination in its own right
- 2 increased propensity for visitors attracted this this series of campaigns to make repeat visits
- 3 the increased sustainability and enhancement of local communities through the provision of a service and a platform for the the promotion of exisiting and new businesses
- 4 assistance to buiid buisness and community confidence in the future and aid further private sector investment in the tourism product
- 5 increased business turnover as a direct result of this project

Provide a breakdown of the eligible project costs for which ERDF grant is requested (please use the generic headings listed in Annex 3 of the guidance notes). Please ensure that Annex C to this form is also completed to provide a more detailed breakdown of some of the generic headings.

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14. NON ELIGIBLE PROJECT COSTS

[illegible][illegible]

15. PROJECT FUNDING PACKAGE

This section should provide a comprehensive summary of the overall funding package for the project as detailed in the application form. Funding from sources other than ERDF is usually referred to as CO-FINANCE.

NOTES:

- 1 For all CONFIRMED co-finance a copy of relevant approval documents should be appended to this form.
- 2 For all ANTICIPATED co-finance evidence that the funding has been applied for and the decision making timetable should be appended to this form.
- 3 All figures should be shown in full to the nearest £ sterling.
- 4 Any contribution in kind must be clearly identified, discussed with the Programme Executive and be in line with European Commission guidance.

SOURCE OF CO-FINANCE	CONTRIBUTION TO TOTAL PROJECT COSTS (£)	CONTRIBUTION TO ELIGIBLE PROJECT COSTS (£)	CONTRIBUTION TO NON-ELIGIBLE PROJECT COSTS (£)	GRANT REQUESTED (£)	HAS FINANCE BEEN CONFIRMED?	CO-FINANCE CONFIRMED (DATE)	CO-FINANCE EXPECTED (DATE)
					YES NO		
PROJECT SPONSOR - The lead partner with full responsibility for overseeing project implementation, claims, monitoring and audit trail.							
KINGDOM OF FIFE TOURIST BOARD	74,938	74,938		199,888	<input type="radio"/> <input type="radio"/>	27-Feb-2000	
PROJECT PARTNERS - Other eligible bodies that will receive ERDF grant payment through the claims process.							
ABERDEEN AND GRAMPAN TOURIST BOARD	70,929	70,929		250,077	<input type="radio"/> <input type="radio"/>	14-Feb-2000	
AILLST TOURIST BOARD	38,517	38,517		90,293	<input type="radio"/> <input type="radio"/>	01-Jul-2000	
ANGUS AND DUNDEE TOURIST BOARD	133,991	133,991		213,567	<input type="radio"/> <input type="radio"/>	21-Nov-2000	
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
PUBLIC SECTOR FUNDERS - Public sector bodies that are providing co-finance for the project that will not receive direct ERDF grant payment.							
VISITSCOTLAND	498,269	498,269			<input type="radio"/> <input type="radio"/>	03-Dec-1999	
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
OTHER NON PRIVATE SECTOR FUNDERS - Non private sector bodies that are providing co-financing for the project that will not receive direct ERDF grant payment.							
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
PRIVATE SECTOR FUNDERS - Private sector organisations that are providing a direct contribution to the implementation of the project as detailed in this application form that will not receive direct ERDF grant payment. This does not include commercial banks loans, which may have been secured by the Project Sponsor and/or other public sector bodies.							
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
					<input type="radio"/> <input type="radio"/>		
OTHER EUROPEAN COMMUNITY FINANCE EXCLUDING ERDF AND ESF							
European Investment Bank					<input type="radio"/> <input type="radio"/>		
European Coal & Steel Community					<input type="radio"/> <input type="radio"/>		
Other (please specify below)					<input type="radio"/> <input type="radio"/>		

TOTAL FOR EACH COLUMN	816,644	816,644		753,825	○	⊗		
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16. PROJECT JUSTIFICATION

This should cover the issues of demand, need and/or opportunity.

a. Justify the need for this project showing how the project complements, integrates with and enhances existing service provision.
(3250 characters)

PROJECT LEVEL

In response to A New Strategy for Scottish Tourism, all Area Tourist Boards are completing Area Tourism Strategies in consultation with partners including the LECs, LAs, VisitScotland and tourism businesses to determine the strengths and opportunities within their area in relation to the priorities, key markets and targets set within the National Strategy.

Following local analysis, all five ATBs have concluded that four of the niche markets identified within the National Strategy have strong growth potential and that, with local partners and VS, opportunities exist to develop and enhance these markets in the East of Scotland area

These Niche Markets are:

- UK Short Breaks - primary market including young professionals looking for short breaks mainly from the North East, Midlands and London,
- families with primary school age children interested in the educational aspects of the environment and heritage of the area
- 55+ age groups with no children, not constrained by school holidays
- receptive to internet marketing and direct mail
- Overseas - markets such as the USA, Germany and Scandinavia, where the Scottish environmental and heritage product are particularly strong motivations in the choice of a holiday
- Business Tourism - receptive to direct sell at exhibitions in the UK and Overseas
- Golf - strong market for the East of Scotland in the UK and Overseas, high expenditure levels and requiring high quality thresholds for accommodation etc.

LOCAL AND REGIONAL LEVEL

The East of Scotland SPD identifies Tourism as one of the key sectors which will assist the East of Scotland to deliver the objectives of the SPD. It identifies the need to strengthen local identities within national and international markets, to promote focused marketing programmes to the key market sectors, support the existing tourism product in the area and work strategically across the East of Scotland programme area to maximise the impact and prevent the duplication of activity which has been prevalent in the past. While the marketing will use the local tourism products and attractions to promote the area, it will focus activity on increasing the number of visitors to the East of Scotland Programme Area and will not undertake specific attraction marketing.

The project will give businesses the confidence to diversify and pursue their own marketing and promotional activities inline with the thrust of this application. Local businesses and public agencies involved in business development will have the basis and support to develop their product to meet the needs of the four niche markets. This will ensure a greater integration of business development and tourism objectives with a view to developing a more sustainable regional economy.

NATIONAL LEVEL

This project builds on "A New Strategy for Scottish Tourism" which seeks to exploit the potential of activity, environmental and heritage tourism through the development of niche markets, including those in this application, which will be most attracted to the East of Scotland tourism product. It will compliment the National Strategy by encouraging the spread of benefits from tourism to rural areas and outwith the main holiday season.

b. Provide details of relevant market appraisals, evaluations or feasibility studies. For some types of projects you may be asked to provide copies of these documents (3250 characters).

All 5 Area Tourism Strategies have been prepared by the ATBs in consultation with local public sector bodies, VisitScotland and local tourism businesses and are consistent with the aims and objectives of 'A New Strategy for Scottish Tourism'. A SWOT analysis of each Area has focused on four common themes throughout the 5 Area Tourism Strategies where there is a particular strength. These four identified markets offer the ATBs, VisitScotland and Local partners the opportunity to pool resources and maximise the impact within the East of Scotland. These Strategies are:

Aberdeen and Grampian Tourism Strategy, Draft Dec 2000
Argyll, the Isles, Loch Lomond, Stirling and Trossachs (AILLST) Tourism Strategy Draft Dec 2000
Angus and City of Dundee Tourism Strategy, Draft Dec 2000
Kingdom of Fife Tourism Strategy, Draft Nov 2000
Perthshire Tourist Board, Draft Jan 2000

These complement and integrate with 'A New Strategy for Scottish Tourism' launched by the SE in 2000 which highlights the following marketing segments

UK Short Breaks - the UK trend is towards short breaks of 4.5 nights or less by predominantly pre and post family couples who are unrestricted in terms of timing of visits and families with primary age children interested in the educational aspects of environmental and cultural tourism. This will be the main market within the East of Scotland

Business Tourism - key groups include UK associated meetings and corporate events with considerable growth anticipated within the US Corporate Meeting and Incentive Travel sector and from Europe particularly, France, Germany and the Netherlands. East of Scotland can benefit from the close proximity to Edinburgh, high quality venues, outstanding natural environment and strong links to activities such as golf

Overseas - the USA remains the largest overseas market to Scotland however growth is anticipated from Germany, France and Scandinavia markets all of which could be attracted by the high quality environment and cultural tourism available.

Golf - 'A New Strategy for Scottish Golf Tourism' puts the value of Golf Tourism to Scotland at £100m per annum and 23% of the market is from overseas. The East of Scotland has a particularly strong golf product with a large number and spread of quality courses. This needs to be developed through product development with golf providers, targeted marketing, dedicated website development and training for businesses in marketing and customer care which will be undertaken through a proposed business development training programme within East of Scotland

The need for additional marketing resources generally has been reinforced by the work carried out by TRC & EKOS in the Eastern Scotland European Partnership Tourism Study (Jan 2000). The study highlighted the disparity between the level of investment in the infrastructure of Tourism areas such as Dundee and Stirling where only 9% and 2% respectively of the total expenditure on ERDF related tourism projects was spent on marketing (Sections 5.1.2 & 6.1.2). The Study concludes, that there has been a significant growth in some areas in Eastern Scotland but that there is "still considerable opportunity to accommodate growth" (Section 7.2)

c. Provide details of linkages with any relevant local or national strategies (1625 characters).

A New Strategy for Scottish Tourism (2000) seeks to provide the framework which will create a sustainable tourism industry. This includes:

- exploiting the potential of environmental tourism
- developing the niche markets identified by the STB as potential growth opportunities
- making use of the Internet as a vehicle for reaching potential customers and booking holidays
- encouraging the spread from tourism to rural areas and outwith the main holiday season

A New Strategy for Scottish Golf Tourism (2000) provides a framework for national and regional activity based on the need for co-operation and co-ordinated activity at different levels and between the private and public sectors.

Based on the National Strategies each of the five Area Tourist Boards within Eastern Scotland has developed Area Tourism Strategies and Action Plans. These have been prepared in consultation with partners including VisitScotland, LECS, LA's and representatives of tourism businesses within each Area. Some Strategies have been carried out in house and others using external consultants such as TRC in AILLST to facilitate partner consultation.

This project also has direct links to the delivery plans prepared for all of the Strategic Locations identified within the area covered by the five ATBs. All the Strategic Delivery Plans identify tourism as a key sector and have as an objective to raise awareness of the SL within local national and international markets.

In particular this application relates to the M876 Corridor, the Fife Bridgehead, Dundee City, Moray Coast, Kirkcaldy etc

d. Explain how this project integrates with other EC funded projects. Include any reference to the performance of previous EC funded projects (1625 characters).

This application seeks to rationalise a number of marketing projects funded under the previous Obj 2 and 5b Areas including

- Dev of the Heritage Market in Forth Valley TD/97/005
- Dev of the Fife Heritage Tourism Market TD/97/032
- Development of the Dundee Conference Market ES/TD/97/011
- Development of the Fife Conference Market K2/4/006
- Perthshire Tourism Marketing Initiative RS/2/PTB4
- Destination Marketing in Angus RS/2/ADTB1
- Tourism and Business Marketing in Grampian.

The application will promote the area capitalising on the strength of the tourism product in the East of Scotland which has developed through a considerable investment of ERDF resources including

- Stirling Old Town Jail
- The National Wallace Monument
- Callander House in Falkirk
- Discovery in Dundee
- The Verdant Works
- The Abbot House, Dunfermline
- Ballater Railway Station
- The Pictish Centre in Brechin
- Computer Information Network System in all five areas linking potential visitors to ATBs, the STB, through TIC Developments such as those in Stirling, Dundee, Dunfermline, Kinross, Crieff

17. NEED FOR GRANT

a. Will the project proceed without the grant?

☐ Yes

☒ No

b. Please supply information below to justify the answer given above. Please provide detail of any other additional justification for the need for grant, for example to improve the quality of the project or to increase the scale of the project (3250 characters).

The five ATBs do not have the resources to undertake new campaigns of this kind without grant assistance.

The Eastern Scotland European Partnership Tourism Study carried out in Jan 2000 concludes that there is a continuing need to address market failure and a need for public intervention due to the nature of key element of the product as well as the fragmented nature of the business base. This is justifiable on the grounds that the types of tourism forecast to grow are relevant to the East of Scotland and its product.

In particular ERDF is essential in the delivery of this project in that it will

enable the development of proceed as proposed

enable the scope of the works to be increased to include media advertising, direct mail and a PR campaign

enable partners to enhance the quality of the websites and the media advertising campaign which will maximise the impact of the campaigns and ensuring that the objectives of spreading visitors and economic benefit to all areas of the East of Scotland is achieved

enable the ATBs to attract direct private sector funding into the product packaging from local tourism businesses

encourage local businesses to invest in improvements to facilities and accommodation to meet the needs and expectations of the target markets

allow public sector agencies to focus their resources on maintaining and developing the visitor infrastructure throughout the East of Scotland area

18. ECONOMIC SUSTAINABILITY

Has a Business Plan been enclosed?

