

**SCOTTISH EXECUTIVE
EUROPEAN REGIONAL DEVELOPMENT FUND
GRANT APPLICATION FORM**

Reference: ESE/ERDF/05/11/0111
Title The Link- East of Scotland Eligible

Application: 105622, Version 3, Revision 83 as at 24/01/2006 11:37
Status: Uploaded

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02 FEB 2006

1 PROJECT

Objective	Objective 2
Programme	East of Scotland Objective 2 2000-2006 Programme
Priority	Priority 1: Strategic Economic Development
Measure	1.1: SME Creation & Development
Fund	ERDF
Application Type	Revenue
PME	East of Scotland European Partnership
Organisation	Scottish Enterprise

[REDACTED]
 [REDACTED]
 [REDACTED]



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2 ORGANISATION

Organisation: Scottish Enterprise
Contact Name: Thomas Clark
Position: Senior Administrator
Address: 150 Broomielaw
Atlantic Quay
Glasgow

Post Code: G2 8LU

Email: [REDACTED]

Telephone: [REDACTED]

Fax: [REDACTED]



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3 LOCATION

3.4 Eligible Areas

East of Scotland Programme Area E



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4 TIMESCALE

Estimated

Date for main contract to be let 01/01/2006

Start date 01/01/2006

Date of completion 31/12/2007

Date of financial completion 31/03/2008

Agency letting main contracts Scottish Enterprise



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5 SUMMARY

The Link's focus is speech and language technologies which covers a wide range of applications that are very much in demand in the current marketplace, including personality development for computer characters, talking PDAs and search engines capable of answering specific queries.

The Link has 3 principal areas of activity:

- *Market Led Research
- *Commercialisation
- *Entrepreneurship

The Link ERDF proposal aims to increase the impact of the project by building on successes achieved to date. With the support of ERDF funding, the Link project will carry out the following principal activities under its 3 themes:

MARKET-LED RESEARCH

The Link funds market-led applied research that can provide new opportunities for business creation and industrial competitiveness. ERDF support will allow a further 5 projects to be funded that would not otherwise have taken place.

COMMERCIALISATION

- *With the support of ERDF, the Link will fund a Commercialisation Executive who will:
- *Focus exclusively in ERDF regions.
- *Increase company engagement with the Link.
- *Encourage existing partners to engage with the university on their own company-specific research challenges.
- *Assist in the identification of opportunities for students to take part in industrial placements.

CEO Master Classes

The Link has established a strong network of relationships with entrepreneurs and venture capitalists in the Silicon Valley region. The commercialisation team regularly invites these contacts (see 'CEO Master Class Speakers document') to host CEO Master Class workshops that cover topics fundamental to innovative technology companies and build links between Scottish companies and US-based companies. With the support of ERDF the Link will fund four master classes each year.

Awareness Raising

It is proposed that the Link project will develop an event which aims to:

- *Attract new companies to work with the Link, and cement a solid relationship with others.
- *Encourage the transfer of knowledge between Link partners.



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Mission to Stanford

The Link will develop a programme of activity for 5-10 Scottish partner companies to visit the Stanford/Silicon Valley region. This would be aimed at providing companies with the opportunity to access new networks and potential partners.

Market analysis

The Link will undertake specific market analysis assignments to ensure the outputs are focused towards the latest market needs and inform partner companies of the latest opportunities within speech and language technology.

ENTREPRENEURSHIP

Entrepreneurship development

The core activity in this area is delivery of Technology Entrepreneurship and Venture Creation workshops that encourage and assist students interested in company start-up. These sessions will raise entrepreneurship awareness; provide students with access to advice and expertise in business creation; enable exploration of concept, market assessment, development of a business plan and pitching of ideas to potential partners and financiers

Mentoring scheme

The Link will co-ordinate a group of mentors to provide advice and guidance to start-ups. Successful entrepreneurs in technology markets will be targeted as possible mentors.

Student in Residence Scheme

This is designed as the first step in taking high quality students ideas through to commercial reality and will act as a pre-cursor to established schemes such as the Edinburgh Pre-Incubation Scheme (EPIS) and Enterprise Fellows. Up to 4 students per year will be invited to pitch an innovative, technology-based business concept. If the idea is deemed to have commercial potential, they will be hired by Link for three months to explore the technology in more detail.

Outputs and Results

	Transition	Eligible		
Total no. of instances of assistance to new businesses			13	6
No. of new businesses created	3	2		
No. of commercialisation projects	4	2		
Total number of jobs created	50	25		
Total number of jobs safe guarded	100	50		



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6 FINANCIAL SUMMARY

	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total
Total Eligible Costs	0	0	0	0	0	0	176,796	167,596	11,500	355,892
Total Non-Eligible Costs	0	0	0	0	0	0	0	0	0	0
Total Cost of Project	0	0	0	0	0	0	176,796	167,596	11,500	365,892
Eligible Revenue	0	0	0	0	0	0	0	0	0	0
Eligible Public Match Funding	0	0	0	0	0	0	135,603	128,546	8,821	272,970
Eligible Private Match Funding	0	0	0	0	0	0	0	0	0	0
Eligible Match Funding	0	0	0	0	0	0	135,603	128,546	8,821	272,970
Grant Required	0	0	0	0	0	0	41,193	39,050	2,679	82,922
Matched Funding + Grant Required	0	0	0	0	0	0	176,796	167,596	11,500	355,892

% Rate of Grant Required 23.30 %



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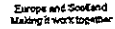
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7 ELIGIBLE COSTS

Item	2000	2001	2002	2003	2004	2005	2005	2007	2008	Total
Administration	0	0	0	0	0	0	4,851	4,851	0	9,702
Consultancy Fees & Sub Contractors Charges	0	0	0	0	0	0	153,404	145,404	0	288,808
Final Claim Audit Fees	0	0	0	0	0	0	0	0	1,500	1,500
Premises & Overheads	0	0	0	0	0	0	4,487	4,287	0	8,774
Project Evaluation Fees	0	0	0	0	0	0	0	0	10,000	10,000
Purchase of Equipment	0	0	0	0	0	0	4,134	4,134	0	8,268
Travel	0	0	0	0	0	0	9,920	8,920	0	18,840
Sub Total (£)	0	0	0	0	0	0	176,796	167,596	11,500	355,892
Eligible Site Acquisition Costs	0	0	0	0	0	0	0	0	0	0
Total Eligible Expenditure (£)	0	0	0	0	0	0	176,796	167,596	11,500	355,892



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9 FUNDING PACKAGE

9.1 Public Match Funding

	Eligible Contribution	Non Eligible Contribution	Total Contribution	Finance Confirmed?	Date Finance Confirmed	Date Finance Expected
Scottish Enterprise	272,970	0	272,970	Yes	01/06/2001	
Sub Total (£)	272,970	0	272,970			

9.2 Private Match Funding

Sub Total (£)	0	0	0			
---------------	---	---	---	--	--	--

9.3 Other European Funders

European Investment Bank	0	0	0	No		
European Coal & Steel Community	0	0	0	No		
Sub Total (£)	0	0	0			

9.4 Revenue

Sub Total (£)	0	0	0			
---------------	---	---	---	--	--	--

Totals and grant Required

Total Co-Finance	272,970	0	272,970			
Grant Required	82,922					
Total Funding	355,892					



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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
# No of inst's of assistance to exist busin's owned or mang'd by women	0.00	0.00	0.00	0.00	0.00	0.00	2.00	3.00	0.00	5.00
# Total no. of existing businesses assisted	0.00	0.00	0.00	0.00	0.00	0.00	2.00	3.00	0.00	5.00
# Total no. of instances of assistance to existing businesses	0.00	0.00	0.00	0.00	0.00	0.00	32.00	33.00	0.00	65.00
# Total no. of instances of assistance to new businesses	0.00	0.00	0.00	0.00	0.00	0.00	3.00	3.00	0.00	6.00
# Total no. of new businesses assisted/created	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	0.00	2.00



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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.

Grant Required Total : £82,922

Matched Funding + Grant Required Total : £355,892

Project Applicant

SCOTTISH ENTERPRISE

Total Funding Committed to this Project

£ 272,970

Name of Designated Officer

IAIN CARMICHAEL

Position in Organisation

CHIEF FINANCE OFFICER

Signature of Designated Officer

[Redacted Signature]

Date

27/1/06



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12 RESULTS

Result	2000	2001	2002	2003	2004	2005	2006	2007	2008	TOTAL
# Gross number of jobs for women safeguarded	0.00	0.00	0.00	0.00	0.00	0.00	2.00	2.00	0.00	4.00
# Increase in sales in existing businesses (£million)	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.30	0.00	0.60
# Increase in sales in new businesses (£million)	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.08	0.00	0.16
# No. of gross new jobs created for women	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	0.00	2.00
# Private sector leverage (£million)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10
# Total gross jobs created through self employment	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	0.00	2.00
# Total gross no. of jobs safeguarded	0.00	0.00	0.00	0.00	0.00	0.00	25.00	25.00	0.00	50.00
# Total no. of gross new jobs created	0.00	0.00	0.00	0.00	0.00	0.00	13.00	12.00	0.00	25.00

SCOTTISH PROGRAMMES 2000-2006
EUROPEAN STRUCTURAL FUNDS GRANT APPLICATION

PART TWO (COMPLIANCE)

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Last Saved: 07/02/2006 2:35 PM Page 1 of 6

Project Reference:	ESE/ERDF/05/11/0111
Application ID Number (as shown on part 1 of application form):	105622
Part 1 version number (insert the version number shown on part 1 of the application form)	3

1	PROGRAMME	East of Scotland Objective 2 Programme 2000-2006
2	PRIORITY	1
3	MEASURE	1.1
4	PROJECT TITLE	The Link- East of Scotland Eligible
5	PROJECT APPLICANT	Scottish Enterprise
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

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

a. Date planning application lodged

b. Date approval expected

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 application was/will be submitted

b. When a decision is expected

SCOTTISH PROGRAMMES 2000-2006
EUROPEAN STRUCTURAL FUNDS GRANT APPLICATION

PART TWO (COMPLIANCE)

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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

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

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

The Edinburgh Stanford Link was created by the project partners as a bespoke delivery vehicle for
the following reasons:

- The project aims to build upon the world class knowledge base in Speech and Language
Technology and as such required unique access to university owned intellectual property
- The world class expertise of the University of Edinburgh and University of Stanford are not
available on the open market.