☒ Yes ☐ No

If No, why has a business plan not been enclosed? (1625 characters)

Provide details of how the project will continue after ERDF funding has ceased. For capital projects please provide details of the arrangements for ongoing management. For revenue projects provide details of ongoing funding arrangements (1625 characters).

Kingdom of Fife Tourist Board will be responsible for the for co-ordinating all financial and output information relevant to the Obj 2 and Transitional area applications for Niche Marketing. KOF will Tourist Board liaise with the STB with the aim of ensuring that campaigns are co-ordinated.

The other ATBs will each be responsible for the co-ordination of activity between the ATBs and local partners. ATBs will each be responsible for the development of one of the niche markets including the design of websites, collation of information, direct mail and campaign advertising. These will provide a single point of contact for each campaign and the servicing of all visitor enquiries for that campaign from a single source.

This will necessitate a merging of potential customer databases across the East of Scotland ATBs to provide a common direct mail database system. This will result in ATBs sharing resources including additional staff resources required, reduce the possibility of duplication between local partners, cut distribution costs across the project and will be more customer friendly.

The project has been costed on the basis on declining grant rates in the first three years of the the project and ERDF requested reflects the minimum necessary to make the project financially viable. This will continue in subsequent applications as the Marketing Partnership works towards an exit strategy for the project.

It is the aim of the local partners to increase the level of participation by the private sector through advertising and decrease the level of public sector support by the end of 2005

19. EQUAL OPPORTUNITIES

Applicants are required to demonstrate that they have considered equal opportunities at all stages of the design of the project, and how it has been structured to ensure that equal opportunities will be mainstreamed throughout the project's aims and operation. The following questions are intended to allow applicants to describe the processes by which they have considered the equal opportunities implications on the design of the project and the evaluation of its objectives and outcomes.

a. Describe any potential barriers to access and participation to this project you have identified, for example, for women, ethnic minorities and people with disabilities, and how you made that assessment (3250 characters).

Equal Opportunities

Issues which have been raised during the preparation of this project relate to potential access to areas of the East of Scotland including National Parks, attractions and events. Access to historic buildings is an issue for people with disabilities where Listed Building Consent makes the provision for disabled lift etc difficult. This is particularly relevant to the East of Scotland Area where a great deal of the attraction of the area is the strong heritage product.

There is, in general, a poor level of available accommodation suitable for people with disabilities and the accompanied disabled in the East of Scotland and this is particularly patchy within the more rural areas. This is often accompanied by a poor public transport infrastructure which increases reliance on private transport, again narrowing the options available.

Visitor attractions and accommodation providers who can offer facilities for the disabled including the visual and hearing impaired will be highlighted on all promotions and the uptake will be monitored on a regular basis.

Tourism marketing is usually directed at women as they are, usually, the major decision makers in the choice of a holiday destination. As a result the marketing teams are very careful in their choice communications, use of visuals and editorial content etc in order to avoid alienating potential female customers. Feedback from enquiries is monitored and evaluated by the marketing teams to assess the level of impact.

b. How will this project as proposed address these issues, and evaluate the outcomes against the equality objectives of the project and the Single Programming Document? (3250 characters)

Project managers will ensure that the Campaigns include a range of activities and locations where access is possible for all potential visitors. Where possible they will ensure that product packages, including accommodation and transport suppliers provide access for visitors with disabilities. This will be monitored through survey work.

Visitor attractions and accommodation providers who can offer facilities for the disabled including the visual and hearing impaired will be highlighted on all promotions and the uptake will be monitored on a regular basis.

The issue of availability of accommodation, its assessment and promotion will be addressed through a business development advisory service which we hope will eventually be available in all areas.

Disability Awareness training has been part of ESF funded projects both within the Objective 2 and 5b areas and has been directed at TIC staff, tourism business operators and transport providers such as taxi drivers and bus tour operators. It is hoped that this type of training will continue during the lifetime of this project.

c. Describe the procedures in place to ensure your organisation meets its obligations as an employer, and as a service provider, under the appropriate equal opportunities legislation (3250 characters).

The ATB Network have an Equal Opportunities Policy and framework which was devised in consultation with the STB, the Network, the Network Personnel Adviser and staff consultation. It includes the following:

Equal Opportunities Strategy and Family Friendly Policies have been contained within the Employees Handbook and Employees Information Sheets which all staff have access to. These procedures will facilitate 'equal', 'fair' and 'consistent' treatment for all potential and existing employees.

These contain:

Equal Opportunities Policy statement
Procedures supporting the request for part time working and job share
better than statutory minimum maternity leave and maternity support leave
Flexible hours policy accommodating child and dependant care

This is supplemented with Employee Information Sheets on

Equal opportunities
Recruitment and Selection
Aids and HIV
Sexual and Racial Harrassment

The network has developed the following which can be used to ensure sound equal oportunities practices and monitor and evaluate performance. These include

Job application forms
Candidate Assessment forms
Training programme for staff and management on EO Recruitment and selection and disability awareness
Training and development application forms
Training feedback forms
Staff Development Reviews
Equal opps monitoring forms

The ATBs are all accredited IiP organisations

20. THE ENVIRONMENT

a. What EC Directives or UK legislation is relevant to the project? What measures will be taken to meet or to exceed these regulatory standards? (3250 characters)

ATB Officers will ensure that this project and all contractors conform to UK legislation and EC Directive 85/337/EC and the project will be monitored by representatives of the Statutory agencies and the Local Authorities.

The project will take account of the views of the local environmental agencies and national bodies such as SNH and Historic Scotland in relation to promoting access to historic sites and SSSI sites contained within the East of Scotland.

The ATB will ensure that only those sites deemed suitable for public access will be promoted as part of these campaigns.

The Campaigns will be a vital tool in the disbursement and management of visitors throughout the target areas to promote longer visitor stays in the area by informing and directing visitors through the area. This management system will minimise the environmental impact where required and actively promote a variety of sites which will spread the negative impact of increased visitor traffic.

Changes to the access provision in Scotland and the completion of the National Parks legislation later this year will affect the content of the material produced by this project during the lifetime of the project. These legislative changes are likely to generate considerable media interest in some areas and this project will capitalise on this added publicity.

b. Describe, and wherever possible quantify, the project's positive and negative impacts on the environment in terms of the aims of the Programme, attaching the non-technical summary from the Environmental Assessment if one has been carried out. Explain the methods and techniques which will be used to monitor and assess impacts, with particular reference to:

- (a) Wildlife and nature conservation
- (b) Changes in land use, buildings or re-use of vacant and derelict land
- (c) Use of resources, including use of local raw materials, energy and water
- (d) Effects on air, water and soil quality
- (e) Modes and volumes of passenger and freight transport which will be generated by the project
- (f) Waste disposal, including waste minimisation and recycling
- (g) Training people in environmental management skills appropriate to the project (3250 characters)

(a) The Campaigns will raise awareness of wildlife and nature conservation by promoting the outstanding natural beauty of areas within the East of Scotland and the activities and pursuits which can be undertaken by visitors. The Campaigns will identify areas of interest which have the most appropriate visitor facilities. This will contribute to the minimisation of the environmental impact in sensitive areas by working in partnership with local environmental agencies to actively promote controlled sites established by partners ie the provision of bird hides and viewing points to minimise the disruption to wildlife.

(b) Development of derelict land and buildings is redeveloped for use in the tourism and leisure sectors including areas such as Dundee Waterfront and many historic buildings have been reclaimed as visitor attractions and facilities with ERDF support including the Detention Barracks in Stirling, the Ballater Railway Station development on the theme of Royalty and Deeside, the Abbot House in Dunfermline etc. This has been a very positive outcome from the growth in the tourism sector. By ensuring that this project results in continuing additional visitors these facilities will continue to thrive.

(d) This project will have an impact on the number of people visiting locations such as SSSI sites in the East of Scotland, lochs and waterways. This increase in activity and the impact of this will be monitored by local partners with an environmental responsibility

(e) Project sponsors recognise that there may be a negative impact on the built and natural environment through increased visitor traffic. Surveys indicate that more than 80% of visitors arrive by private transport. This is not helped by the poor public transport infrastructure particularly in rural areas within the East of Scotland.

(f) All ATBs subscribe to the Green Tourism Initiative. This Scheme ensures that the participating businesses including TICs and visitor attractions undergo environmental audits and take any actions necessary to minimise the impact of the waste generated by additional visitors as a direct result of this project.

(g) Staff at the Tourist Information Centres have had or will be given training on environmental issues. Staff undertaking HNC or SVQ Level 2 training through ESF and the Tourist Boards have a basic understanding of the environmental issues relating to tourism. Many have taken up the option of studying the unit relating to Tourism and the Environment as part of the HNC in Tourism Services

c. Where the project will have negative impacts in terms of the issues in 20b., please detail the steps taken to minimise, monitor and manage these impacts. Please provide details of any environmental advice taken from SNH, SEPA, Local Authorities and/or other agencies (3250 characters).

(a) The ATBs and partners will continue to work in partnership with environmental agencies to actively promote visitor access to a number and variety of controlled sites with the provision of bird hides and viewing points at these sites to minimise disruption to wildlife

(d) Provision of specific car parking areas where gates and grids have been provided to prevent vehicle erosion of the soils and paths

(e) The ATB will actively promote alternative means of transport such as cycling and public transport where available and continue to work with local partners to increase the provision of public transport particularly in rural areas. They will promote guided tours and walks in historic towns and the countryside where the infrastructure is in place to cope with the visitor numbers.

This will be monitored in conjunction with local partners

(f) The project will actively promote and increase participation in the Green Tourism Scheme by businesses in the East of Scotland particularly in the Urban areas where the take up of this programme lags behind rural areas.

RESPONSIBILITY OF APPLICANT (LEGAL & STATUTORY REQUIREMENTS FOR APPLICANTS)

21. PLANNING

Is planning permission required?

☐ Yes ☒ No

If Yes, has full planning permission been obtained?

☐ Yes ☒ No

If full planning permission has been obtained, indicate date of approval.

If full planning permission has still to be obtained, which of the following issues has the planning authority indicated need to be resolved before the project can proceed?

☐ Conflict with planning policy

☐ Access arrangements

☐ Discharges to air or water

☐ Other (please specify)

If planning permission is *not* required,

a. Is the project consistent with the approved Structure Plan and Adopted Local Plan for the area?

☒ Yes ☐ No

b. Will it require to be notified to the Scottish Ministers?

☐ Yes ☒ No

Is listed building consent required?

☐ Yes ☒ No

If Yes, indicate the date on which listed building consent was obtained.

If listed building consent has still to be obtained, please indicate:

a. When the application was/will be submitted.

b. When a decision is expected.

22. TENDERING ARRANGEMENTS

a. Please confirm that all Public Procurement, Works, Supplies and Services Directives have, or will be, complied with.

☒ Yes ☐ No ☐ N/A

b. Has the project gone out to tender ?

☐ Yes ☒ No

If Yes, have the contracts been advertised in the Official Journal of the European Communities

☐ Yes ☒ No

If the contracts have been advertised in the Official Journal, please indicate:

a. Advertisement number

b. Date

(Please supply a copy of the advertisement)

If No, please provide reasons and details of the tendering arrangements anticipated (1000 characters).

Individual elements of the project such as website design and the design of new print material will be the subject of separate tenders. Some of this has already been carried out and other elements such as website design have still to be done. It is customary to tender elements like print production every year to ensure best price and value for money.

c. For projects with contracts above the thresholds for advertising, please submit a completed Public Procurement Questionnaire, copies of which can be obtained from the Programme Management Executive.

d. For projects where no contracts are above the thresholds for advertising, a signed declaration form must be completed and sent to the appropriate Programme Management Executive (from where copies of the form can be obtained).

23. STATE AID POLICY

Does the project involve any State Aids?

☐ Yes

☒ No

☐ Da Minimis

If Yes, please provide the following details:

Amount of aid

Confirm that the aid is within the relevant ceiling

☐ Yes

☐ No

Is the aid approved?

☐ Yes

☐ No

If the aid is approved,

a. Approval number

b. Date

If the aid is *not* approved,

a. Aid number assigned by the Commission

b. Date of notification to the Commission

Please explain why the aid is *not* approved (3250 characters).

24. PUBLICITY REQUIREMENTS

NOTE TO APPLICANTS: It is a condition of grant that the ERDF contribution to this project is publicised in accordance with EC Council Regulation No. 1159/2000 of 30 May 2000.

Please indicate which of the following forms of publicity will be implemented;

- ☐ a. Prominent Site Signage During Works
- ☐ b. Permanent Plaque on the Premises
- ☒ c. Specific Press and Media Releases
- ☒ d. Acknowledgement in all Media Releases
- ☒ e. Acknowledgement in all Project Documentation
- ☒ f. Other (please specify in box below)

Detail any other methods that will be used to publicise the project and any ERDF award (3250 characters).