The Edinburgh Stanford Link will follow Public Procurement Directives on Works, Supplies and
Services for any contracts it issues.

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).

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PART TWO (COMPLIANCE)

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9. COMPETITION POLICY / STATE AIDS

Does the project involve any State Aids?

Yes



No



If Yes, please provide the following details:

Amount of aid

£5,000

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:

The aid described above is for a planned activity (Mission to Stanford) involving SME's which has not yet been approved but will fall under De Minimis. This activity will be developed in collaboration with Scottish Enterprise legal team, to ensure that State Aid regulations are respected.

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.

There are no EC Directives or UK environmental legislation relevant to the project.

The key environmental legislation affecting the 'clean process' sector is: the Waste Electronic and Electrical Equipment Directive (final adoption June 2002) - SEPA has identified WEEE as a priority waste stream in the National Waste Strategy for Scotland.

Other environmental legislation includes: the Water Directive (currently at 3rd consultation stage by DEFRA), the Packaging Waste Directive which encourages higher recycling targets and the Battery Directive which will restrict the use of heavy metals in batteries.

The Directives applicable in the area of air and noise pollution are: Large Combustion Plants Directive, Ozone Directive, Ambient Noise Directive, and many more.

A significant 'driver' in the future will be the Integrated Pollution Prevention Control Directive (the Pollution Prevention & Control Act 1999 in the UK) to prevent or minimise emissions.

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



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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)

Scottish Programmes 2000-2006
East of Scotland Objective 2 Programme
European Regional Development Fund
Grant Application

PART THREE (JUSTIFICATION)	
Created on: 29/04/2005 9:34 AM	Page 1 of 25
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Project Reference:	ESE/ERDF/05/11/0111
Application ID Number (as shown on Part One on the application form)	105822
Part One version number (Insert the version number shown of Part One of the application form)	3

1	PROGRAMME	EAST OF SCOTLAND OBJECTIVE 2 PROGRAMME 2000-2006
2	PRIORITY	1
3	MEASURE	1.1
4	PROJECT TITLE	The Link- East of Scotland Eligible
5	PROJECT APPLICANT	Scottish Enterprise
6	PROJECT CONTACT (Name, telephone number and e-mail address)	██████████ ██████████ ████████████████████

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

Back ground

In 2001 Henry McLalsh, then First Minister, announced that the Scottish Executive would make £12 million of additional funding available to Scottish Enterprise to establish "an academically based 'E-Commerce Institute' (or Institutes) where in-depth knowledge and expertise could be gathered together, further developed and readily accessed by companies and individuals."¹ This initiative had originally been proposed by Wendy Alexander and has been fully supported by successive Ministers for Enterprise. Scotland has an enviable research track record in areas applicable to the knowledge economy, however this research expertise was not being applied within Scottish businesses.

The Edinburgh-Stanford Link (the Link)

The Edinburgh-Stanford Link's focus is in the field of speech and language technology and links two centres that are internationally recognised for their work in this field, the Human Communication Research Centre (HCRC) at the University of Edinburgh and the Center for the Study of Language and Information (CSLI) at Stanford. Speech and language technologies cover a wide range of applications that are very much in demand in the current marketplace, including personality development for computer characters, talking PDAs and search engines capable of answering specific queries.

The Link project has three principal areas of activity:

- Market Led Research
- Commercialisation
- Entrepreneurship

Working within these three themes, the Link's aim is to nurture Scotland's capability in the research and application of speech and language technology, with the goal of creating a sustainable community that revolves around the university. In order to achieve this, the Link has a multi-faceted approach, which allows it to encourage, support and interact with each component of the community; this is demonstrated in Figure 1.

¹ Scottish Executive Report on the Knowledge Economy Crosscutting Initiative. February 2001

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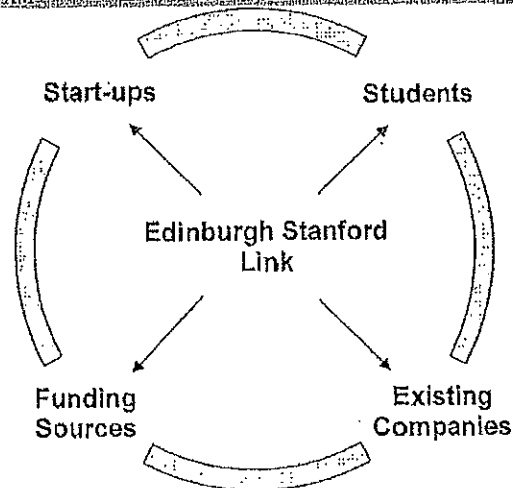


Figure 1. Edinburgh Stanford Link Interactions with Community

With the established linkage to Stanford University, the Link aims to learn from Stanford's huge success in not only technology transfer, but also in the creation of the Silicon Valley ecosystem that is based heavily around the university. This large scale ecosystem involves linking students and university staff to the high-tech business community, resulting in a plethora of innovative start-ups and literally hundreds of early stage venture capital financiers.

Stanford's role as an incubator of technology in the heart of Silicon Valley is world renowned. In the last 50 years, university faculty, staff and graduates have launched around 1,200 companies. Today, even excluding early spin-outs like Hewlett-Packard, more than 50 percent of Silicon Valley's product comes from companies of Stanford alumni. Some of the billion dollar companies that Stanford University has helped create include SUN (Stanford University Network) Microsystems, Silicon Graphics, Genetech, Amgen, Cisco Systems, Yahoo, Google and of course HP.

The Link draws on Stanford's success with the aims of:

- Encouraging and stimulating entrepreneurial behaviours from within the academic community by replicating Stanford's advances in technology entrepreneurship development
- Increasing knowledge transfer between academia and Scottish businesses by working with Stanford's technology transfer specialists to explore and implement best practices in knowledge transfer
- Leveraging Stanford's network of industrial contacts, through its industrial affiliates research group Media X, to benefit Scottish businesses through new collaborations and business opportunities

PART THREE (JUSTIFICATION)

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To date the Link has sought to achieve its goals by delivering a number of inter-related activities under its three main themes.

Market Led Research Projects

The Link currently funds commercially focused research projects in the field of speech and language technology. Every project involves academics from both Edinburgh and Stanford with some projects being delivered in collaboration with businesses.

Commercialisation

The Link's main commercial aim is to leverage the knowledge base that exists between Edinburgh and Stanford for the benefit of Scottish businesses. To achieve this, the Link has a full time commercial manager who has sought to offer Scottish Companies:

- Early access to world-beating technology and expertise in the UK and USA, to give local companies a significant competitive edge normally reserved for global corporations.
- Assistance in understanding the impact of key technologies and in the development of innovation and R&D strategies for specific industry sectors.
- Access to successful Silicon Valley entrepreneurs and venture capitalists with experience of turning innovative research into novel business models, and the subsequent creation of high-profile start-ups.

Entrepreneurship

The Link's underlying goal in this theme is to encourage start-up/spin-out activity among the academic community, by stimulating and maintaining an entrepreneurial culture. The core activity in this area has been the development and delivery of Technology Entrepreneurship and Venture Creation courses.

Summary

Across these themes, the Link has engaged with over 40 companies, with 18 research projects carried out in collaboration with partner companies, leading to 8 consulting contracts and four research contracts. Around 15 inventions have been disclosed to date, with four commercial licences and six evaluation licences signed with companies. The Link has also assisted three start-up companies.

The ERDF support will be utilised to greatly enhance the commercial focus of the Link project. Specifically, it will enable the following initiatives to take place:

- Development of a mission to Stanford and Silicon Valley to allow 5-10 Scottish SME's to explore new commercial opportunities
- An awareness raising event to encourage Scottish SME's to engage with the Link and facilitate the transfer of knowledge between partners.
- Introduction of a mentoring scheme to support growing businesses
- Independent market analysis that will be used to inform the direction of collaborative projects and will be made available to all partner companies

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The table below also summarises the key benefits of ERDF funding in terms of outputs and results:

	Total (East PLUS West)	East Region Only	
OUTPUTS		Trans	Eligible
Total No. of Instances of assistance to existing businesses	324	129	65
No of instances of assistance to existing businesses owned or managed by women	26	11	5
Total no. of existing businesses assisted	25	10	5
No of existing businesses owned or managed by women	2	1	0
Total no. of instances of assistance to new businesses	32	13	6
Total no. of instances of assistance to new businesses owned or managed by women	4	4	0
Total no. of new businesses assisted/ created	8	2	2
No. of new assisted businesses owned or managed by women	1	1	0
No. of commercialisation projects in HE, FE and research institution	10	4	2
RESULTS			
Total no. of gross new jobs created.	124	49	25
No. of gross new jobs created for women	12	6	2
Total gross jobs created through self employment	8	3	2
Total gross jobs created for women through self employment	1	1	0

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Total no. of jobs safeguarded – assume anything to keep company at forefront of technology is safeguarding	250	100	50
Gross no. Of jobs safeguarded for women	20	8	4
Increase in sales in existing businesses (£m)	£3m	£1.2	£600,000
Increase in sales in new businesses (£m)	£800,000	£320,000	£160,000
Private sector leverage (£M) - £500k	£500,000	£200k	£100k
Total no. of patents issued/ IPR registrations by businesses	20	8	4
Increased investment in R&D by assisted businesses (£M)	£500,000	£200,000	£100,000

Please note that all subsequent references to figures detailed in the following sections are project totals across both the East and West regions.

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

The Link ERDF proposal aims to increase the impact of the project by building on the successes achieved to date. With the support of ERDF funding, the Link project will carry out the following principal activities under its three main themes:

MARKET LED RESEARCH

Company driven applied research projects

The Link funds market-led research projects that not only present an opportunity for technology advancement, but also provide an initial step in the knowledge transfer process as companies are invited to assist in guiding the direction of the research. Companies then have the option to licence the technology from the Link and include the IP in their own product offering. This approach also has a clear fit with the Scottish Enterprise objective of increasing levels of R&D within Scottish businesses as it encourages companies to engage with academia in research.

To date, thirteen market-led research projects have been undertaken through the Link, with a further four planned to start on or around 1st January 2006. All projects are jointly carried out on both sides of the Atlantic, forging strong links between academic research partners. All research projects address an important research question that is of interest to both industry and the wider academic community.

ERDF support will allow a further five projects to be funded that would not otherwise have taken place. Projects will be 'applied' research, meaning that they will focus on specific problems identified in consultation with Link partner companies. These projects will build on, and benefit from, earlier Link-

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funded research. Such projects can be viewed as a pump-priming mechanism as they are likely to encourage some companies to further engage with the university, through contract research, consulting and student projects for example. The aim is to encourage companies to identify the Link, and academia in general, as a source of cutting edge research that can provide new opportunities for business creation and industrial competitiveness.

It is proposed that there will be one or two larger projects with a duration of six to nine months, in addition to two or three shorter projects at a duration of approximately two to three months. This will contribute to the Links aim of increasing engagement with businesses by providing new opportunities for collaborative commercialisation projects with the Link. It should be highlighted that no element of this funding will be received by Stanford.

COMMERCIALISATION

Commercialisation Executive

Both national and international commercialisation activities are currently carried out by the Link commercialisation manager with the support of two full time and one part-time technical staff. It is proposed that, with the support of ERDF, the Link will fund a Commercialisation Executive who will:

- Focus exclusively in ERDF regions and thus increase the intensity of commercialisation activity in these areas.
- Increase company engagement with the Link by utilising SE's network contacts in LECs, SDI and cluster teams to raise awareness and identify new companies in ERDF regions. This will include conducting regular company visits to establish close relationships.
- Encouraging existing partners to engage with the university on their own company-specific research challenges through research and consultancy contracts.
- Assist in the identification of opportunities for students of HCRC to take part in industrial placements.

Without ERDF support for this role, commercialisation activity as a whole will be significantly diminished since there is no other available source of funding. This role will play a critical part in all of the commercialisation activities that follow.

CEO Master Classes

Since its inception, the Link has established a strong network of relationships with key entrepreneurs and venture capitalists in the Stanford/Silicon Valley region. Recognising the value contained within this network, the commercialisation team regularly invites key contacts (see attached 'CEO Master Class Speakers document') to host CEO Master Class workshops that cover topics fundamental to innovative technology companies. Building links with such contacts is also valuable as many Scottish technology companies are looking to promote/sell their products into the US or partner with US-based companies.

With the support of ERDF the Link will fund four master classes each year using the learning and experience gained from the pilot phase to inform these sessions. This series of activity will:

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- Provide Link partners with access to successful Silicon Valley entrepreneurs and financiers with an in-depth knowledge of the Valley region and the latest technologies.
- Allow Scottish companies to achieve insights into key technology markets and drivers.
- Increase company engagement with the Link project.
- Stimulate interaction, networking and the transfer of knowledge and ideas between Link partner companies and potential US-based partners and suppliers.

CEO Master Classes are free to attend and in each instance, the US presenter will provide their time gratis, demonstrating their desire to share their knowledge and experience with fellow entrepreneurs.

The ERDF contribution will also enable the Link to further enhance this activity to include focused one to one sessions between partner companies and invited entrepreneurs. This will take the form of a 'surgery' whereby Link partners could draw upon specific knowledge applicable to their specific needs. The invited speaker would spend one day with each company with three or four companies participating per year. This offering will increase the level of assistance the Link can provide to some partner companies.

Awareness Raising

It is proposed that the Link project will develop an event with the aim of:

- Attracting new companies to work with the Link, and cementing a solid relationship with others.
- Encouraging the transfer of knowledge between Link partners.
- Increasing the reputation of the Link project and informing the Links future development.

The university will make available a suitable venue, such as the Playfair Library, at specially discounted rates, and will also help with the organisational and planning arrangements.

Mission to Stanford

It is proposed that the Link will develop a programme of activity for 5-10 Scottish partner companies to visit the Stanford/Silicon Valley region. This would be aimed at providing companies with the opportunity to access new networks and potential partners that cannot be achieved from the local region.

The benefits of such a visit for a participating company have been verified by the example of Affective Media Ltd of West Lothian. The company was introduced by the Link to Toyota Research in California as a direct result of the relationship between the Link and the Stanford network. Affective Media has since become a supplier of research to Toyota on two separate contracts.

ERDF funding would allow this opportunity to be promoted among Link partners and enable interested companies to access matched funding for the expense of the trip. This proposal would be developed with the support of Scottish Development International, cluster colleagues and consultation with SE's legal team to ensure that State Aid rules are respected.

Market analysis

It is also proposed that the Link will engage with a suitably qualified consultant to conduct specific market analysis assignments. This work will be used to inform:

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- The direction and ongoing development of Link-funded projects, to ensure the outputs are focused towards the latest market needs
- Link partner companies of the latest opportunities within speech and language technology, with a view to encouraging companies to work with the Link on collaborative projects to take advantage of these opportunities
- Prospective company start-ups as to the latest areas of opportunity.

ENTREPRENEURSHIP

Entrepreneurship development

The Link will continue to fund and organise activities surrounding the development and encouragement of entrepreneurship. The core activity in this area has been the development and delivery of Technology Entrepreneurship and Venture Creation courses and workshops that encourage and assist students interested in company start-up. In addition to raising general entrepreneurship awareness, these sessions provide students with access to advice and expertise in business creation, exploration of concept, market assessment, development of a business plan and pitching of ideas to potential partners and financiers.

ERDF funding will allow the Link to extend its offering to support and nurture prospective start ups from the university. This expanded activity will take the form of:

Mentoring scheme

The Link will co-ordinate a small group of mentors that will spend time with start-ups from both the entrepreneurship workshops and also partner companies to provide advice and guidance. Successful entrepreneurs in technology markets will be targeted as possible mentors, especially those that have successfully grown an international business.

Student in Residence Scheme

The Link Student in Residence scheme is designed as the first step in taking high quality students ideas through to commercial reality and will act as a pre-cursor to established schemes such as the Edinburgh Pre-Incubation Scheme (EPIS) and Enterprise Fellows.

Up to 4 students per year will be invited to pitch an innovative, technology-based business concept to the Link commercial team. If the idea is deemed to have commercial potential, they will be hired by Link for three months to explore the technology in more detail, during which time all IP will be owned by the University of Edinburgh (UoE). If, at the end of the three months, the concept has inspired the student to pursue a commercial venture based on the technology, the Link will then assist the student to connect with other schemes further down stream such as EPIS and Enterprise Fellows. At this stage the UoE will assign commercial intellectual property rights over to the new company and take a small stake (most likely in form of a convertible loan) in the company.

Summary

All of the above activities will contribute to the Link outputs. Specifically, they will increase the total number of:

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- Instances of assistance to existing business to 324, from around 100 currently.
- Instances of assistance to existing businesses owned or managed by women to 26, up from 3 to date.
- Existing businesses assisted increased to 25, from 17.
- Instances of assistance to new businesses to 32, up from 9.
- Instances of assistance to new businesses owned or managed by women to 8, from an existing 2.
- New businesses assisted/created to 8, up from 3.

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

Due to the success achieved to date, the existing delivery mechanism will remain in place with a small number of enhancements to ensure quality outputs as the Link is developed in the East of Scotland.

The project is currently managed by Scottish Enterprise and delivered by the UoE. The principal elements of the established delivery format and associated enhancements are as follows:

Market led research

- Current funding of market-led research is directed by a Proposal Review and Project Management Panel (PRMP) group which consists of University of Edinburgh, University of Stanford and SE. This group will be modified for the purposes of the ERDF funding to include only representatives of UoE and SE, since no component of the ERDF will be received by Stanford. Projects will be assessed by the UoE and SE predominately on the strength and commercial potential of the underlying technology. Project funding will be granted upon agreement between UoE and SE.
- The Commercialisation Executive will contribute to the implementation of this activity with the support of the Commercialisation Manager. Specifically, the Executive will identify areas of technology interest from companies within eligible ERDF regions that will then go on to form the basis of funded applied research projects. The Executive will work closely with both businesses and academia in the formation, monitoring and evaluation of the projects.
- Any IP resulting from ERDF funded projects will be exclusively owned by the University of Edinburgh.

Commercialisation

- The commercialisation team currently consists of representatives from the University of Edinburgh and SE with the role of providing support and advice to the commercialisation manager. The responsibilities of this team will be extended to include the management of the ERDF funding including identification and development of all commercialisation activities. Funding for these activities will be granted upon agreement between UoE and SE.
- The Link currently funds a full-time Commercialisation Manager, based within HCRC, who works with SE representatives on the commercialisation team, utilising SE's network contacts in LECs, SDI and cluster teams. The role currently involves business development, managing all IP

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negotiations, management of existing Link commercial team staff, overseeing of the entrepreneurship courses and selection of Master Class hosts. This role will be expanded to include new responsibilities, such as the supervision of new ERDF-funded staff, management of mentors and the Student in Residence scheme

Entrepreneurship development

- Student entrepreneurship workshops and information session are currently developed and implemented by the commercialisation team in collaboration with the University of Edinburgh. This system will remain in place.
- As noted in section 7(b), the commercialisation teams remit will be extended to include evaluation of proposals for the Student Start-up scheme and also identification of suitable individuals for the mentoring scheme.

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 project is submitted under Priority 1, Strategic Economic Development, Measure 1.1 (SME Creation and Development) and demonstrates an excellent fit with this measure as follows:

The overarching aim of this project directly reflects the aim of the East of Scotland Structural Fund Programme 'to create a continuing flow of profitable private sector enterprises which can then grow into national and international businesses generating employment exports and wealth'.

The outputs generated by the Link project could be associated with both measure 1.1 or 1.3 due to the multi-faceted nature of the delivery. Whilst a key aim is the technology and knowledge transfer from Human Communication Research Centre (HCRC) at the University of Edinburgh to the Scottish SME business base the overarching aim is to Create and Develop SMEs. The project will work with 25 existing Scottish companies in ERDF selected areas to generate growth and employment and create eight new companies - activities which are entirely consistent with measure 1.1.