Acknowledgement of ERDF support on the Project websites
Acknowledgement of ERDF support on job adverts and the job descriptions relating to the new posts

25. CERTIFICATION

To be signed by a Designated Officer of each Applicant Organisation using the following page if necessary in the case of Multi Agency Applications.

PROJECT TITLE **DEVELOPMENT OF NICHE MARKETS IN EAST OF SCOTLAND OBJ 2 AREA**

I certify that the information contained in this application is correct and confirm that this project will be carried out as described, and that the grant requested is the minimum necessary for the project to proceed.

I confirm that this organisation will undertake regular monitoring of the project to ensure it conforms with the application and the Regulations and that adequate management and financial safeguards, including internal audit procedures, exist.

I will inform the Programme Management Executive and the Scottish Executive immediately of any changes to the project.

I acknowledge that this project will be subject to regular monitoring and undertake to keep adequate records for this purpose. I also acknowledge that the European Commission, the European Court of Auditors, and/or the Scottish Executive may carry out on the spot checks.

I undertake to repay on demand, to the Scottish Executive, any grant paid, if the European Commission, the European Court of Auditors and/or the Scottish Executive decide after investigation that the project has not been carried out in accordance with the application and/or the European Regional Development Fund Regulations.

Project Sponsor Name	KINGDOM OF FIFE TOURIST BOARD
Funding Committed to this project	£573,207
Name of Designated Officer	PATRICK LAUGHLIN
Position in Organisation	CHIEF EXECUTIVE
Address	HAIG HOUSE, HAIG BUSINESS PARK BALGONIE ROAD, MARKINCH, FIFE
Postcode	KY7 6AQ
Signature of Designated Officer	[REDACTED]
Date	12-Aug-2003
Contact Person for this project	[REDACTED]
Address	[REDACTED]
Telephone	[REDACTED]
Project Partner Name	
Funding Committed to this project	
Name of Designated Officer	
Position in Organisation	
Address	
Postcode	
Signature of Designated Officer	
Date	
Contact Person for this project	
Address	
Telephone	
Contact person for this project and for the Sponsor Organisation	[REDACTED]
Telephone	[REDACTED]
Fax Number	[REDACTED]
Email Address	[REDACTED]

ENCLOSURES

- ☐ Map
- ☐ Diagram
- ☐ Drawing
- ☒ Report
- ☐ Other

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25. CERTIFICATION (continued)

PROJECT TITLE **DEVELOPMENT OF NICHE MARKETS IN EAST OF SCOTLAND OBJ 2 AREA**

I certify that the information contained in this application is correct and confirm that this project will be carried out as described, and that the grant requested is the minimum necessary for the project to proceed.

I confirm that this organisation will undertake regular monitoring of the project to ensure it conforms with the application and the Regulations and that adequate management and financial safeguards, including internal audit procedures, exist.

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I undertake to repay on demand, to the Scottish Executive, any grant paid, if the European Commission, the European Court of Auditors and/or the Scottish Executive decide after investigation that the project has not been carried out in accordance with the application and/or the European Regional Development Fund Regulations.

Private Sector Funder Name
Funding Committed to this project
Name of Designated Officer
Position in Organisation
Address

Postcode

Signature of Designated Officer

Date

Contact Person for this project
Address

Telephone

Private Sector Funder Name
Funding Committed to this project
Name of Designated Officer
Position in Organisation
Address

Postcode

Signature of Designated Officer

Date

Contact Person for this project
Address

Telephone

GEOGRAPHICAL COVERAGE

Please use the dropdown menus:

- * For revenue projects select ALL wards that the project and its services are expected to benefit
- * For capital projects select the ward(s) in which the physical asset is located

WARD		
Number	Name	
16011	Macduff-Gardens Town	Included
16012	Abertirder-King Edward	Included
16021	Bant-Hilton	Included
16022	Fordyce-Boynsie	Included
16051	Meethill-Clendaveny	Included
16052	Clerkhill	Included
16061	Kirkcaldy-Roanheads	Included
16062	Buchanhaven-Catto	Included
16071	Fraserburgh East	Included
16072	Fraserburgh West	Included
16081	Buchan North East	Included
16082	Buchan North	Included
16092	Longside-Rattray	Included
Angus		
51011	Harbour	Included
51012	Brothock	Included
51021	Timmergreens and Elms	Included
51022	Arbriot and Hospitalfield	Included
51041	Carroustie East	Included
51042	Carroustie West	Included
52222	Stirlaw	Included
Clackmannanshire		
5011	Allua West	Included
5012	Allua East	Included
5021	Mar	Included
5022	Clackmannan	Included
5031	Bainie	Included
5032	Delph	Included
5041	Fairfield	Included
5042	Gartmorn	Included
5052	Tillycoluly	Included
5061	Alva	Included
5062	Menstrie	Included
Dundee City		
52041	Balgillo	Included
52042	Eastern	Included
52052	Dumgellie	Included
52061	Longhaugh	Included
52071	Finny North	Included
52072	Finny South	Included
52081	Card	Included
52082	Midmill	Included
52091	Cleppington	Included
52092	Maryfield	Included
52101	Collieston	Included
52102	Hilltown	Included
52111	Central	Included
52121	Dudhope	Included
52142	Menzieshill	Included
52151	Gourdie	Included
52152	Plalpin	Included
52161	Lochee West	Included

WARD		
Number	Name	
52162	Lochee East	Included
52171	Rockwell	Included
52201	Ardler	Included
52202	Blackshade	Included
Falkirk		
6022	Victoria	Included
6031	Grahamston	Included
6032	Dawson	Included
6041	Cannelon	Included
6051	Summerford	Included
6052	Mariner	Included
6142	Bankier	Included
6151	Chacefield	Included
6152	Antonine	Included
Fife		
12011	Kincairdine/Culross	Included
12012	Blairhall/High Valleyfield	Included
12021	Oakley South/Torryburn	Included
12031	Oakfield/Lumphinnans	Included
12032	Kelty East/West	Included
12041	Ballingry	Included
12042	Lochore	Included
12051	Lochgelly North	Included
12052	Lochgelly South	Included
12071	Inverkeithing East	Included
12072	Inverkeithing West	Included
12081	Cowdenbeath Foulford	Included
12082	Cowdenbeath Moss-Side	Included
12091	Cowdenbeath Hill of Beath	Included
12101	Townhill/Kingscav/Halbeath	Included
12102	Dunfermline North	Included
12132	Rosyth West	Included
12141	Dunfermline Garvock	Included
12142	Blacklaw/St Leonards	Included
12151	Dunfermline/Woodmill	Included
12161	Dunfermline/Aberdour Road	Included
12162	Dunfermline/Pitcorrie	Included
12171	Rosyth East	Included
12172	Rosyth South	Included
13011	Burntisland West	Included
13021	Raith	Included
13022	Linktown/Auchtertool	Included
13031	Dunearn	Included
13042	Fairlie	Included
13051	Valley	Included
13052	Bennochy	Included
13061	Hayfield	Included
13062	Pathhead/Victoria	Included
13071	Smearon	Included
13072	Sinclairtown	Included
13081	Dysart/Wemyss	Included

GEOGRAPHICAL COVERAGE (continued)

WARD	Number	Name
		Life (cont.)
	13091	Old Buckhaven
	13092	East Wemyss and Muiredge
	13101	Debach and Savoy
	13102	Aberhill/Methil
	13111	Methilhill
	13112	Kirkland/MountLeurie
	13121	Leven West
	13122	Leven East
	13131	Windygates
	13132	Kennoway
	13151	Auchmuty
	13171	South Parks
	13181	Glenwood North
	13182	Glenwood West
	13191	Kinglassie/Bowhill
	13192	Cardenden
	13461	Leslie
Midlothian	30021	Lothhead
	30022	Bilsington/Roslin
	30041	Dalkeith/Newton
	30042	Woodburn
	30043	Dalkeith/Newbattle
	30051	Easthouses/Mayfield
	30053	Pathhead (Part)
Moray	19041	Lach
	19042	Lossiemouth
	19052	Innes
	19061	Buckie West
	19062	Buckie East
	19072	Lennox
	19081	Keith
	19082	Stanhills (Part)
Stirling	7071	Polmaise
West Lothian	31021	Barbichlaw
	31022	Ballville
	31023	Easton
	31033	Burnbrae
	31041	Polkennet
	31042	Fauldhouse
	31043	Whitrig

TRANSITIONAL WARDS	Number	Name
Aberdeenshire	16042	Deer
	16091	Cruden-Boddam
	17011	Huntly
	17012	Strathbogie
	17021	Upper Donside
	17061	West Gartoch
	18011	Upper Deeside
	18013	Aboyne and Cromar
Angus	51031	Marywell and Chittburn
	51032	Colliston and Hayshead
	51051	Fortar Central and Lerno
	51052	Dunnichen
	51071	Kirriemuir
	51072	Western Glens
	51073	Eastern Glens
	51101	Brechin North
	51102	Brechin South
	52211	Montfeth West
	52212	Montfeth East
Clackmannanshire	5051	Harvestoun
City of Edinburgh	29311	Midloth
	29312	Craigmillar
Buried City	52011	Wellgate
	52012	Baxter Park
	52021	Craigie Bank
	52022	Craigie Bams
	52031	West Ferry
	52032	Broughdy Ferry
	52051	Douglas
	52062	Whitfield
	52112	Riverside
	52122	Logie
	52131	Law
	52132	Ancrum
	52141	St Ninians
	52172	Fairmuir
	52181	Trottick
	52182	Gillburn
	52191	Downfield
	52192	St Mary's
East Lothian	28011	Musselburgh (east)
	28012	Musselburgh (central)
	28013	Musselburgh (south)
	28014	Musselburgh (west)
	28021	Tranent (north)
	28023	Carberry
	28031	Prestonpans (west)
	28032	Cockenzie
	28033	Prestonpans (east)
	28034	Gladsmuir

GEOGRAPHICAL COVERAGE (continued)

Number	Name
6011	Halpin
6012	Grange
6021	Lady's Mill
6042	Woodlands
6061	Grange
6062	Park
6071	Inchyra
6072	Gowhouse
6081	Beancross
6082	Dalgrain
6091	Graham
6092	Boness Grange
6101	Douglas
6102	Dean
6111	Denny
6112	Dunpate
6121	Stenhousemuir
6122	Crownest-Carronvale
6131	Stenhouse-Carron
6132	Curse
6141	Larbert
6161	Shieldhill
6162	Redding
6171	Laurieston
6172	Polmont
6181	Muiravonside
6182	Avon
12022	Oakley North/Saline
12061	Dalgety Bay East/Aberdour
12062	Dalgety Bay W./N. Queensferry
12111	Wellwood/Milnesmark
12112	Dunfermline North 2
12112	Dunfermline West
12121	Dunfermline Central
12122	Carnegiehill/Crossford
12131	Linekiln/Dunfermline/
12152	Pleavie West
12152	Dunfermline/Linburn
13012	Kilphort and Burntisland East
13032	Torbain
13041	Dunblair
13082	Gallatow/Tornon
13141	Picoude/Cadham
13142	Markinch
13152	Woodside
13161	Stenton/Balgonie
13162	Pleuchar
13172	Rimbleton
13462	Collydean/Balgeddie
14072	Largo
14091	Newport-on-Tay and Wormit
14092	Tayport and Forgan

GEOGRAPHICAL COVERAGE (continued)

Number	Name
	TRANSITIONAL WARDS

Number	Name
	TRANSITIONAL WARDS
30011	Pentuck South West
30012	Pentuck North East
30013	Glencoise/Ladywood
30023	Poltonhall/Rosewell
30031	North Bonnyrigg/Lasswade
30032	Bonnyrigg South
30033	Newtongrange
30052	Gorebridge
30053	Pathhead (Part)
19011	Bishopmill
19012	Cathedral
19021	New Elgin
19022	Central West
19051	Heldon
19071	Rathford
19082	Strathista (Part)
52221	Gowrie
53061	Pitlochry
53062	Rannoch and Atholl
53063	Aberfeldy
53071	Erch
53072	Lunan Valley
53081	Alyth
53091	East Strathearn
53092	West Strathearn
53112	Dunkeld
53141	West Kinross
53142	East Kinross
7011	Aryll
7012	Comton
7021	Gowhill
7022	Ballegelich
7031	King's Park
7032	Leckie
7041	Torbex
7042	Borestone
7051	Callander
7052	Trossachs
7061	Dumgoyne
7062	Endrick
7072	Sauchenford
7081	Whins
7082	Ladywell
7092	Logie
7101	Dunblane West and Kilnaddock

West Lothian	31011	Preston
	31012	St Michaels
	31013	Hopetoun
	31031	Newlands
	31032	Stirlay
	31051	Deans
	31052	Knightsbridge
	31053	Ladywell
	31061	Craigshill
	31062	Howden
	31063	Bankton
	31071	Houston
	31072	Strathbrock
	31073	Middleton
	31081	Linthouse
	31082	East Calder
	31083	West Calder

QUANTIFIABLE PROJECT MONITORING

a. **Physical Output** - This table should detail forecasts for the physical activity directly related to this project. These should be in accordance with the headings detailed in the Guidance Notes Annex.