Further the project aims to:

- Increase the formation rate of new micro businesses and SMEs in the East of Scotland with particular emphasis on supporting the establishment of new enterprises with significant growth and export potential in the leading edge sectors associated with language and speech technologies.
- Improve the growth rates and profitability of existing SMEs by strengthening their market knowledge.
- Enhance the contribution of a leading university to the creation and growth of SMEs through facilitating market lead research driven by SMEs in the region.

The project will meet these aims by:

- Improving awareness of the advantages of starting a business in the academic and student community by delivering high quality entrepreneurship classes and offering private sector and commercially focused placements to students.

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- Provision of high quality, technology and market driven strategic advice that should enable access to huge potential markets within Silicon Valley.
- Increase awareness of longer-term market opportunities by delivering high quality 'Masterclasses' by esteemed entrepreneurs.
- Encourage collaborative linkages between SMEs operating within the broad field of speech and language technology.
- Raising the awareness of the applications of leading edge technologies to raise competitive potential.

8 PROGRAMME CORE CRITERIA (Please refer to the Guidance)

8 (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 overarching aim of the Link project is to create jobs in the East of Scotland programme area through the provision of high quality entrepreneurship support and business growth activities.

The wide reaching benefits of the project can be demonstrated in the outputs expected in relation to jobs created and safeguarded:

No. of new businesses assisted/created – 8

No. of gross new jobs created – 124

Total number of jobs safeguarded – 250

Total number of gross jobs created through self employment – 8

Increase in sales in existing businesses (£m) – £3m

Increase in sales in new businesses (£m) – £800,000

In terms of new job creation, the Link will assist in the creation a number of new positions. The estimate of 124 refers to jobs created during the life time of the project, however, beyond this point it is plausible that this number will rise significantly, since it can take between three and five years to grow a language technology company from initial incorporation, to the point where accelerated and sustainable growth can be achieved. For example Rhetorical Systems, a leading speech synthesis company spun-out from the UoE, took around 3 years to grow to a peak of 50 staff, and was only able to support such growth by raising significant venture capital.

In terms of jobs safeguarded, it is here that the Edinburgh-Stanford Link can achieve major impact by keeping companies at the forefront of technology and knowledge about new market opportunities.

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It is important to note that a significant number of the jobs created and safeguarded will be of high knowledge value, vital to the continued growth of Scotland knowledge economy and future competitiveness.

The project does not expect to displace any jobs in the programme area as the entire focus is to increase growth utilising new, leading edge technologies.

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

Demand

The Link recently conducted an independent market analysis in order to inform this application which resulted in the following findings (see attached document by Enterprise Economics):

Many companies that exploit Speech and Language Technologies might actually operate within a completely different market. A clear example is that of Google. There is a strong case for classifying Google's information search and retrieval software (and services) as a Language Technology application. However, the bulk of Google revenues are from a software tool used for online advertising.

Therefore most analysts prefer to stick to the more defined notion of 'Speech Technology' when talking about market demand.

- According to Global Industry Analysts Inc, the worldwide market for Speech Technology amounted to just over \$2 billion in 2004. The USA accounts for the largest proportion of this market (57.1%), followed by Europe (27.6%), Asia Pacific (6.3%) and Japan (5.6%).
- In terms of its precise constituents, the Speech Technology market measured by GIA comprises Automatic Speech Recognition (ASR), Text-to-Speech (TTS) and Speaker Authentication (SA). Of these, ASR accounts for the lion's share of sales (95.2% in 2004). In 2004, according to GIA's estimates ASR sales amounted to \$534 million; TTS sales to \$25 million; and SA sales to \$7 million.
- GIA expect the market to grow by a compound annual rate of over 30% in the period to 2010, to reach a total size of \$3.3 billion¹. It expects ASR sales to grow fastest (35.9% pa), followed by SA (33.1%) and TTS (31.2%).
- Other analysts make similar calculations of the size of the worldwide market (albeit approximate ones) and make similar projections. Gartner calculates that the market for speech recognition telephony software (a market definition that excludes hardware and integration) for 2003 was \$200 million. However, "the value of the solutions can be between 5 to 10 times that value, so that the

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total market today for speech-enabled solutions is about \$1 billion," says Steve Cromoysen, a Principal Analyst at Gartner.

- Cromoysen also forecasts a tripling of Speech Technology revenues between 2004 and 2008, equivalent to an annual compound growth rate of 44%.
- Datamonitor also predicts that revenues from business applications of speech recognition across networks and associated technologies, including platforms, enabling software (e.g. ASR, TTS), applications, and services but excluding hosting revenues will reach \$3 billion by 2008."

Figure 2.2. The Worldwide Market for Speech Technology (2004)

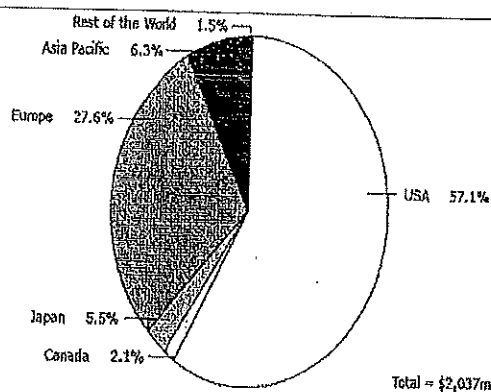
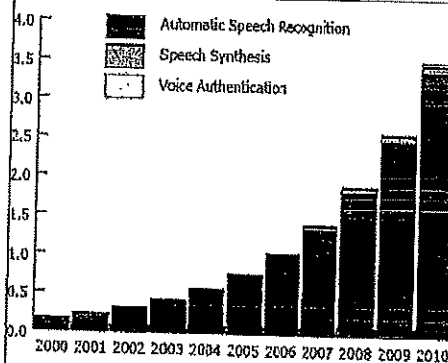


Figure 2.3. Trends in the Worldwide Market for Speech Technology (2000- 2010)



Source: Global Industry Analysts Inc

Given such strong growth predictions, it is not surprising that over the course of the Edinburgh-Stanford Link's 2.5 years development, the project has seen impressive demand for its offerings across research, commercialisation and entrepreneurship themes.

Commercialisation activity to date has resulted in 40 industrial collaborations between the Link and Scottish businesses, taking the form of research contracts, consulting contracts and funded research projects. In each case this involves academics and commercial individuals working closely to define the project and deliver the outcomes.

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Need

The Link project makes a significant contribution to the Scotland's strategic economic development priorities, detailed in 'A Smart Successful Scotland', and the corresponding operational priorities of SE, all which aim to address key failures in the Scottish market place. These issues are identified as:

- Increased commercialisation of research and innovation.
 - The University of Edinburgh has a global reputation for its advances in Language Technology research and innovation. However, many technology businesses in Scotland are unclear or unaware as to how to translate this innovation into business opportunity. To overcome this, the Edinburgh Stanford Link takes a unique three-pronged approach that:
 - Raises awareness among the business community of what the research base has to offer.
 - Encourages businesses to engage with the University and absorb the research and innovation.
 - Encourages the formation of new business ventures which can exploit the strength of the research and innovation.
- Low levels of business research and development.
 - The EU average expenditure on business research and development is 50% higher than that of Scotland, with Scottish R&D expenditure per employee at 58% of the UK level². With an intense focus on the relationship between academia and businesses, the Link will encourage companies to lever the knowledge base that exists within the university through collaborative applied research projects or consulting.
- Greater entrepreneurial dynamism and creativity.
 - The Link will address this issue through its Entrepreneurship courses and, as detailed earlier, will further develop upon this concept with the support of ERDF.
- Global success in key sectors.
 - A key priority for the Link is in realising the commercial and economic benefit of the knowledge base. Therefore the Link will play a critical role in assisting Scottish businesses to maintain a competitive advantage by keeping them at the forefront of the latest speech and language technologies.

² Business Enterprise Research and Development, Scottish Executive 2002
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- Business start up levels are low compared to the rest of the UK and many of Scotland's international competitors.
 - The Link project will address this failure by stimulating and supporting start up activity from within the academic community that will then feed directly into the pipeline of other support mechanisms.

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.

This project will be delivered by a robust partnership between Scottish Enterprise and the Human Communication Research Centre (HCRC) at the University of Edinburgh. Scottish Enterprise is the sole match funder of the project through funds secured from the Scottish Executive to create ground-breaking, commercialised and marketable products from completed academic research in the field of language and speech technology.

The project will be delivered by HCRC at the University of Edinburgh and will be governed by a formal contract between Scottish Enterprise and the University of Edinburgh.

The project will be managed by a Steering Group comprising membership from The University of Edinburgh, Scottish Enterprise and Edinburgh Research & Innovation (the university's technology transfer office). The role of the group will be to monitor progress against targets, trouble shoot delivery difficulties and offer the strategic management for the entire project.

Key to project delivery will be the partnerships built with SMEs in the region. Twenty five SMEs from ERDF targeted regions will be fully engaged in the project and enabled to:

- determine market lead research projects
- attend 'CEO Master Classes' geared to promote business growth opportunities utilising leading edge language and speech technologies

Similarly, partnership with Stanford University and its extensive network of Entrepreneurs is vital to the successful delivery. These Entrepreneurs will deliver the CEO Master Classes and assist in introducing attendees to global market opportunities.

ERDF funding will bring real added value to the project and will be utilised to greatly increase the economic impact of the commercially focused research undertaken by the Link. Without the ERDF this research would not have the wide ranging benefits to current SMEs and the number of new SMEs would be greatly reduced. The ERDF contribution will result in:

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124 new jobs created in both new and existing businesses.
8 more businesses engaged in the project.
25 businesses benefiting from ERDF funding.
8 new companies created.
250 SME jobs safeguarded.

8 (d) Infrastructure Impact

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

The project will only utilise the regions existing business infrastructure. All activities will be delivered in existing buildings.

The project is aimed at establishing and working with commercial organisations, and creating an infrastructure (people and equipment) to proactively develop commercial links. This will help provide an infrastructure that will make it possible to run knowledge transfer programs, assist business creation and undertake collaborative research. The project therefore will increase the formation of spin-out companies, and enable companies to more sustainable and competitive.

A long term positive impact will be gained from new start up companies possibly occupying and utilising existing physical incubator space that already exists within the University. In the next phase of company growth it is possible for companies to relocate to the facilities at Edinburgh Technopole, Midlothian, an ERDF eligible ward, assisting towards the economic regeneration of the area, in relation to job creation in the local community.

It is thus anticipated that the project will impact positively on the regions infrastructure by maximising the usage of existing sites.

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8 (a) 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 project has been developed in accordance with the indicators established in Meeting the Needs...Priorities, Actions and Targets for sustainable development in Scotland and seeks to minimise the impact of all resources used, energy consumed and travel undertaken during the life of the project.

Scottish Enterprise will assume overall responsibility for the environmental performance of the project. All office-based activities will encourage greater resource efficiency through the adoption of ICT to manage and monitor the performance of the project. Use of email will further reduce the project's need for a paper-based system and related stationery. All staff will be encouraged to use the paper recycling facilities.. In line with Scotland's National Waste Strategy, project staff will ensure that where practical, recycled goods and raw materials are purchased of the commercialisation projects. Likewise local purchasing will be encouraged wherever possible. The project actively contributes to the national targets set for the reduction of waste being sent to landfill. .

SE has regularly stated their commitment to the principles of sustainable development and has undertaken a range of projects and programmes, which have made a contribution to sustainable development).

There are aspects of the sustainable development agenda that are especially pertinent to the Network in terms of business opportunities and enhanced productivity.

There are opportunities for new and existing businesses to offer new products and services in the developing market for sustainable technologies and for the great majority of companies to increase their productivity through more resource efficient product and process development. There is, at least partly, a supply and demand relationship between these two types of opportunity. In addition, many businesses could enhance their competitiveness through more resource efficient products and processes. Many of the technologies associated with the delivery of this project will serve to increase use of ICT, modernise work practices within the business community for longer term, sustainability and resource efficiency.

Political Agenda

Sustainability is rising up the political agenda. There is a significant emphasis on sustainability within the Partnership Agreement with specific sections that are of particular relevance to Scottish Enterprise.

These include the following:

- economic development policies will be assessed against their impact on targets set through the Scottish Executive's sustainable development indicators;
- the development and implementation of a green jobs strategy;
- energy efficiency and the expansion of renewable energy generation are to be treated as economic opportunities as well as environmental solutions; and

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- SE will be tasked to assist the development of facilities needed for the development of new products manufactured from waste.

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

The following items were reviewed in order to determine whether any might impact on this project; the Integrated Pollution Prevention and Control directive, the Landfill Directive, the "Duty of Care" placed on waste producers by the Environmental Protection Act 1990, the Waste Electrical and Electronic Equipment directive, the Climate Change Levy, the Packaging Regulations, the Special Waste Regulations, the Water Framework Directive and the Strategic Environmental Assessment (SEA) Directive. This project will have limited environmental impact on a day to day basis but could contribute positively to environmental sustainability through the exploitation of environmentally friendly technologies.

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

Scottish Enterprise aims to encourage the rich diversity of the workplace through policies and practices which promote creativity, talent and results regardless of ethnic origin, colour, age, disability, gender, marital status, religion or sexual orientation. However as the project will be implemented by the University of Edinburgh it is appropriate to state the policy of the University.

The University is committed to equality and opportunity and has full-time designated Equal Opportunities Officer. The Officer is responsible for promoting the development and implementation of the University's equal opportunities policy and acts as a focus for both internal and external enquiries.

By ensuring compliance with the University Equal Opportunities policy and 'POLICY AND CODE OF PRACTICE ON EQUAL OPPORTUNITIES IN EMPLOYMENT' On a more practical level implementation is ensured by the following key principles;

- fair and equitable procedures are operated in relation to the recruitment, selection and promotion of staff. For the purposes of this project and the posts available job advertisements will be placed in local and international newspapers and publications, whilst reaching a world-wide audience by posting on the University's website (<http://www.jobs.ed.ac.uk/>).

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- In order to aid relocation staff taking up their initial appointment with the University are eligible for reimbursement of certain costs associated with their domestic removal.
- Staff with dependant children have access to the Edinburgh University Day Nursery. It provides high quality care in a safe, secure environment. The nursery has membership with the Scottish Independent Nurseries Association (S.I.N.A.) and has a Quality Assurance Certificate.

Further through its Disability Policy the University of Edinburgh is committed to a policy of equal opportunities for disabled staff and aims to create an environment which enables them to participate fully in the mainstream of University life. For the purposes of this policy, disability is understood in the broadest sense and, in addition to mobility and sensory impairments includes mental health problems, specific learning difficulties and medical conditions which may have an impact on day-to-day activities. This policy also extends to members of the public using University premises.

In ensuring compliance with the policies mentioned, no barriers to access or participation in the project are foreseen.

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*

Comment: James to check this with Maria. I don't think it clearly answers the question.

The Edinburgh Stanford Link is focused on delivering the value of increased collaboration by Scottish business with the universities of Edinburgh and Stanford, in the field of speech and language technology. To achieve this, the Link uses a broad spectrum of commercialisation mechanisms, including linkage/integration and collaboration with innovative SMEs. In each instance the clear objective is to accelerate the translation of innovation into economic impact.

The project has already achieved successful close linkage with the Proof of Concept program managed by Scottish Enterprise, which is also in receipt of ERDF support. Additional value has been created by the commercial assessment of recently finished and ongoing research at the UoE, resulting in two successful PoC awards made to date. The Proof of Concept application process is robust in its analysis of economic value. Both PoC awards will result in clearly commercialisable outcomes and will be supported by the Link's experienced commercial team, with a high probability that both projects will result in new company formations. The Link will continue to explore opportunities that may provide the basis for future Proof of Concept applications.

The Link has also developed a strategic relationship with ITI Life Science and worked closely with the ITI team in the formation of Cognia EU Ltd. The Link provided a central point of access from within the

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university and played a critical role in the development of the project and intellectual property negotiations. As a result, Cognia EU Ltd has taken out an option to licence a large number of software modules developed by the UoE, including some funded by the Link, to incorporate into the overall ITI LifeScience program. This linkage and the subsequent establishment of Cognia EU Ltd created 15 new jobs, and a delivered a major success for Scotland. This activity will continue as the ESL looks for opportunities across the other ITI headings of Energy and TechMedia.

The Link will continue to provide linkages to Scottish Executive programs such as SMART and SCoRe as it liaises with businesses.

The project continues to engage successfully on a national and regional basis with entrepreneurs, investors and business advisors.

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

Despite having several leading research universities, Scottish businesses have been reluctant or unable to engage with such centres of excellence for a variety of reasons. The ES Link tries to correct this. First it proactively markets new technologies being developed at the UoE, by marketing not only in technology terms, but in business/commercial terms. This frequently involves an educational role through workshops, seminars and LEC visits, and face-to-face visits. In particular, the Link alerts local business to new business models being tested in Silicon Valley well before most companies in the UK are aware of them.

It is reasonable to assume that for a technology company to grow in size, it needs to sell into the US market, however although there is little language barrier, America has very significant differences in business culture. As part of the Link's CEO Master Class activity, it aims to offer Link partner companies an informed US perspective.

Finally the link aims to create a more informed, ambitious and entrepreneurial workforce in Scotland through its various entrepreneurship development activities, student projects and networking events. Specifically, based on feedback for traditional employers of UoE graduates, the Link aims to enhance the communication skills and business acumen of UoE student's, who are already recognised for their technical expertise.

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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

The Link project aims at maximising opportunities for economic growth through the use and application of leading edge technologies. Economic growth results in increased employment, creates jobs and develops a robust, competitive sustainable economy, to the benefit of all.

The project does not directly address the issues associated with deprivation and social exclusion, however, through increasing economic activity within the region it is justifiably expected that this will have a net benefit to the entire region.

The benefits of the project are expected to have impact across the East of Scotland. Long term impact which could include second stage companies to move to, for example, The Edinburgh Technopole. As this is situated in an area of high unemployment and deprivation the project could contribute to regeneration of these areas by increasing employment opportunities.

In conclusion, the project aims to improve the performance of commercial enterprises that will impact locally in terms of servicing jobs.

8 (k) Strategic Integration

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, RDR and relevant CIs

The Link will directly meet the challenges established in a number of key national strategies:

Scottish Executive 'a programme for government'.

Creating a culture of enterprise including transferring ideas from research into successful businesses and creating 100,000 new Scottish businesses by 2010

Framework for Economic Development:

Encouraging a culture of enterprise in all Scottish life

Supporting innovation and the commercialisation of research by business and industry

Assisting new business formation and growth.

Sustainable increases in the rate of growth of productivity will be achieved by greater entrepreneurial dynamism, increasing basic research and creativity in product development, more innovation.

Research and development and technology transfer plays an important part in the innovation process and we must continue to strengthen the relationships and improve the interface between universities, further education colleges and local businesses

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Smart Successful Scotland

The project sits well with the objectives set out in "Smart Successful Scotland" which emphasises the importance of the high-tech, knowledge-based economy and the place of the research base in promoting new high growth companies. This strategy builds on the Fraser Allander Institute report¹ issued in June 2001 which highlighted some of the findings of the Business Birth Rate Enquiry. These findings included the recognition of the need; to unlock the potential in people and encourage entrepreneurial activity; to develop start-ups in key sectors; and to widen the entrepreneurial base and involve more women in starting new businesses. When the PoCF was developed it was designed to fund leading edge, commercially focussed technology which met the needs of Scotland's industry clusters.

Moreover, the Link will integrate and complement a great number of publicly funded projects, many of which are in receipt of, or have been in receipt of structural funds such as:

Proof of Concept:
High Growth Business Start-Up Unit
Scottish Co Investment Fund
Global Companies Development programme
Enterprise Fellowships
Edinburgh Pre-Incubation Scheme (EPIS)

This portfolio of projects form an integrated package of support to grow Scotland's economy and increase the competitiveness of the East of Scotland.