Physical Outputs	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
Number of instances of Assistance to Existing businesses	1,325.00	1,325.00	1,325.00							
Number of existing businesses assisted	530.00	530.00	530.00							3,975.00
Number of instances of assistance to new businesses	0.00	0.00	0.00							1,590.00
Number of new businesses assisted	0.00	0.00	0.00							0.00
No of Strategic Environmental /Forestry Partnership Funded	0.00	0.00	0.00							0.00
										0.00

b. **Intermediate Result** - This table should detail forecasts for the intermediate results anticipated from this project. These should be in accordance with the headings detailed in the Guidance notes Annex.

Intermediate Result	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
Total no. of gross new jobs created			285.00	23.00						308.00
No. of gross new jobs created for women			170.00	14.00						184.00
No. of gross new jobs created for members of ethnic minorities			0.00	0.00						0.00
No. of gross new jobs created for disabled people			0.00	0.00						0.00
No. of gross new jobs created in areas defined as most in need			200.00	16.00						216.00
No. of gross new jobs directly related to environmental activity			0.00	0.00						0.00
No of jobless securing employment			120.00	9.00						129.00
No of young people under 25 placed in employment			165.00	11.00						176.00
No of jobs created through self employment			0.00	0.00						0.00
Gross number of jobs safeguarded			399.00	30.00						429.00
Increase in sales in assisted businesses			9,604,000.00	801,000.00						10,405,000.00
Increase in Visitor numbers			40,490.00	4,510.00						45,000.00

BREAKDOWN OF GENERIC COST HEADINGS

Please use the following sheets to provide a full breakdown of eligible staffing and capital equipment costs.

1. Staffing Costs

COSTS HAVE BEEN SPLIT BETWEEN TRANSITIONAL AND OBJ 2 AREAS BASED ON NO OF BUSINESSES					
LOCATION	SALARY	EMPLY COSTS	TRAVEL	SUB TOTAL	TOTAL
UK SB A&g	16,500	2,475	1,000	19,975	19,975
UK SB A&D	10,840	1,626		12,466	12,466
UK SB PERTH	17,000	2,550		19,550	19,550
UK SB AHLST	12,751	1,913		14,664	14,664
GOLF X 2 A&D/F	18,000	2,160	840	21,000	42,000
BUS TOUR A&D	22,000	3,300		25,300	25,300
BUS TOUR KOF	15,950	1,914		17,864	17,864
BUS TOUR PER	10,840	1,626		12,466	12,466
GENERAL MARKETING COSTS					
PRINT	443,766				443,766
DIRECT MAIL	277,545				277,545
MEDIA ADVERTISING	513,915				513,915
EXHIBITIONS	100,648				100,648
PR	163,172				163,172
MONITORING	25,924				25,924
TOTAL	1,524,970				1,524,970

Staff Costs are new and additional to the delivery of the project
They relate to additional activity in website development, and direct mail
and new areas such as golf and business tourism which are being delivered
on a partnership basis through the new Golf Alliance and Business Tourism
Group. Partners require additional resources to enable joint activity to be
developed and implemented. Costs in 2000 are in addition to any
previous marketing activity undertaken in the last programmes. Costs claimed
are pro rata to the expected start dates and based on the above itemised posts
at the starting points on the scale. Some posts are shared between partners
but will be based within the ATB responsible for lead activity on that market

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SCOTTISH EXECUTIVE
EUROPEAN REGIONAL DEVELOPMENT FUND
GRANT APPLICATION FORM

28 SEP 2004

Reference: ESE/ERDF/04/22/0165
Title: Centre for Interdisciplinary Research - Development of Applied Research

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1 PROJECT

Objective	Objective 2
Programme	East of Scotland Objective 2 2000-2006 Programme
Priority	Priority 2: Strategic Locations and Sectors
Measure	2.2: Strategic Locations & Sectors (Capital)
Fund	ERDF
Application Type	Capital
PME	East of Scotland European Partnership
Organisation	University of Dundee



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SCOTTISH EXECUTIVE
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2 ORGANISATION

Organisation	University of Dundee
Contact Name	Michael McGuigan
Position	
Address	University of Dundee Research and Innovation Services 11 Perth Road Dundee
Post Code	DD1 4HN
Email	[REDACTED]
Telephone	[REDACTED]
Fax	[REDACTED]



SCOTTISH EXECUTIVE
EUROPEAN REGIONAL DEVELOPMENT FUND
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3 LOCATION

3.1 Location of physical assets	Dundee - Central DD1 4HN
3.2 Site owned by	University of Dundee
3.3 Date of site acquisition	01/01/1950 00:00:00



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4 TIMESCALE

Estimated

Date for main contract to be let 23/07/2004

Start date 01/08/2004

Date of completion 31/12/2008

Date of financial completion 31/12/2008

Agency letting main contracts University of Dundee



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5 SUMMARY

This proposal affords ESEP the opportunity of making a significant contribution to the development of critical mass in the Dundee Biotechnology Sector. By supporting the refurbishment of 2.2 floors (2,604m²) of a new building to exploit our expertise in applied research, and creating more than 90 high-quality jobs, ESEP will help bridge the technology gap, allowing us to develop market-ready technologies to the benefit of the local SME community. This will be reinforced by spinouts with complementary goals, and sustained by the steady flow of highly-skilled post-doctoral researchers, to meet substantial local demand. The proposal is an excellent fit to national economic development strategy.



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6 FINANCIAL SUMMARY

	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total
Total Eligible Costs	0	0	0	0	503,550	2,853,450	0	0	0	3,357,000
Total Non-Eligible Costs	0	0	0	0	0	0	0	0	0	0
Total Cost of Project	0	0	0	0	503,550	2,853,450	0	0	0	3,357,000
Eligible Revenue	0	0	0	0	0	0	0	0	0	0
Eligible Public Match Funding	0	0	0	0	353,550	2,003,450	0	0	0	2,357,000
Eligible Private Match Funding	0	0	0	0	0	0	0	0	0	0
Eligible Match Funding	0	0	0	0	353,550	2,003,450	0	0	0	2,357,000
Grant Required	0	0	0	0	150,000	850,000	0	0	0	1,000,000
Matched Funding + Grant Required	0	0	0	0	503,550	2,853,450	0	0	0	3,357,000

% Rate of Grant Required 29.79 %



SCOTTISH EXECUTIVE
EUROPEAN REGIONAL DEVELOPMENT FUND
GRANT APPLICATION FORM

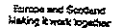
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7 ELIGIBLE COSTS

Item	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total
Final Claim Audit Fees	0	0	0	0	0	5,000	0	0	0	5,000
Main Building Contract Works	0	0	0	0	503,550	2,848,450	0	0	0	3,352,000
Sub Total (£)	0	0	0	0	503,550	2,853,450	0	0	0	3,357,000
Eligible Site Acquisition Costs	0	0	0	0	0	0	0	0	0	0
Total Eligible Expenditure (£)	0	0	0	0	503,550	2,853,450	0	0	0	3,357,000



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9 FUNDING PACKAGE

	Eligible Contribution	Non Eligible Contribution	Total Contribution	Finance Confirmed?	Date Finance Confirmed	Date Finance Expected
9.1 Public Match Funding						
University of Dundee	257,000	0	257,000	Yes	05/02/2004	
Dundee City Council	100,000	0	100,000	Yes	15/03/2002	
Scottish Enterprise Tayside	2,000,000	0	2,000,000	Yes	19/02/2003	
Sub Total (£)	2,357,000	0	2,357,000			
9.2 Private Match Funding						
	0	0	0			
Sub Total (£)						
9.3 Other European Funders						
European Investment Bank	0	0	0	No		
European Coal & Steel Community	0	0	0	No		
	0	0	0			
Sub Total (£)						
9.4 Revenue						
	0	0	0			
Sub Total (£)						
Totals and grant Required						
Total Co-Finance	2,357,000	0	2,357,000			
Grant Required	1,000,000					
Total Funding	3,357,000					



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10 BANK ACCOUNTS

Organisation Name

Bank Address

Bank Post Code

Account Payee Name

Bank Name

Bank Account Name

Bank Sort Code

Partner

Share (%)



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11 OUTPUTS

Output	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
# Hectares of serviced land created or enhanced (brownfield)	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.55
# Total no. of training / learning facilities created	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.00
# Total sqm of business space created	0.00	0.00	0.00	0.00	0.00	0.00	2,604.00	0.00	0.00	2,604.00
# Total sqm of training / learning facilities created	0.00	0.00	0.00	0.00	0.00	0.00	2,604.00	0.00	0.00	2,604.00



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12 RESULTS

Result	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
# No. of gross new jobs created for women	0.00	0.00	0.00	0.00	0.00	0.00	10.00	4.00	6.00	20.00
# Total gross no. of jobs safeguarded	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.00	8.00	12.00
# Total no. of gross new jobs created	0.00	0.00	0.00	0.00	0.00	0.00	18.00	9.00	13.00	40.00
# Total no. of people under 25 securing employment	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	2.00	3.00



SCOTTISH EXECUTIVE
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DECLARATION

I certify that the information contained in this application is correct and confirm that this project will be carried out as described, and that the grant requested is the minimum necessary for the project to proceed.

I confirm that this organisation will undertake regular monitoring of the project to ensure it conforms with the application and the Regulations and that adequate management and financial safeguards are in operation.

I will inform the Programme Management Executive and the Scottish Executive immediately of any changes to the project. I acknowledge that this project will be subject to regular monitoring and undertake to keep adequate records for this purpose. I also acknowledge that the European Commission, the European Court of Auditors, and/or the Scottish Executive may carry out at any time on the spot checks on the records of the project applicant, its partners or other parties involved in this project.

In accordance with the European Commission decision on monitoring of compliance with public procurement rules, published in the Official Journal of the European Communities on 28 January 1989, I hereby declare that all contracts to be awarded in respect of the project will be below the prescribed level required for advertising in the Official Journal and will be awarded in accordance with Public Procurement Directives.

I undertake to repay on demand, to the Scottish Executive, any grant paid, if the European Commission, the European Court of Auditors and/or the Scottish Executive decide after investigation that the project has not been carried out in accordance with the application and/or the European Structural Fund Regulations.

Project Applicant

UNIVERSITY OF DUNDEE

Total Funding Committed to this Project

£3,357,000

Name of Designated Officer

JAMES HOUSTON

Position in Organisation

DIRECTOR, RESEARCH/INNOVATION SERVICES

Signature of Designated Officer

[Redacted Signature]

Date

24/09/2004

**SCOTTISH PROGRAMMES 2000-2006
EUROPEAN STRUCTURAL FUNDS GRANT APPLICATION**

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PART TWO (COMPLIANCE)

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Project Reference:	This will be allocated by the PME
Application ID Number (as shown on part 1 of application form):	101819
Part 1 version number (insert the version number shown on part 1 of the application form)	7

1	PROGRAMME	East of Scotland Objective 2 Programme 2000-2006
2	PRIORITY	Priority 2: Strategic Locations and Sectors
3	MEASURE	2.2: Strategic Locations and Sectors (Capital)
4	PROJECT TITLE	Centre for Interdisciplinary Research – Development of Applied Research
5	PROJECT APPLICANT	University of Dundee
6	PROJECT CONTACT	Name: [REDACTED]
		Tel No: [REDACTED]
		e-mail: [REDACTED]

Please ensure that Part Two (Compliance) is submitted to the PME along with the appropriate Part One (Data Capture) and Part Three (Justification).
Failure to do so may delay the processing of this application.

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PART TWO (COMPLIANCE)

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RESPONSIBILITY OF APPLICANT (LEGAL & STATUTORY REQUIREMENTS FOR APPLICANTS)

7. PLANNING (CAPITAL ONLY)

Is planning permission required?

N/A

☐

Yes

☒

No

☐

If Yes, has full planning permission been obtained?

Yes

☒

No

☐

If full planning permission has been obtained, indicate date of approval

25 February 2003

If full planning permission has still to be obtained, please indicate the following

a. Date planning application lodged

N/a

b. Date approval expected

N/a

If planning permission is not required

a. Is the project consistent with the approved Structure Plan and Adopted Local Plan for the area?

Yes

☐

No

☐

b. Will it require to be notified to the Scottish Ministers?

Yes

☐

No

☐

Is listed building consent required?