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.

The objective of this project is to nurture Scotland's capability in the research and application of speech and language technology, and foster the country's entrepreneurial drive with the long-term goal of creating a sustainable community that revolves around the University of Edinburgh. Mindful of this goal, there are three strands to the long term sustainability of the project.

1. The need for the Link program to continue with its commercialisation activities and its ability to secure resources beyond the ERDF and SE funding window
2. The sustainability of the individual businesses that are absorbing the research and innovation delivered by the Link
3. The enduring change in attitude within the university, among both students and staff, as well as those partner companies that have interacted most with the Link

These will be addressed as follows:

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1. The Edinburgh Stanford Link project was reviewed independently in 2005 and will undergo a further independent review and evaluation late in 2007/early 2008. This review will appraise the effectiveness of the program in achieving economic impact against the targets set by the partners. The review will also address the issues of sustainability through both SE funding and any potential EU sources. Mechanisms of private sector and other public sector support, such as the university, will also be explored.
2. The Link aims to engage businesses with the University of Edinburgh that are keen to explore the opportunities of application for Speech and Language Technology. This provides benefits of informing the research base as to the market direction and keeping the company base at the forefront of technological advances. By existing companies gaining this competitive advantage, it will ensure economic sustainability of these companies beyond the ERDF funding as they seek to integrate the latest advances into their own product offerings.
3. Every successful collaboration between the university and a company has a multiplier effect in attitude change for both communities. Academics and students are more willing to engage with business as they see that important research questions can also be applicable to the commercial market. Equally, businesses become more likely to call upon the university as they realise the commercial benefits of the local knowledge base. In the case of young start ups, long term economic sustainability might only be realised over the course of 3-5 years, but the foundation work to achieve this will be developed over the period of the SE and ERDF funding. The Link's role in this instance in stimulating innovative technology start ups will last beyond SE and ERDF funding.

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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.

Independent Economic Analysis

The project will undergo a full and independent review at the point of completion. This will provide detailed assessment of the economic impact achieved and recommendations that will inform future SE projects. This will take place late 2007/early 2008 and forms part of the SE board approval.

Reporting measures

As part of the monitoring and control of the project the Link produces quarterly and annual reports which detail specific activities and outcomes for both research and commercialisation. In addition, the Link's management structure includes a commercialisation team which meets monthly to guide and direct the commercial activity. This is comprised of representatives from SE and UoE and is also used as part of SE's operational monitoring of the project. The Link also has commercial targets which are set by the partner organisations, SE and UoE. These are monitored regularly by the Link Steering Group.

Feedback

The project uses feed back mechanisms such as questionnaires to monitor its activities.. This provides a with the opportunity to feed back into the development of the Link and for SE/University of Edinburgh to monitor success. This approach will be extended to applicable activities detailed in section 7 (b)

24 JUN 2004

Project Reference
ES/ERDF/03/11/0055



**SCOTTISH EXECUTIVE DEVELOPMENT DEPARTMENT
EASTERN 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
2. PRIORITY
3. MEASURE
4. PROJECT TITLE
5. APPLICATION TYPE

East of Scotland Objective 2 2000-2006 Programme
Priority 1: Strategic Economic Development
1.1: SME Creation & Development
The Connect Investment Readiness Programme
<input type="radio"/> Capital <input checked="" type="radio"/> Revenue

6. PROJECT SPONSOR
- Organisation Name
Address

Connect Scotland
4 Hunter Square
Edinburgh
EH1 1QW

Postcode

7. PROJECT LOCATION

East of Scotland Eligible Area

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-Feb-2003
Estimated physical start date	01-Feb-2003
Estimated date of physical completion	01-Feb-2007
Estimated date of financial completion	31-May-2007
Agency letting main contract(s)	Connect Scotland

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 (£)				98,046	94,825	107,284	108,461			408,616
b. Total eligible expenditure (£)				83,340	80,601	91,192	92,192			347,325
c. % rate of grant requested										44.00%
d. Grant requested (£)				36,669	35,464	40,125	40,565			152,823

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:

The ERDF grant will contribute towards the provision of an effective programme of activity to enhance the ability of new and existing technology-based firms to access risk capital, in particular start-up and early growth finance.

The project will provide an inclusive programme of activity providing a number of alternative entry/screening points through to effective networking to allow participant companies to access potential investors.

The project will involve both consolidating the delivery of a number of activities piloted over the past twelve months and the delivery of novel activity to provide an effective programme that will help improve the investor readiness of the regions emerging technology businesses.

The project will utilise the skills, competences and network developed by Connect over a six year period and involve the recruitment of two additional staff with specific skills to deliver novel programme activity.

FOR OFFICIAL USE ONLY						
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).

The Connect programme was established in 1996 to support the creation, development and growth of technology-based companies throughout Scotland. Connect has evolved into a nation-wide support infrastructure, unique in the mix of organisations involved from all sectors of the technology-business community. Connect's activities are focused on helping technology entrepreneurs develop their own management skills and business know-how. The network provides the channel through which they can effectively form productive relationships and access the skills and resources required to grow their business.

The purpose of this project is to allow Connect to develop an effective investment readiness programme, combining existing and novel activities to provide an inclusive, structured programme to enhance the ability of start-up and early stage technology companies to secure growth finance.

This proposal is consistent with the recommendation of the report to ESEP on 'The Evaluation of the Effectiveness of Risk Capital Funds in the East of Scotland' that ERDF support should be used to facilitate the provision of experienced business development and management advice to improve the attractiveness of business ventures to risk equity investors.

In addition, a recent Bank of England report that noted that investors are unable to invest as much as they would like because the proposals need more work before the businesses become potentially investable. The article within this report, "The Financing of University Spin-outs", noted Connect Scotland as an example of a well-established facilitation network.

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

The ERDF grant will contribute towards the provision of an effective programme of activity to enhance the ability of new and existing technology-based firms to access risk capital, in particular start-up and early growth finance.

Combining the strengths of the existing network and competences with novel, additional activities will allow the rapid delivery of an effective, inclusive programme. Technology companies will be offered:

1. Information seminars designed to fill the knowledge gap about equity as an alternative source of investment finance (Mason & Hamison).
2. One-on-one guidance with regard to the strengths and weaknesses of their investment proposition.
3. Workshops to help companies develop their product marketing, sales and channel plans, and their integration into the business plan.
4. Springboard panels comprising appropriate expert advisors to provide a diagnostic assessment of actions required to develop the company to an 'investor-ready' stage.
5. Signposting to appropriate providers of advice, know-how and resource within the network, including sources of finance.
6. The opportunity to present to venture capitalists, angels, business professionals and entrepreneurs, including presentation content/skills coaching.
7. A dedicated Connect 'champion' to ensure their effective utilisation of the network/programme.

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

The project will utilise Connect's established nation-wide support infrastructure, comprising organisations from all sectors of the technology-business community - venture and corporate venturing funds, universities, banks, corporates, lawyers and corporate financiers, start-up and early stage businesses, angels and individuals with specific management/sector experience.

This network offers a unique and highly appropriate pool of people to deliver the seminar and workshop programme, provide experienced Springboard panellists and provide advice, know-how and resource.

To implement the programme Connect would intend to recruit, on fixed term contracts:

1. A Regional Director to more effectively develop, implement, manage and promote Connect activities in the East of Scotland, focusing on the Investment Readiness programme.

The Regional Director would provide initial one-on-one guidance with regard to the strengths and weaknesses of their investment proposition and be a company 'champion'.
2. A dedicated Springboard Manager to develop, implement and co-ordinate panel sessions for individual companies.

Each of these positions is additional to existing posts within Connect Scotland. In the delivery of the programme, Connect would intend to work closely with a number of key organisations such as LINC Scotland.

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

Key outputs of the project will be:

1. The delivery of 16 'Venture Finance' seminars in the project period, to help companies understand the different sources of finance, the expectations of equity investors, and the implications of securing equity investment for the company and the management team.

Target 25 participants/seminar
2. The delivery of 6 two-day workshops, annually focusing on the development of product marketing, sales and channel plans, and soft skills, i.e. presentation and negotiation skills.

Target 25 participants/workshop.
3. One-on-one guidance to approximately 60 companies, with signposting to appropriate providers of advice, know-how and resource.
4. The delivery of 30 Springboard panels.
5. The delivery of eight investment conferences for start up and early stage businesses.

The fundamental aim of the project is to generate better investment propositions from companies within the project area. Within the project period, the project will support the development of 30 better quality investment propositions, 50% of which will successfully secure investment finance.

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

The Investment Readiness programme is consistent with key aims, objectives and scope of the Measure 1.1, namely to:

- Provide key business start-up advice and assistance, linked to practical and meaningful aftercare in the early trading period.
- Improve the growth rates and profitability of existing technology-based SMEs in the region through their adoption of improved management skills; strengthening their market and customer knowledge; and the provision of appropriate development finance.
- Enable the continued provision of enhanced demand-driven business support services that enables SME owners and managers to access effective and appropriate advice for strategic planning; market awareness and entry; production and product planning; financial systems and planning; and other corporate development requirements.
- Support business development activities that directly address the continuing market weaknesses in the provision of seed, start-up and development capital to early stage SMEs with long-term growth potential; including assistance in preparing and presenting investment applications to financial institutions, and the provision of post-investment company development support and mentoring to successful applicants.

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

i. Sustainable Development

As part of the programme, participant companies will be required to consider any environmental aspects and implications of the business as part of the business planning process.

Companies will be signposted to initiatives such as the Business Environmental Partnership and in particular to the Partnership's interactive website. The Investment Readiness Programme will also actively support companies and projects developing environmental technologies.

ii. Equal Opportunities

All participant companies will be encouraged to demonstrate an active commitment to equal opportunities goals and processes in all aspects of their business operations and be made aware of issues required to ensure that their businesses are well placed to improve their equal opportunities procedures and comply to legal/regulatory issues.

Participant companies will be provided with "Guidelines for Equal Opportunities Employers" and a "Good Practice Guide on Race, Sex, and Disability", both distributed by the Equal Opportunities Commission – Scotland, and signposted to organisations such as the Fair Play Consortium that can provide training and mentoring.

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 2000-2005	Frequency of Measurement	Method of Measurement
Instances of Assistance to Existing Businesses	148.00	Quarterly	Survey
Number of Existing Businesses Assisted	42.00	Quarterly	Survey
Instances of Assistance to New Business	64.00	Quarterly	Survey
Number of New Businesses Assisted	21.00	Quarterly	Survey

Intermediate Result	Total Forecast 2000-2005	Frequency of Measurement	Method of Measurement
Total no. of gross new jobs created	159.00	Annually	Survey
No. of gross new jobs created for women	0.00	Annually	Survey
No. of gross new jobs created for members of ethnic minorities	0.00	Annually	Survey
No. of gross new jobs created for disabled people	0.00	Annually	Survey
No. of gross new jobs created in areas defined as most in need	0.00	Annually	Survey
No. of gross new jobs directly related to environmental activity	0.00	Annually	Survey
Private Sector Expenditure Levered In By Assisted Projects (Zm)	9.20	Annually	Survey
Increase in Sales in Assisted Existing Businesses (Zm)	2.40	Annually	Survey
Increase in Sales in Assisted New Businesses (Zm)	1.20	Annually	Survey

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

The development of the project will enhance the abilities of the broad technology-business community to support the development of technology based businesses, and in particular to develop the skills and competences required to enhance the ability of such firms to secure investment finance.

13. ELIGIBLE PROJECT COSTS

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.

ITEM OF EXPENDITURE	2000 (£)	2001 (£)	2002 (£)	2003 (£)	2004 (£)	2005 (£)	2006 (£)	2007 (£)	2008 (£)	TOTAL (£)
Salaries				10,078	24,746	33,537	34,543			102,904
Travel Costs				6,552	3,469	3,573	3,680			17,274
Marketing				61,636	49,683	49,938	50,726			211,983
Administration				4,173	2,703	3,018	3,243			13,137
Capital Equipment				901	0	1,126	0			2,027
SUB-TOTAL				83,340	80,601	91,192	92,192			347,325
ELIGIBLE SITE ACQUISITION COSTS <small>i.e., the lower of either 10% of the total other eligible costs listed above, or the actual costs of acquisition.</small>										
TOTAL ELIGIBLE EXPENDITURE				83,340	80,601	91,192	92,192			347,325

14. NON ELIGIBLE PROJECT COSTS

Provide a breakdown of all the non eligible project costs for which ERDF grant is not requested (please use the generic headings listed in Annex 4 of the guidance notes).

ITEM OF EXPENDITURE	2000 (£)	2001 (£)	2002 (£)	2003 (£)	2004 (£)	2005 (£)	2006 (£)	2007 (£)	2008 (£)	TOTAL (£)
Salaries				1,778	4,367	5,918	6,096			18,159
Travel Costs				1,156	612	630	649			3,047
Marketing				10,877	8,768	8,813	8,952			37,410
Administration				736	477	532	572			2,317
Capital Equipment				159	0	199	0			358
SUB-TOTAL				14,706	14,224	16,092	16,269			61,291
NON ELIGIBLE SITE ACQUISITION COSTS										
TOTAL NON-ELIGIBLE EXPENDITURE				14,706	14,224	16,092	16,269			61,291

DATE OF SITE ACQUISITION

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:							
Connect Scotland	255,793	194,502	61,291	152,823	<input checked="" type="radio"/>	<input type="radio"/>	10-Mar-2003
PROJECT PARTNERS - Other eligible bodies that will receive ERDF grant payment through the claims process:							
					<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:							
					<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"/>	
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"/>	
					<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 bank 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 ESP							
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	255,793	194,502	61,291	152,823			

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)

Justification of the need for the project is given the report to ESEP on 'The Evaluation of the Effectiveness of Risk Capital Funds in the East of Scotland' (2001), which recommended that ERDF support should be used to facilitate the provision of experienced business development and management advice to improve the attractiveness of business ventures to risk equity investors. All business advisors and investors in the region regarded this issue as the single most important constraint on quality deal flow.

The above report also recommended that such an initiative be planned, introduced and managed as a region-wide capability.

This focus on the development of investor-ready companies is consistent with a key conclusion of the second Bank of England report (2001) on The Financing of Technology-based Small Firms (TBSFs), for encouraging the continued improvement of the financing environment for TBSFs at seed, start-up and early stages. The report suggests the need for further measures on the part of both public and private sectors to assist TBSFs to become "investment ready" and therefore better able to understand the expectations and requirements of investors.

The more recent Bank of England report (2002), 'Finance for Small Firms – A Ninth Report', continued this theme noting a common complaint from private equity investors that they are unable to invest as much as they would like because the proposals need more work before the businesses become potentially investable. The article within this report, "The Financing of University Spin-outs", noted Connect Scotland as an example of a well-established facilitation network.

The development of the Investor Readiness Programme ideally complements Connect's existing mix of activities. Connect's strong position within the market place and its existing network would allow the rapid and effective delivery of the project.

A key component of the Investment Readiness Programme relates to the development of management competences, ensuring that companies understand the expectations and requirements of investors, are able to develop a thorough, well-supported and investable proposal and effectively present it to likely investors. This again complements Connect's existing activities that are designed to help technology entrepreneurs develop their own management skills and business know-how.

In addition, the established network provides a totally unique and almost ideally matched resource that can be utilised to provide the skills and resources required to implement the Programme. The Connect network is unique in the mix of organisations involved from all sectors of the technology-business community – start-up and early stage businesses, venture capitalists, universities, banks, technology angels, technology corporates, local enterprise companies, lawyers, corporate finance and individuals with specific management/sector experience.

The development of the Investor Readiness programme is consistent with the driver to increase the effectiveness of the network, focusing Connect's resources and activities to give technology companies a structured programme of guidance and support through start-up and early growth.

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).

There is a fundamental and accepted need for companies to understand the investment process. In his seminal paper 'High Stakes for High-Tech Entrepreneurs: Understanding Venture Capital Decision Making', Ed Roberts notes that "the number of incomplete business plans that make their way to venture capitalists testifies to a too-common lack of understanding and appreciation of potential investors. For those entrepreneurs that do plan well, who present thorough, well-supported business plans, the opportunities are there".

The report to ESEP on 'The Evaluation of the Effectiveness of Risk Capital Funds in the East of Scotland' (2001), as above, offers a detailed market appraisal justifying the need for the project.

In addition, the design and delivery of the proposed Investment Readiness programme is consistent with the findings of a number of studies. The Programme comprises the key elements outlined by the Small Business Service (2001) required in an effective investment readiness programme, namely to:

- Educate entrepreneurs/SMEs about the financing options available;
- Help with developing investable business proposals; and
- Help entrepreneurs present those proposals to investors.

The project would also conform to a programme outline suggested by Mason and Harrison (2002) for an Investor Ready Support Service:

- Finance awareness seminars;
- Workshops on how to raise [early stage] venture capital;
- A diagnostic assessment to determine what support is required to bring companies to an investment ready state;
- An action plan to bring the business to an investment ready state;
- Training in presentation to investors;
- Networking businesses to potential investors.

Connect can demonstrate an unchallenged track record in terms of real delivery of high-growth start-ups, having provided a continuous programme of activities since 1996. Independent research (TechMaPP, September 2001) found that Connect is perceived by members and sponsors as delivering substantial knowledge and financial value.

Of particular relevance to this project, are the Connect Investment Conference and Springboard programmes. These events are unique in Scotland, providing a platform for companies to pitch for investment finance. Their success is indicated by the fact that over 170 companies have now presented and that the events attract investors from throughout the UK and Europe.

The Financial Times (October 2000) described the flagship Connect Investment Conference as "Scotland's pre-eminent fundraising opportunity and one of Britain's main investment showcases".

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

The development of the project is entirely consistent with the national strategy for "A Smart, Successful Scotland - Ambitions for the Scottish Enterprise Network".

The key role that Connect plays in the development of the innovative, high-growth companies in Scotland is widely accepted. Connect's activities were recognised in the report of the Knowledge Economy Task Force (1999) which acknowledged its key role in encouraging investment in new and very young companies. The Scottish Executive Report on the Knowledge Economy Cross-cutting Initiative (2001) recognised Connect's very welcome and worthwhile efforts to build a market in small, high technology finance.

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

The national development of Connect programme was part funded by an ERDF grant awarded under The SME Initiative for Lowland Scotland. The national development of Connect formed and educated a unique network of skills and resources to facilitate the creation, development and growth of new and emerging technology ventures in Scotland.

The Project was delivered through the continuous provision of seminars, briefings, workshops and forums designed to develop competencies within existing and new enterprises, the academic community and the support infrastructure. The principle element of the Project will involve the conception, organisation and co-ordination of Enterprise Workshops, Technology Briefings, and 'Meet the Entrepreneur' Seminars. Two conferences will be organised on a national basis, a venture capital investment conference and a technology partnering conference, funded through sponsorship and delegate fees.

The rationale for the programme conformed to established research evidence that the development of high growth and high technology enterprises requires interaction between the university sector, large corporations, emerging companies, regional government and support groups. Connect programmes and activities are designed to "offer a simultaneous focus on knowledge linkages which enhance competencies across a variety of sectors relevant to supporting and enhancing the formation and growth".

This grant was for £488,715. The project was successfully delivered and met its key performance indicators

This project integrates with ERDF funded projects delivered by LINC Scotland.

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).

Connect Scotland does not have the resources, financial or staff, to deliver the project without ERDF grant support. Connect Scotland will not be in a position to recruit the additional staff and acquire other resources.

The provision of ERDF grant funding and additional resources will relieve the pressure on Connect's existing resources.

18. ECONOMIC SUSTAINABILITY

Has a Business Plan been enclosed?

☐ Yes ☒ No

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

Connect Scotland is currently in the process of writing its business plan for the period 2003 - 2006.

This would be available at the end of May 2003. The plan will detail the activities outlined in this application subject to ERDF grant support being awarded.

A copy of Connect's sponsorship proposal for the period 1 January - 31 December 2003, detailing how the ERDF project would fit into Connect's established mix of activities is available as either an electronic file or hard-copy.