Yes

☐

No

☐

If Yes, indicate the date on which listed building consent was obtained

N/a

If listed building consent has still to be obtained, please indicate

a. When application was/will be submitted

N/a

b. When a decision is expected

N/a

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8. PUBLIC PROCUREMENT

NOTE TO APPLICANTS: ALL CONTRACTS MUST BE AWARDED IN ACCORDANCE WITH PUBLIC PROCUREMENT DIRECTIVES ON WORKS SUPPLIES AND SERVICES

a. Has the project gone out to tender? Yes ☒ No ☐

If Yes, have the contracts been advertised in the Official Journal of the European Communities? Yes ☒ No ☐

(contact your Programme Management Executive for advice on threshold levels or check www.scotland.gov.uk/procurement)

If the contracts have been advertised in the Official Journal, please indicate

a. Advertisement number 2002/S 249-198694

b. Date (Please supply a copy of the advertisement) 19.12.2002

If No, please provide reasons and details of the tendering arrangements anticipated.

c. For projects with a total contract value (ie, for all stages/phases of project implementation) above the thresholds for advertising, please submit a completed Public Procurement Questionnaire (copies available from the Programme Management Executive).

Form completed and duly attached.

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10. COMPETITION POLICY / STATE AIDS

Does the project involve any State Aids?

Yes

☐

No

☒

If Yes, please provide the following details:

Amount of aid

Confirm that the aid is within the relevant ceiling

Yes

☐

No

☐

Is the aid approved?

Yes

☐

No

☐

If the aid is approved:

a. Approved number

b. Date

If the aid is not approved:

a. Aid number assigned by the Commission

b. Date of notification to the Commission

Please explain why the aid is not approved:

SCOTTISH PROGRAMMES 2000-2006
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PART TWO (COMPLIANCE)

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10. THE ENVIRONMENT

What EC Directives or UK legislation are relevant to the project? What measures will be taken to meet or to exceed these regulatory standards? Where an environmental impact assessment has been carried out please attach the non-technical summary. Explain the methods and techniques which will be used to monitor and assess impacts.

Applicable EC Directives and UK Legislation : -(Measures taken to meet meet standards)

- Home Office Legislation – Resource Units : (Approval from Home Office Inspectorate)
- Disability Discrimination Act (DDA) : (Covered by Building Regulations –New Buildings)
- Building Regulations Act : (Regulations met by Building Warrant Approval.)
- Town and Country Planning Act : (Requirements met by Planning Consent)
- Scottish Environmental Protection Agency :- (Consultation and Agreement with SEPA)

11. EQUAL OPPORTUNITIES

Please confirm that your organisation is an Equal Opportunities employer and has an active EO policy in place

Yes



No



Please confirm that you have complied with all relevant EO legislation where the target group is restricted to a single sex or particular racial group

Yes



No



If Yes, please complete an Applicant's Declaration

12. ADDITIONALITY

Will the project as described proceed without the grant

Yes



No



SCOTTISH PROGRAMMES 2000-2006
EUROPEAN STRUCTURAL FUNDS GRANT APPLICATION

PART TWO (COMPLIANCE)

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13. PUBLICITY REQUIREMENTS

NOTE TO APPLICANTS: It is a condition of grant that the ERDF contribution to this project is publicised in accordance with EC Council Regulation No 1159/2000 of 30 May 2000.

- a. Prominent Site Signage During Works
- b. Permanent Plaque on the Premises
- c. Specific Press and Media Releases
- d. Acknowledgement in all Media Releases
- e. Acknowledgement in all Project Documentation and Presentations
- f. Acknowledgement on specific web sites
- g. Other (please specify in box below)



PART THREE (JUSTIFICATION)

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Project Reference:	This will be allocated by the PME.
Application ID Number (as shown on Part One on the application form)	101819
Part One version number (Insert the version number shown of Part One of the application form)	7

1	PROGRAMME	EAST OF SCOTLAND OBJECTIVE 2 PROGRAMME 2000-2006
2	PRIORITY	Priority 2 : Strategic Locations and Sectors
3	MEASURE	2.2: Strategic locations and Sectors (Capital)
4	PROJECT TITLE	Centre for Interdisciplinary Research – Development of Applied Research
5	PROJECT APPLICANT	University of Dundee
6	PROJECT CONTACT (Name, telephone number and e-mail address)	Michael McGulgan 01382 344665 m.mcgulgan@dundee.ac.uk

Please ensure that Part Three (Justification) is submitted to the PME along with the appropriate Part One (Data Capture) and Part Two (Compliance).
Failure to do so may delay the processing of this application.

PART THREE (JUSTIFICATION)

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7. PROJECT DESCRIPTION

Sections a-d give the opportunity to describe fully the project for which grant is being sought whilst addressing the specific points necessary for the project to be appraised.

7 (a) Describe in more detail the background and context of this project

The School of Life Sciences at the University of Dundee is one of Europe's leading biomedical research centres. Its 500 scientists and support staff come from 51 countries and its Principal Investigators include citizens of the UK, Germany, The Netherlands, Ireland, Spain Japan and the USA. According to the Institute for Scientific Information (ISI) in Philadelphia, research papers published by scientists at the University of Dundee were quoted more frequently over the past 10 years than those published by scientists from any other University in Europe in the fields of Biology and Biochemistry. The University of Dundee was second after the University of Geneva in the field of Molecular Biology and Genetics. Twenty two of the Principal Investigators at Dundee were in the top 1% of most quoted scientists in their fields and Sir Philip Cohen, the Director of Research in the School of Life Sciences, is the world's second most cited scientist in Biology and Biochemistry from January 1992-March 2003.

This powerhouse of basic research reaches out into the local economy through (a) creating SME spinouts, (b) by supplying SMEs with collaborative expertise and cutting-edge technologies, and (c) by providing SMEs with a highly trained and motivated workforce. Scottish Enterprise described its contribution to the development of Scotland's Life Sciences Cluster in 2002, as spectacular.

As a result of its success, the School of Life Sciences at Dundee is completely full and is therefore constructing a new research building (The Centre for Interdisciplinary Research - CIR) that will be joined to, and fully integrated with, the existing research complex consisting of the Medical Sciences Institute and the Wellcome Trust Biocentre. The CIR, once fully developed, will comprise 7700 m² of space, house 260 scientists and support staff. One of the key aims of this expansion is to increase the intellectual property (IP) value of our discoveries and technologies and to assist, realise and accelerate the spin-out of new SMEs (see below).

The CIR building will consist of 5 floors and a basement. Sufficient funds are in place to construct the building and to refurbish 3 floors and most of the basement to expand our highly-successful basic research in the areas of Signal Transduction, Gene Regulation and Expression and Infectious Diseases (Phase 1) while keeping 2 floors and 20% of the basement as shell areas for Applied Research development (Phases 2 and 3).

We are currently seeking EDRF-funding to support the refurbishment of these Applied Research shell areas (Phase 2), the subject of this funding application and will submit a further application for Phase 3 support (Equipping the areas set-aside for Applied Research), under Round 12:

- **Phase 1** : Construction of the CIR Building - No ERDF support requested.
- **Phase 2** : Refurbishment of Applied Research Areas - ERDF support of £1,000,000 (30% Intervention Rate) requested.
- **Phase 3** : Equipping of Applied Research Areas - ERDF support of £404,250 (35% Intervention Rate) to be requested under Round 12.

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This project should be viewed as pivotal to the regeneration strategy of Dundee through the development of the existing biotechnology cluster. It is fully consistent with relevant local, national and european policy and strategies and will become completely integrated with local part-ERDF-funded initiatives in the sector.

The creation of a Scottish Intermediate Technology Institute for Life Sciences with a remit of ensuring technologies are adequately developed for the market and a £150 million budget, is one indication of demand for the outputs which will flow from this project. The fact that it is situated in Dundee demonstrates our standing in this sector. However, the project will also make a direct contribution to the competitiveness of local SMEs by the provision of expertise, facilities, services, technologies, and training, and by producing highly skilled and sought after post-doctoral researchers for the local labour market. We also anticipate a number of spinout companies from the project as a result of the innovative and entrepreneurial culture embedded within the University of Dundee.

PART THREE (JUSTIFICATION)

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7 (b) Provide a full description of the activities to be undertaken by the project.

Furbishment Activities

The furbishment component of this project to be undertaken over the period 01/08/04 to 31/07/05, can be described as follows: -

Project Costs

* To fit-out the first floor of the CIR building to house Computational Chemistry, Compound Screening and Medicinal Chemistry	£1,645,000
* To fit-out the second floor of the CIR building to house Assay Development and Proof of Concept Laboratories	£1,707,000
* Project Auditing Costs	£5,000

	£3,357,000

Funding Secured

* SET	£2,000,000
* Dundee City Council	£100,000
* University of Dundee (through personal donations)	£257,000
	£2,357,000

Balance Requested of ERDF (@29.79% intervention rate)	£1,000,000

cont./

PART THREE (JUSTIFICATION)

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Scientific Activities

Once fully furnished the applied research areas of the CIR will house four separate but inter-related activities:

Computational Chemistry, High-Throughput Screening (HTS), Medicinal Chemistry and Assay Development & Proof of Concept Laboratories to support a number of drug discovery programmes. We already run fully integrated multidisciplinary laboratories that involve biology, biochemistry, molecular biology, structural biology, bioinformatics and synthetic organic chemistry. This juxtaposition of disciplines for rational drug design in one academic site is unique. Furthermore, a number of research groups in the School of Life Sciences at Dundee have patented drug targets in areas of infectious diseases, diabetes, cancer and chronic inflammatory diseases. Significant spin-out commercialisation opportunities are envisaged from discovering and synthesizing drug leads in these areas. Thus, 'targets with lead compounds' enjoy considerably more IP value than 'targets alone'. The addition of *Computational Chemistry, High-Throughput Screening (HTS), Medicinal Chemistry and Assay Development & Proof of Concept Laboratories* will give us the wherewithal to develop drug leads up to and including phase-1 clinical trial status and therefore to create and support local SMEs.

The roles of these key developments are:

1. *Computational Chemistry*: Our existing expertise in Cell Biology, Biochemistry and Molecular Biology produces genetically validated drug targets (i.e., enzymes, receptors or pathways, the inhibition or stimulation of which have been shown, by gene knockout or gene overexpression, to rectify disease states). The next phase in these projects is the expression and crystallography of the target proteins, by our highly successful Structural Biology group, to produce high-resolution three-dimensional models of the targets. This is the starting point for *Computational Chemistry*. Thus, the active sites of the target proteins are probed *in silico* with commercially available compound libraries to yield a group of likely inhibitors or ligands for testing by the biochemists and for co-crystallisation studies by the structural biologists. These studies provide feedback to the computational chemists to both refine their methods and to design pharmacophores (i.e., the principal structural features necessary for affecting the target). Pharmacophores are the very stuff of drug discovery (see below). Since *Computational Chemistry* is one of the three principal routes to pharmacophore selection, its importance cannot be overestimated. Thus, *Computational Chemistry* will play a major role in the creation of spin-out SMEs from the School of Life Sciences and existing local SMEs (eg. Cyclacel) will collaborate and/or contract work to be done by this group.

2. / cont.

PART THREE (JUSTIFICATION)

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2. *High-Throughput Screening (HTS)*: An alternative (and complementary) approach to computational chemistry for selecting pharmacophores is to screen the validated drug targets against libraries of tens of thousands of small molecules. Such libraries are obtained from commercial sources and are augmented by in-house chemical synthesis and natural product isolation programs. Briefly, HTS screens, utilising liquid-handling robots, produce a small number of 'hits' (tens of compounds selected from tens of thousands) that can be studied in more detail. Analysis of their structure and activity relationships yields pharmacophores. Thus, *High-Throughput Screening* is another of the three principal routes to pharmacophore selection and will therefore play a major role in the creation of spin-out SMEs from the School of Life Sciences.

3. *Medicinal Chemistry*: The selection of pharmacophores comes from three routes: rational design (based on the interplay between existing structural biology/synthetic chemistry/biochemistry) and from *Computational Chemistry* and *High-Throughput Screening*, as described above. These pharmacophores are the starting point for *Medicinal Chemistry*, i.e., the chemical synthesis of focussed compound libraries of drug-like molecules based on the pharmacophores. The focussed compound libraries are used to establish detailed structure-activity relationships and this information is used to refine the drug design. This iterative process will yield drug leads that will dramatically increase the IP value and SME spin-out potential of our molecular targets.

4. *Assay Development & Proof of Concept Laboratories*: These laboratories will provide the necessary cell biology, biochemistry and molecular biology expertise needed for taking validated targets into HTS screening and Medicinal Chemistry programs. Thus, the conversion of conventional assays to 96- and 386-well format screening assays will be performed here as will the high-level recombinant protein expression required to fuel the assays. Hits that come from HTS and refined outputs of the focussed libraries that come from Medicinal Chemistry will require careful biochemical and cell biological analysis. These functions will also be performed here. Finally, as lead compounds are developed, additional (pre-spin-out) development work (eg. Chemical Genomics to look for drug-interacting proteins) will be required.

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7 (c) Describe the mechanism for implementing the project, including details of other funding partners' involvement in the delivery of the project.

Following a competitive tendering process in line with OJEC procedures, construction of the building that will house this project (Phase 1) has already commenced and will be completed by August 2005. These works have been procured using Traditional 2 Stage Selective Tendering and the Scottish Building Contract, 'With Contractors Design Portion and Sectional Completion'. Sectioning the works allows the University to progress with the construction of the building whilst retaining the facility to react to any potential under-funding. The scope of works envisaged under ERDF funding (Phase 2) are fit-out works and by their very essence will not impact upon the University's ability to complete the remainder of the works. The Contract allows variations and success under ERDF will allow the additional fit-out works to be instructed into the Contract.

The main contractor has been made aware of the Tayside Local Labour initiative that includes a list of local construction workers currently registered for work. We expect local subcontractors to be successful in tendering for some of the work packages related to this project.

In raising £14 million to cover CIR construction costs under Phase 1, the university has exhausted its fund-raising potential. Of the £3,357,000 required for this project (Phase 2), we have secured £2 million from Scottish Enterprise Tayside, £100,000 from Dundee City Council and £257,000 from personal donations to be contributed to the project by the university. For the avoidance of doubt we are under no contractual obligation to authorise the works that comprise this project (Phase 2) and that work will not commence unless we can secure funding to cover the deficit, £1,000,000 (i.e. 29.79% of project costs).

In terms of implementation, we would expect the refurbishment to be completed by August 2005 with appointments commencing in early 2006, over a five-year period, assuming we can raise the necessary funding to procure essential equipment.

Scottish Enterprise Tayside and Dundee City Council are key partners of the University of Dundee, both fully-supported us in developing this project and are fully-committed to supporting its implementation, viewed as essential to the development of a sustainable Biotechnology Sector in Dundee.

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7 (d) How does the project meet the strategic objectives of the Programme and more specifically describe its fit with the Priorities/Measures. Describe any result which cannot be readily quantified but which provides added value to the Programme as a whole.

The strategic aim of the programme is to promote sustainable economic development in the East of Scotland. This project addresses this aim directly.

Dundee is recognised as a growing centre of excellence in life sciences/biotechnology sector but if this success is to be sustainable a critical mass of activity must be attained. This requires the continued development of the sector at this time

Development of the applied research activities that form the basis of this project will assist the East of Scotland Objective 2 Programme in its aim of leaving a long and durable legacy in the East of Scotland through the development of a robust and sustainable biotechnology sector in the region.

Core criteria met:

- re-use of a brownfield site - redevelopment of land to return it to productive use
- demonstrating/supporting substantial progress towards securing competitive advantage and attaining centre of excellence status
- potential to promote the diversification of the economy
- development of a more competitive, dynamic and innovative business base
- focusing on a key growth sector capable of creating lasting, high quality employment opportunities

The project fits with a number of objectives:

- building better commercial awareness amongst the research scientists in research & higher education institutions
- promotion of patient capital to biotechnology

The project also fits directly with a number of criteria within Measure 2.2

- activities that enable landowners and developers to create, promote and manage high quality industrial, research and manufacturing facilities
- support for the rehabilitation of derelict land
- actions to provide the facilities and environment for quality Human Resource Development for SMEs.

The development of the biotechnology sector will contribute directly to the conversion of the East of Scotland Economy and enhance long-term sustainability for the area. Dundee's own economy is continuing to move from one of industrial dereliction towards a focus on modern sustainable technologies.

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Part 1, the on-line part of this application, does not allow us to readily quantify results from this project post-2008. In part 1 we have stated results for the period 2006-2008:

Total number of gross new jobs created	40
Number of gross new jobs created for women	20
Total number of people under 25 securing employment	3
Total gross number of jobs safeguarded	6

The following anticipated results for the period 2009-2011 will provide added value to the programme as a whole:

	2009-2011	Total 2006-2011
Total number of gross new jobs created	52	92
Number of gross new jobs created for women	26	46
Total number of people under 25 securing employment	1	4
Total gross number of jobs safeguarded	24	36

Further value will flow from the project to the programme area beyond 2011 via its expertise, facilities, technologies, training and its steady output of highly skilled post-doctoral researchers to the local labour market. We estimate that at least 8 spinouts companies will be created from the project between 2012 and 2020.

Finally, we would highlight here that we have used a very conservative multiplier to capture the indirect and induced benefits of the project in terms of job creation, at 8(a); 30 additional jobs not included in the figures shown above. We are aware that other institutions within this programme area use higher multipliers and we assume that the Programme Managers at ESEP employ a standardising methodology.

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8 PROGRAMME CORE CRITERIA (Please refer to the Guidance)

B (a) Net Additional Jobs

Please provide an indication of the extent to which the project will create net additional jobs including net additional jobs safeguarded

The CIR building will employ 195 researchers by 2011 (plus 65 PhD students) of which 120 will be new appointments (new jobs). Of these, 55 will be directly employed as a result of the Project described herein. At steady-state (to be achieved by 2011) the breakdown of these positions will be:

Senior appointments (Professorial/reader):	7
Post-doctoral researchers:	35
Technicians and technologists:	9
Administration and Clerical Support:	3
Cleaning and ancillary staff:	1

We anticipate that a further 36 jobs will have been created over the same period, in the local SME sector, through spinout companies stemming from this project. Furthermore, we estimate that activities from this project will help safeguard 34 jobs in the local SME sector, again over the same period.

Using the multiplier of 1.3 utilised by the Commonwealth of Massachusetts for the Biotech Industry, the lowest used in a major cluster and that applied to this project by Scottish Enterprise Tayside in their approval process, the creation of a further 28 indirect and induced jobs can be conservatively estimated.

This project will also have a positive impact on the number of construction jobs related to the new building and on the duration of contracts, however, it is difficult to isolate and quantify this effect. Whilst we expect the larger central belt contractors to be successful in winning the heavy construction work packages in erecting the new CIR Building (Phase 1), historical data shows that local contractors are very successful in competing for the fitting out work packages that will form the bulk of expenditure under this Phase 2 project.

We do not foresee any job displacement resulting from the project.

We expect to reach a steady-state of approximately 20 PhD students within the parameters of this project over the period 2006-2011 and these students, together with the 35 post-doctoral researchers mentioned above, will acquire precisely the skills and knowledge that SMEs in the Biotech Sector seek, and which they currently cite (via various studies commissioned by Scottish Enterprise) as being in short supply. Given that PhD studentships and post-doctoral contracts are typically for 3 years, this means that, at steady-state, we will be producing about 10 fully-trained PhD graduates and 18 fully-trained post-doctoral scientists each year. Out track record in supplying scientific staff to the local Biotech cluster is good. Thus, more than 50% of all of the employees at all levels in the local Biotech sites were trained at the University of Dundee. In the area of Bio-Sciences, the University of Dundee was ranked as the 2nd best teaching institution in Britain, taking into account the results of the TQA 1998, the finances spent per student, the student/staff ratio and the job prospects of the trainees (cited from the Guardian, Educational supplement, 2003). It also has a world-renowned PhD programme with outstanding training and mentoring policies.

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8 (b) Evidence of Demand

Please provide a brief summary of the key findings of market research and/or evidence of market failure provided as justification of intervention

Biotechnology has been described as the next wave of the knowledge economy and commands strong government support. The Prime Minister has declared that he wants Britain to be Europe's biotechnology hub and claimed that the sector 'will be as important to the first half of the 21st century as computers were to the second half of the 20th century'.

The Bioscience 2015 report from the Bioscience Innovation and Growth Team (BIGT) November 2003 states that 'value creation in bioscience relates directly to the quality of intellectual property generated and the value added by highly educated skilled employees during research and product / drug development. Most employees in biosciences companies have tertiary education and many have doctoral and post-doctoral qualifications. In the absence of bioscience-specific data the pharmaceutical industry shows significant value creation: value-added in the pharmaceutical industry is approximately 3.5 times that in the economy as a whole'.

The growing strength and international reputation of the University of Dundee's Life science and Biomedical science sector combined with the developing cluster of Biotechnology companies represents an enormous opportunity to create a sustainable competitive biopharmaceutical industry in the region. Through investment by the local Enterprise Company, District Council, HEIs and private and national government and support from ERDF the infrastructure for the Biosciences sector in Dundee is improving. However there is still much to be achieved if the sector is to become sustainable, and our companies are to emerge as serious players in the global market.

Currently there is a visible lack of global companies in Scotland, out-with the service sector. This represents a potential weakness in comparison to the US but also in terms of the rest of the UK. Increasing the presence of global companies and high growth biotech companies is essential in the creation of a more sustainable cluster. Without this step change there is a danger that Scotland's more successful Biopharmaceutical companies will simply be acquired and relocated out of Scotland.

Over the last four years Scottish Enterprise (SE) has invested heavily in Biotechnology as a priority area of development. The rationale for this focus was: recognition of a need to support a young and valuable industry, to build on Scotland's strength in life science research and to help meet significant unmet clinical market needs. Over this time, SE has directly invested ~£8-10M per annum (out of SE's total £500M spend) and up to £40m in combined direct and indirect investment.

Schemes such as Proof of Concept have begun to bridge a serious gap in the funding for development of early stage technologies from the academic base. The scheme helps to bring the opportunities closer to the investor ready stage but much more support is needed in this critical area particularly within the high-cost high-risk drug discovery sector. The Intermediary Technology Institutes have recently been created to help address the market failure in the creation and development of high growth companies. This ERDF bid is complimentary to the ITI initiative and the University would hope to benefit from the ITI's as one source of funding to take forward long term strategic drug discovery related programmes.

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The Scottish cluster has seen doubling and tripling in all company sizebands since 1999 but still only boasts 18 companies (March 2002) employing over 50 (of whom only 4 employ over 250).

The last four years have been successful along a number of quantitative and qualitative metrics. Given the evolution of both Scottish biotech and the broader shifts in the industry (e.g. reduced private and public equity market confidence, increased investor sophistication, risk profiles are changing with a resulting impact on business models and future funding opportunities) there is a need to rethink the approach to the next 5 years (2004-2009). (Source - Scottish Enterprise / BIA Future Strategy for the Life Science Community in Scotland Consultation November 2003)

Biosciences research in Scottish Universities is world class and the University of Dundee is regarded as an international centre of excellence in the field. The focus of research in Dundee is dominated by molecular approaches to medicine and provides a rich pipeline of drug discovery targets and tools for the biopharmaceutical industry. However, the majority of SME's lack the skills and resources to take on early stage technologies from the research institution. As a result of this many of the existing Scottish companies do not benefit fully from their proximity to the excellent academic base.

In the post genomics era the problem has been exacerbated by the explosion in the number of potential but un-validated drug targets which have become available. R&D spend by the Pharmaceutical industry is increasing year on year but the pipeline of later stage products is drying up as patents expire and the in-house R&D activity fails to provide a sufficient number of lead compounds. The major pharmaceutical companies are turning to the Biotechnology industry for a supply of late stage (Phase III) licences to replenish their pipelines (source: Datamonitor Licensing Strategies, 04/03). This presents a major opportunity for the Biotech community but only if they in turn can maintain their pipelines.

Many of the senior academics of the School of Life Sciences consult for and/or collaborate with major Pharmaceutical Companies and local Biotechnology Companies and discuss the current market pressures and trends with senior managers in these organisations. The common theme that emerges from these interactions are (i) the need for scientists and technicians trained at the Chemistry / Biology interface to work in drug development programmes and (ii) the need for new disease targets to come with lead compounds as a starting point for licensing or spin-out. The project directly addresses both of these issues by equipping post-doctoral students with exactly the skills and expertise that the industry requires, and by developing technologies to the point at which they become commercially viable to investors.

The overall effect of the current market and technology climate is to push the SME's and the academic research base into producing later stage drug discovery opportunities. This application is aimed at providing the infrastructure to allow the University of Dundee to provide SME's and new spinouts with investor ready opportunities, and the materials and resources which they require, a pipeline of validated targets with lead compounds, a highly trained workforce and access to state of the art equipment and technology to grow their business.

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8 (c) Partnership and Leverage

Please provide a justification of why grant aid is essential for the implementation of the project. Please also detail project partners and their contributions of funds, expertise and other resources, including in-kind contributions.

The University has exhausted its own resources and its fund-raising potential in raising the money required to construct the Centre for Interdisciplinary Research (Phase 1), £14m. Through our partners in local economic development, 70% of the sum required to complete this Phase 2 project has been raised:

Scottish Enterprise Tayside	£2,000,000
Dundee City Council	£100,000
University of Dundee (personal donations received)	£257,000

	£2,357,000

The project will not go ahead unless the deficit in funding (£1,000,000) can be realised and given our massive endeavours in raising the funding required to cover all construction costs, there is no foreseeable prospect of this without ERDF support.

ERDF has contributed to various projects in the Dundee area, involving the University and the partners mentioned above (for example, our Biotech Knowledge Transfer Fund and the Incubator 2 Project), and this project has very close synergies with those. This project offers the potential to greatly increase both the volume of commercially attractive Intellectual Property flowing from our research and the rate at which it becomes ready for the market.

The University will manage the project and has the required expertise. Our Estates and Buildings Office will manage the refurbishment component as detailed at section 9.

New Appointments to the areas covered by this the project will be managed by our School of Life Sciences and their expertise in recruiting leading scientists from across the globe has been illustrated at 7(a). The University of Dundee was recently voted the best UK Scientific Institution to work in and the third best outside the USA. International magazine "The Scientist" assessed scientific institutions with the aim of helping researchers identify Universities and Research Centres where their work will be nurtured.

The School of Life Sciences and the University's Research and Innovation Services will undertake the management and exploitation of new knowledge and technologies; RIS's expertise in this area is detailed in ESEP's Project Reference ESE/ERDF/03/13/0029. Our partners are also likely to be involved at this stage. SET will help us obtain and subsequently manage developmental funding for specific technologies (e.g. through Scottish Enterprise's Proof of Concept Fund) and provide co-funding for Commercialisation Assistantships. Bio Dundee (another ERDF funded project) will help market our technologies globally whilst Dundee City Council will provide spinouts with the potential to develop, at

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8 (d) Infrastructure Impact

Please describe in what ways the project will impact positively on the region's infrastructure

Construction

The CIR will be located in close proximity to the existing Wellcome Trust Biocentre, due to the close working nature of the two buildings. This brownfield site, in the centre of the University Campus, has an existing services infrastructure that is easily extended to serve the new build. The implications of this were that drainage; gas and water supplies could be derived with minimal disruption to the local environment and surrounding areas. Due to immediacy of the Wellcome Trust Biocentre the sharing of common services will maximise plant efficiencies and minimise carbon emissions at the site.

The location was also selected, as it is easily accessible by public transport links. It is also cyclist and pedestrian friendly with safe, clear routes of passage. There is no need for increased dependency on private transport methods and minimal car parking facilities have been provided to discourage this.

The CIR site is less than 5 minutes walking time from two internationally renowned spinout companies and Dundee City Council's existing Incubator facilities at the Technopole, where ERDF funds have recently been committed to provide site servicing, creating the infrastructure required for further expansion.

Business

The existence of *Computational Chemistry, Medical Chemistry, High-Throughput Screening (HTS) and Assay Development* facilities, integrated with existing well-managed high-tech facilities in the School of Life Sciences, that can be contracted at attractive rates by local SMEs provides a major boost to local Biotechnology infrastructure. Thus, local SMEs may require (eg.) compound screening or medicinal chemistry services that would be beyond their means to perform in-house, that can be provided very competitively by the Project. The advantages in local collaboration (rather than remote collaboration/contracting) are considerable. This paradigm has already proven itself with respect to the provision of, for example, Proteomics, Molecular Interaction Measurements, transgenic mouse production, recombinant protein production and NMR spectroscopy services by the School of Life Sciences to existing local SMEs. Furthermore, the infrastructure contribution to local human resources (appropriately trained scientists and technologists fit to fuel local Biotechnology SMEs) can not be underestimated. Thus, this project will make a significant contribution to creating the critical mass of SMEs required for a sustainable biotechnology industry in Dundee.

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8 (e) Resource Efficiency

Describe how the project in its direct use of resources positively addresses one or more of the following;

- The efficient procurement, and use of water, energy, raw materials and other inputs
- The minimisation and management of waste and
- The production of green products and services, the development of cleaner technologies/processes, recycling and re-use activities, environmental monitoring and pollution abatement.

The philosophy of the building services design for the CIR has been to maximise plant efficiency, minimise energy usage and subsequently carbon emissions. This has been achieved through the employment of a number of good practice techniques. These include the utilisation of; high efficiency luminaries, lighting and occupancy controls, inverters drives and heat recovery systems. These measures have been employed to avoid unnecessary wastage of energy in the mechanical and electrical plant.

Absorption cooling has also been employed to make more efficient use of the campus wide combined heat and power system. Excess heat, in the form of high temperature hot water, is available for an annual period between June and September. Absorption cooling technology allows this heat to be utilised to produce cooling, during the summer months when demand is at its highest, and avoid wastage of available resources. To further improve the efficiency of this process a sophisticated system of control has been developed. This has been designed to allow free cooling via the external air whenever the ambient temperature is sufficiently low.

To allow monitoring and feedback on the energy performance of the CIR a building management system will also be incorporated. This will facilitate energy management and diagnostics on any future problems allowing areas of high-energy usage or wastage to be identified and rectified. The 'BMS' system as well as controlling all the HVAC plant will also provide monitoring of its performance with respect to design conditions. In addition to the metering of the main supplies to the building, including gas and water, the following areas will be metered: -

- (a) Electrical Sub-Metering of Lighting, Power, HVAC and Server Room
- (b) Electrical Metering of Chillers. Heat Metering to Building Absorption Chillers.
- (c) Steam Generator Gas Consumption.
- (d) Lifts Electrical Consumption.

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8 (f) Environmental Impact

Please describe how the project contributes to the enhancement or protection of the environment, in which it is set, or seeks to minimise the negative impacts whether as an infrastructure development or a revenue activity

As described in 8(e) above, the philosophy of the building services design for the CIR has been to maximise plant efficiency, minimise energy usage and subsequently carbon emissions.

Aside from this, the building is an extension to the current facility on a brownfield site and through the subsequent sharing of common facilities, it allows a more intensive use of accommodation thereby reducing the overall footprint of the building and impact upon the surrounding area.

Old deteriorating buildings occupying the site have been demolished and site wide material reused selectively: granite setts are being reused on the roads; stone from the tenements is being reused on the University Campus, roofing slates are being reused to allow repair of existing building stock.

Trees removed by virtue of development have, in discussion with the Planning Department, been replaced with new Tree Plantings and Soft Landscaped Areas.

Pedestrian routes have actively been improved with the creation of pedestrian dominant zones and segregation of pedestrian and vehicular traffic to reduce the effects of proximity pollution and to link in with similar future proposed areas on University Campus.

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8 (g) Access and Equal Opportunity

Please describe in what ways the full and equal participation of individuals and social groups in the local economy will be achieved. This may be achieved for example by;

- Ensuring that there are no physical constraints (eg lack of transport) preventing individuals accessing employment and personal development opportunities
- Creating the right conditions in the labour market through active labour market policies
- Positively tackling the more subtle forms of discrimination and exclusion and
- Providing a supportive learning and working environment including adequate provision and/or assistance for child/dependent care

The University of Dundee is an Equal Opportunities employer that promotes equality of opportunity in the recruitment, promotion, appraisal, education, training, development and support of its staff and students, irrespective of race, colour, nationality or ethnic origins, sex or marital status, disability, religious or political beliefs, sexual orientation, part-time or fixed-term status or trade union membership. The University's Equal Opportunity Policy, which includes a Race Equality Policy, is provided to every member of staff and an Equal Opportunities Working Group reports through Court Committees. The University has appointed separate Equal Opportunities Officers to focus on staff and student matters, who are responsible for advising the Equal Opportunities Working Group on changes to equality legislation and recommending its implementation, as well as other action to advance the equality agenda within the University. Guidance and training on equality is available to staff at all levels.

A recently developed comprehensive suite of Family Friendly policies incorporates some innovative policies such as Fertility and Fostering Leave and promotes a work-life balance. The University provides low-cost nursery places, which are available to staff and students.

Approximately 50% of employees in the School of Life Sciences are female and we would expect the CIR to reflect this equitable split. A survey undertaken by Dundee City Council in 2001 found that an even higher percentage of women were employed within the local Biotech community. Copies of our Equal Opportunities and Family Friendly Policies and our Statement on the Promotion of Women in Science are available on request.

The University operates a Disability Support Centre on campus housed within the Ewing Annexe and this Centre proactively encourages equal participation and provides the necessary support to people with disabilities.

Both the construction of the CIR and the proposed fit out of selective shell floors through this ERDF Grant Application are subject to the provisions of the statutory Building Control Regulations. Accordingly, the building is compliant and will provide level entry to the main entrance of the building, access within the building, provision of lifts, provision of disabled toilets and provision of car parking bays for people with disabilities.

The building is easily accessible by public transport links.

As a major employer in the East of Scotland, the University is aware of its responsibilities in terms of working with other agencies to raise awareness of barriers to employment and devising strategies to address perceived gaps between labour market requirements and available human resources. Examples of our efforts in this respect (detailed at 8(j) - Social Inclusion) are our collaborations with (ESF-funded) Dundee College, HELM, the Employment Disability Unit and a number of schools drawn from four local authorities.

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8 (h) Local Added Value

- Please describe the manner in which the project has the ability to generate local added value through for example;
- productive linkages between local employers and training providers or SMEs and centres of R&D
 - support for local sourcing initiatives and/or activities aimed at diversification within the local economy
 - assistance for activities which promote local support eg extending the tourism season and
 - the active support and participation of the local community in project design and implementation

In stimulating growth in the Tayside Biotechnology cluster the project will support diversity in the local economy and add to local revenue. It will help increase the competitiveness of existing SMEs by providing access to new technologies otherwise unavailable, or too expensive to develop themselves and will lead to the creation of new companies. The project will provide a steady stream of researchers with the necessary skills and expertise to address the well-documented supply-shortage in this labour market segment and offer training opportunities to existing SME staff, again contributing to the competitiveness and thus sustainability of the local biotechnology cluster.

In creating 55 jobs within the project, including 7 senior positions over a 5 year period and in creating 36 and safeguarding a further 34 jobs within the local SME sector, the project will boost local expenditure and create further jobs (conservatively estimated as 30) through indirect, induced effects. Support services such as catering, stationery and, wherever appropriate, provision of consumables will be sourced locally. In addition, historical data suggests that local contractors are very successful in competing for the fitting out work packages that forms the bulk of this project's refurbishment component, again adding local value.

The entire local community supports this initiative as evidenced not only by the financial contributions from Scottish Enterprise Tayside and Dundee City Council but by personal donations received by the University. For example, the local branch of Tesco's allowed fund-raisers to operate within the store for 1 month which resulted in £16000 being raised.

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8 (i) Capacity Building

Please describe how the project addresses identified deficiencies in the local economic and social infrastructure, local organisational competencies or skills and competencies of the workforce and which act as a constraint on growth and development

This project supports capacity building by both tackling an identified deficiency in provision and by building on an established strength.

The project addresses a significant deficiency in provision within the biotechnology sector. The gap between basic research and investor-ready technologies is well documented and frequently cited as the most pressing concern amongst tech-transfer policy makers. Indeed, the creation of the Scottish Intermediate Technology Institutes with 10-year budgets of £15m per annum and the chosen location for the Life Sciences ITI (Dundee), is both recognition of market failure and an acknowledgement of market potential.

The School of Life Sciences has an enviable reputation as one of Europe's leading biomedical research centres, and is at full research capacity. Funding constraints on the School's Wellcome Trust Biocentre means that it cannot exploit its potential in pre-competitive and competitive research (its charitable status limits commercially funded collaborative work to <10% of overall revenue). By creating the CIR, the School of Life Sciences will be able to develop its own capacity from a position of strength and this in itself will impact positively on the local biotechnology community and the local economy more generally. By creating the environment described at 7(b), i.e. this project, the School of Life Sciences will be able to significantly increase its commercially driven applied research activities. This will result in local collaborations, boosting the potential of existing SMEs and in the creation of spinout companies, further enhancing the capacity of the local biotechnology sector. In addition, the project will provide career alternatives (in applied research) and increased opportunities, which will impact positively on this sector, acting as a brake on the "brain-drain" phenomenon and increasing the likelihood of retaining highly qualified staff in the area. The training of PhD students and post-doctoral researchers within the project will sustain this increased capacity.

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8 (j) Social Inclusion

Please describe the means by which the project will achieve the integration of disadvantaged communities into mainstream activities. Projects which enhance access by these communities to opportunities and benefits available elsewhere in the Programme Area will be given priority.

This project does not focus on social inclusion; the jobs created directly from the project are likely to be filled by highly skilled and highly qualified individuals. However, the creation of these jobs will necessitate the creation of supporting jobs in the service sector, requiring administrative or technical skills. In addition, the University performs a range of activities related to social inclusion and these activities will also impact on the project:

Wherever possible, companies spinning out from the University and those SMEs licensing technology from the University will be made aware of the opportunities to support the social inclusion agenda through the Training for Work and New Deal Programmes and for support with recruitment available through Job Centre Plus and Dundee Employment and Aftercare Project (this is a local project supported through the Social Inclusion Partnership Fund and the European Social Fund to provide advice and guidance to unemployed people from SIPS and CED areas seeking employment and also providing recruitment support to local companies). They will also be made aware of Dundee College's provision of courses aimed at addressing the local demand for technicians within the biotechnology sector (courses in biotechnology, biomedical science, environmental science & technology and general science).

Currently we have 5 students from Dundee College on work placements in the School of Life Sciences. They are studying Biotechnology on an Access/HNC course with a view to applying for a degree course next year. The placements are initially for 12 weeks but if successful they will be carried on for longer. The students work in various research labs, Life Sciences Teaching Unit and the scientific support services. This helps in their choice of degree subject or decisions in finding employment. Work experience in this environment greatly helps their prospects.

We also have 4 trainees from HELM with us for 6 hours /week each on 4-6 week placements. HELM training (Until June 2003 known as St.Aidans Project Assoc.) is a local initiative, working on charitable funding, which organises employment training for young adults with slight to moderate learning difficulties. The trainees are accompanied by a training supervisor and work in the Wash up/sterilisation facility within the Wellcome Trust Biocentre. The time spent here allows them the opportunity to experience a work environment and prepares them for integration into the community. They gain confidence in their ability to apply themselves to tasks and take responsibility for their successful completion. There are advantages gained by the trainees and the Biocentre and we are proactively working with the organisation to extend this relationship.

A trainee from the Employment Disability Unit has recently completed a 6 week placement at the School of Life Sciences. This is a Local Authority initiative for those that require support to enter the work place in a controlled and supervised environment and we are keen to explore further placements.

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As a recognised growth sector in the local economy, work is also being undertaken in Dundee to promote the science sector to schoolchildren through the Careers Service. (All schools careers advisors were taken on a tour of local biotechnology companies and the Wellcome Trust to enable them to provide local knowledge of the sector and to have a greater insight into the biotechnology sector to provide advice to school pupils). The School of Life Sciences has been organising work placements for school pupils for more than 16 years. We liaise regularly with 4 local authorities, Angus (Arbroath and Monifieth High), Fife (Madras, Bell Baxter, Dollar, Queen Anne and Waid Academy), Dundee (Harris, Menzieshill, Craigie, Lawside, Grove, St.Johns, Braeview) and Perth & Kinross (Perth High). Pupils aged 14 – 18 are given the opportunity to experience academic research and technical support services activities, including the laboratory practical teaching process. This assists them in their choice of further education subjects and career aspirations. It also increases their awareness and understanding of biomedical science and promotes the opportunities that exist for higher education and employment within the local area.

Finally, the creation of higher level jobs within the sector will also have an indirect and induced multiplier effect on the local economy (as recognised, for example, in the study undertaken by Ernst and Young in May 2000 highlighting the Impact of Biotechnology on the US Economy), with an increase in money being spent in the local economy. The development of the sector as a whole (companies, academic research etc.) will have a positive effect on the local economy - creating more jobs in service sectors, retail, etc. as a result of additional spend generated by these jobs and purchases made by biotechnology companies. This will increase the number of potential opportunities for all job seekers in Dundee.

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8 (k) Strategic Integration

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Please describe how the project can demonstrate direct linkages and coherence with other related activities and strategies (local, national and European) including development plans, structure plans, ESF Objective 3, RDA and relevant CIs

The Scottish Executive's "The Way Forward: A Framework for Economic Development" published in 2000 identifies the biotechnology sector as one of the key strengths of the Scottish Economy and a priority for action. The 2001 "A Smart, Successful Scotland" strategy paper lists the Scottish Executive's ambitions for the Scottish Enterprise Network and identifies a number of priorities and challenges relevant to the development of the biotechnology sector, these include recognising that Scottish academia play a central role in the creation of the biotechnology cluster. Therefore, this project although located at the University of Dundee has the potential to encourage sectoral development beyond the realms of academia. The paper also recognises that public participation could hasten the capture of value or Scottish leadership in biotechnology. The DTI has identified the sector as a key growth sector. A recent report on the Biotechnology Sector in the UK published by the DTI identified the Wellcome Trust Biocentre as a centre of excellence in the UK. It also identified the factors that encourage cluster development: - strong science base, entrepreneurial culture, growing company base, premises and infrastructure (e.g. incubators close to research centres are important vehicles for exploiting biotech) and effective networking. Dundee already has reached a minimum level in each of these activities but this needs to be built upon to ensure success for the sector.

In addition, the realisation of the project will contribute to the European objectives (DG Research) of creating a European Research Area and encouraging private sector investment in Research and Development. We fully expect to be co-ordinating a prestigious Framework Programme 6 Integrated Project by the end of this year, to be situated in the CIR next year. The project also fits well with local strategy. Scottish Enterprise Tayside's strategy includes incubator facilities, attracting projects to the Dundee Medipark, and identify and supporting areas of genuine research excellence. Dundee City Council's Economic Development Plan aims to create Dundee as a Centre of Innovation and Enterprise (Strand EIC 1.3 - to continue to identify & implement sectoral initiatives in key growth areas). The plan also identifies the need to capitalise on research strengths by forming spinout companies and improving the quality of new jobs (Strand IN3 - to pursue a critical mass in commercial spinout companies).

The project will be fully integrated with other ERDF-funded projects in the area: -

- Bio Dundee - supporting local and international networking and raising the profile of Biotechnology activities in Dundee.
- The University's Biotechnology Knowledge Transfer Fund - protecting Intellectual Property for future exploitation and marketing on an international scale.
- Caird Ashton Technopole and Incubator 2 - incubator facilities for new technology based spinout companies
- Technopole Site Servicing Phases 2,3 & 4 - developing infrastructure to facilitate the provision of additional incubation facilities.
- Dundee College - ESF funded provision of technician level training to HNC level.

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8 (i) Durability and Feasibility

Please describe the means and intended actions which have or will be undertaken in order that the project will become self-sustaining over time. Where appropriate please attach a business plan.

We are requesting assistance with the refurbishment of part of a building to provide appropriate space for the development of *Computational Chemistry, Medicinal Chemistry, High-Throughput Screening (HTS) and Assay Development* facilities. The activities to be conducted in this space will be funded entirely by external funding sources (grants from UK government and EU sources, grants from private charities and benefactors, income from commercial activity) in exactly the same way as we fund our activities in the rest of the School of Life Sciences (current annual research income is £24 million per annum). The ongoing maintenance in the designated areas of CIR that form this project will be paid for from overhead income accrued from the associated research grants and contracts.

Due to the nature of the research to be undertaken within the project (i.e. commercially driven), we expect to generate substantial levels of overhead, unlike other areas of the CIR which will conduct basic research funded mainly from charity donations, without any contribution to overheads. Our Research and Innovation Services have personnel with specific expertise in costing research and development projects and negotiating with funders to recover full costs and we shall draw heavily upon this.

Of the 7 Senior Appointments we will make within this project, we expect that the value of overheads attached to the grants they will transfer will be in the region of £250,000.

Our forecasts indicate that new Research Grant Income and associated overhead, will be in the region of £750,000 / £112,500 by 2007, increasing to £1,650,000 / £247,500 by 2011.

In addition to Research Income, by 2011 we expect to generate a minimum of £250,000 through the project in Commercialisation Activities and these funds can be used to cover the project's running costs, where necessary.

We believe that we have a successful track record in delivering outcomes on schedule in previous ERDF funded projects. This particular project represents negligible risk given the demand associated with our applied research and this is perhaps evidenced by the fact that we were able to raise the £14m construction costs ourselves.

The project outcomes are realistic and achievable. 83 jobs will be created within the project over the period 2006-2011 and we are confident that over this same period 56 jobs will be created and a further 54 jobs safeguarded, within the local SME sector. Currently, market conditions within this sector are slow and our predicted outcomes have been determined with cognisance of these conditions.

Project outcomes will be regularly monitored by the CIR Applied Research Development Team as described in section 9 and this will include quality and effectiveness measurements where these can be applied; levels of jobs created, duration of contracts, % of women appointments (and by level of occupation), similar information on spinouts and on their core activities (e.g. R&D or Service work), and on coverage of research grants / contracts (e.g. size of overhead attached).

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9. MONITORING AND EVALUATION

Please describe the system of monitoring and evaluation, the frequency of monitoring and any reporting arrangements which will be applied to this project.

Furbishment Activities

Monitoring

- The University Estates and Buildings Office will manage the Project for the University of Dundee. The User groups are represented by the user Co-ordinator who has direct responsibility for co-ordinating the Users requirements and reporting these to the Estates and Buildings Office and to the Architect. The Lead Designers are the Architects who report to the Estates and Buildings Office.
- Ongoing Value Management and Engineering interventions reviewing the evolving design against cost and programme will be undertaken and led by the Quantity Surveyor and Cost Control Consultant. Risk Workshops will facilitate a systematic approach to the identification, analysis and mitigation of risks throughout the duration of the project.
- The Architects as lead designer will co-ordinate all design issues within the project team and report to the Estates and Buildings Office and the User Co-ordinator to ensure that the key criteria for the Design Team are met.
- Change Management – The design shall be developed within the Client Brief and to the Users requirements. The design at the end of each stage shall be subject to approval by the Client and cost check by the Design Team. Any subsequent changes to the brief by the Client or Design Team shall be made through the approved change control process which shall involve the User Co-ordinator, the Estates Office and the Design Team. Any changes to the design shall be subject to rigorous procedure to understand the reason and justification of the proposed design change and the level of impact upon the works.
- A Master Programme will be developed for the Project and a Construction Programme will be produced by the Contractor and both reviewed by the Design Team at each Progress Meeting.
- The Cost Consultant shall be responsible for monitoring the project budget which shall be reported to the Estates and Buildings Office and the Architect.
- The Project will be undertaken in accordance with quality procedures generalised by ISO 9001 and it is expected that work carried out on this project will comply with the relevant standards of quality and individual in-house quality procedures.

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- The Design Team in conjunction with the Contractor and the University Estates Office shall compile a Project Close-Out report towards the end of the Project with consideration given to factors such as Practical Completion, End of Defects Period, Decant and Status of Health and Safety Documentation

Evaluation

- Procedures shall be developed for a Post Project Review to allow the University Estates Office, Design Team and Users to establish the degree to which the Project Objectives have been met and to allow a review of programme, final cost and qualitative issues.

Fuller information on the Monitoring and Evaluation Process is contained within the Project Execution Plan dated March 2003 –Rev A

Scientific Activities

Management of this project, from completion of refurbishment activities, will be undertaken by the CIR Applied Research Development Team, which will consist of:

- Professor Mike Ferguson - Project Manager
- Professor Sir Philip Cohen - Director of Research, School of Life Sciences
- Professor Pete Downes - Dean of Faculty of Life Sciences
- Head of Computational Chemistry
- Head of Comp Screening
- Head of Medicinal Chemistry
- Head of Assay Development
- Dr Rob Ford, Intellectual Property Rights Manager for the Life Sciences

This team will convene annually to discuss progress against the project objectives with particular emphasis on financial control and achievement of the outputs set out in Parts 1 and 3 of this application. Other university staff will be consulted and invited to attend these meetings where appropriate, for example, from Estates & Buildings, Research & Innovation Services and Finance Office. Again where appropriate, external input will be sought from, for example, the local Biotechnology Community, major pharmaceutical companies and the Dundee-based Intermediate Technology Institute. A representative of Scottish Enterprise Tayside will be invited to attend the meetings and representation from the ESEP Programme Executive would also be welcomed. The Project Manager will compile statistics and other evidence in advance of these meetings, which will allow the following aspects of the project to be reviewed:

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- a) number of invention disclosures submitted to Research & Innovation Services
- b) number of patents filed
- c) number of PhD students recruited
- d) number of female PhD students recruited
- e) number of PhD graduates remaining in Dundee
- f) number of jobs created
- g) number of jobs created, filled by women
- h) number of jobs created, filled by those under 25 years of age
- i) number of jobs safeguarded
- j) volume of interaction with local SMEs
- k) volume of training provision provided to local SMEs
- l) number of research collaborations with local SMEs
- m) volume of spinout activity (proposals considered / in pipeline / spun)
- n) volume and value of licensing activity (in pipeline and deals done)
- o) number and value of successful research grant applications
- p) number and value of successful industry collaborations
- q) other business activity not captured above

Information on jobs created will include job classification and nature of employment contract (fixed term or permanent / part or full-time).

The Project Manager will be responsible for the submission of an annual report to the Programme Executive, detailing all of the above, within six weeks of the annual review meeting.