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).

As with the first ERDF grant, Connect would work throughout the project period to secure private sector support to maintain the Investment Readiness programme .

Connect's initial ERDF grant ceased on 31 May 2001. Since that time all activities have been continued by securing appropriate private sector sponsorship and project income, and will continue into the foreseeable future.

Connect Scotland can therefore demonstrate its ability to maintain activities initiated with the assistance of ERDF support after ERDF funding has ceased.

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).

Connect, in its activities to date, can demonstrate a good track record in encouraging participation by women, ethnic minorities and people with disabilities.

However, there is likely evidence that the proportion of women and ethnic minorities involved in the development and growth of technology businesses is poor.

The main potential barrier to access to people with disabilities is likely to relate to the availability of disabled facilities within workshop/seminar venues.

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)

All participant companies will be encouraged to demonstrate an active commitment to equal opportunities goals and processes in all aspects of their business operations and be made aware of issues required to ensure that their businesses are well placed to improve their equal opportunities procedures and comply to legal/regulatory issues.

Participant companies will be provided with "Guidelines for Equal Opportunities Employers" and a "Good Practice Guide on Race, Sex, and Disability", both distributed by the Equal Opportunities Commission – Scotland. The guidance also provides information relating to small firms on avoiding unlawful race, sex, and disability discrimination and sources of more detailed information.

Companies will also be signposted to organisations such as the Fair Play Consortium that can provide training and mentoring to increase the number of companies with active equal opportunities and related policies.

All stakeholders and participant organisations will also be expected to conform to good practice relating to equal opportunities goals and processes.

There should not be any real barriers to access and participation in this project by women and ethnic minorities on the condition that any individual has the basic skills/competences required to work for/with technology-based SMEs.

Their participation would be actively encouraged.

With regard to disabled access, venues without appropriate facilities would not be used.

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).

Connect Scotland conforms to appropriate equal opportunities legislation in recruitment and its employment practices.

Connect directors attend briefings and workshops to ensure that the Company is up-to-date with equal opportunities legislation and best practice.

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)

As part of the programme, participant companies will be required to consider any environmental aspects and implications of the business as part of the business planning process.

Companies will also be made aware of the sustainable development objectives of the East of Scotland Objective 2 Programme.

Companies will be signposted to initiatives such as the Business Environmental Partnership and in particular to the Partnership's interactive website.

The Investment Readiness Programme will also actively support companies and projects developing environmental technologies such as renewable energy and waste management, i.e bio-remediation in the offshore oil industry.

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)

N/A

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).

N/A

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).

All work relating to the project will be undertaken in-house and no work will be subcontracted to third parties.

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?

© No

De Mininis

If Yes, please provide the following details:

Amount of aid

Confirm that the aid is within the relevant ceiling

☐ No

Is the aid approved?

☐ 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).

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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).

The project will be publicised through ongoing PR activity, the Connect Scotland website (connectonthenet.com), in the Connect newsletter (Jargon) and at specific events and activities delivered as part of the project.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

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 The Connect Investment Readiness Programme

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

Connect Scotland
£255,798
Andrew McNair
Managing Director
Dolphin House, 4 Hunter Square, Edinburgh

Postcode
Signature of Designated Officer

EH1 1QW
[Signature]

Date
Contact Person for this project
Address

11-Jun-2004
[Redacted]
[Redacted]
[Redacted]

Telephone

[Redacted]

Project Partner Name
Funding Committed to this project
Name of Designated Officer
Position in Organisation
Address

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

Postcode
Signature of Designated Officer

[Redacted]
[Redacted]

Date
Contact Person for this project
Address

[Redacted]
[Redacted]
[Redacted]
[Redacted]

Telephone

[Redacted]

Contact person for this project and for the
Sponsor Organisation
Telephone
Fax Number
Email Address

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

ENCLOSURES

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

25. CERTIFICATION (continued)

PROJECT TITLE **The Connect Investment Readiness Programme**

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.

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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

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

25. CERTIFICATION (continued)

To be signed by a Designated Officer of each Private Sector Funder (using the following page if necessary).

PROJECT TITLE **The Connect Investment Readiness Programme**

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.

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

25. CERTIFICATION (continued)

PROJECT TITLE **The Connect Investment Readiness Programme**

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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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	
Aberdeenshire		
16011	Macduff-Gardenstown	Included
16012	Abercharder-King Edward	Included
16021	Banff-Hillon	Included
16022	Forres-Boydrie	Included
16031	Meethill-Glendaveny	Included
16032	Clerknill	Included
16061	Kirkcubbin-Komlegads	Included
16062	Buchanhaven-Catto	Included
16071	Fraserburgh East	Included
16072	Fraserburgh West	Included
16081	Buchan North East	Included
16082	Buchan North	Included
16092	Longside-Rainray	Included
Angus		
51011	Harbour	Included
51012	Brothock	Included
51021	Timmergreens and Elms	Included
51022	Arbuthnot and Hospitalfield	Included
51041	Carnoustie East	Included
51042	Carnoustie West	Included
52222	Sidlaw	Included
Clackmannanshire		
50111	Alloa West	Included
50112	Alloa East	Included
5021	Mar	Included
5022	Clackmannan	Included
5031	Bangie	Included
5032	Delph	Included
5041	Railfield	Included
5042	Gartnorn	Included
5052	Kilcoldry	Included
5061	Alva	Included
5062	Menzie	Included
Dundee City		
52041	Balgillo	Included
52042	Easton	Included
52052	Drumgath	Included
52061	Longhaugh	Included
52071	Birry North	Included
52072	Birry South	Included
52081	Caith	Included
52082	Midmill	Included
52091	Clephington	Included
52092	Maryfield	Included
52101	Goldside	Included
52102	Milltown	Included
52111	Central	Included
52121	Durdhope	Included
52142	Menzieshill	Included
52151	Gourdie	Included
52152	Pitlochry	Included
52161	Lochee West	Included

WARD		
Number	Name	
Dundee City (cont)		
52162	Lochee East	Included
52171	Rockwell	Included
52201	Ardle	Included
52202	Blackshade	Included
Falkirk		
6022	Victoria	Included
6031	Grahamsford	Included
6032	Dawson	Included
6041	Camelon	Included
6051	Summerford	Included
6052	Mariner	Included
6142	Banktop	Included
6151	Chacefield	Included
6152	Anthonyline	Included
Fire		
12011	Kincardine/Culross	Included
12012	Blairhall/High Valleyfield	Included
12021	Oakley South/Torryburn	Included
12031	Oakfield/Lumphrians	Included
12032	Kelty East/West	Included
12041	Hallinry	Included
12042	Inchore	Included
12051	Lochgelly North	Included
12052	Lochgelly South	Included
12071	Inverkeithing East	Included
12072	Inverkeithing West	Included
12081	Cowdenbeath Roulford	Included
12082	Cowdenbeath South East	Included
12091	Cowdenbeath Moss Side	Included
12092	Crossgates/Hill of Beath	Included
12101	Townhill/Kingslea/Halbeath	Included
12102	Dunfermline North 1	Included
12132	Rosyth West	Included
12141	Dunfermline Garvock	Included
12142	Blacklaw/St Leonards	Included
12151	Dunfermline/Woodnuff	Included
12161	Dunfermline/Aberdour Road	Included
12162	Dunfermline/Pitcottie	Included
12171	Rosyth East	Included
12172	Rosyth South	Included
13011	Burntisland West	Included
13021	Ruth	Included
13022	Linktown/Auchartool	Included
13031	Dunearn	Included
13042	Fairlie	Included
13051	Valley	Included
13052	Bennochly	Included
13061	Hayfield	Included
13062	Pathhead/Victoria	Included
13071	Snecaon	Included
13072	Sinclair town	Included
13081	Dysart/Wemyss	Included

GEOGRAPHICAL COVERAGE (continued)

Ward	Number	Name
		File (cont.)
	13091	O'Leary/Grove
Included		
	13092	East Wexham and Mudge
Included		
	13101	Denham and Savoy
Included		
	13102	Abchurch/Medium
Included		
	13111	McGinnis
Included		
	13112	Kirkland/Mountaine
Included		
	13121	Leven West
Included		
	13122	Leven East
Included		
	13131	Windham
Included		
	13132	Kennaway
Included		
	13133	Auchbury
Included		
	13134	South Park
Included		
	13135	Greenwood North
Included		
	13136	Greenwood West
Included		
	13137	Knights/Bowhill
Included		
	13138	Cardenden
Included		
	13461	Little
Included		
		Midleham
	30021	Longhead
Included		
	30022	Buston/Rosin
Included		
	30041	Blackthorn/Weston
Included		
	30042	Woodburn
Included		
	30043	Blackthorn/Weston
Included		
	30051	Easton/Mayfield
Included		
	30052	Painhead (Part)
Included		
		Moray
	19041	Arch
Included		
	19042	Postlethwaite
Included		
	19052	Ames
Included		
	19061	Pickle West
Included		
	19062	Buckie East
Included		
	19072	Kemox
Included		
	19081	Kemox
Included		
	19082	Strathisla (Part)
Included		
		Stirling
	70721	Polhouse
Included		
		West Lothian
	31021	Barnhill
Included		
	31022	Barnhill
Included		
	31023	Easton
Included		
	31033	Burnside
Included		
	31041	Polkenneth
Included		
	31042	Polkenneth
Included		
	31043	Winton
Included		

TRANSITIONAL WARDS	Number	Name
		Adelphi
	13042	Dee
	13091	Chilton Boddam
	13092	Stirling
	13093	Upper Dossie
	13094	West Dossie
	13095	Upper Dossie
	13096	Upper Dossie
	13097	Upper Dossie
	13098	Upper Dossie
	13099	Upper Dossie
	13100	Upper Dossie
	13101	Upper Dossie
	13102	Upper Dossie
	13103	Upper Dossie
	13104	Upper Dossie
	13105	Upper Dossie
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	13107	Upper Dossie
	13108	Upper Dossie
	13109	Upper Dossie
	13110	Upper Dossie
	13111	Upper Dossie
	13112	Upper Dossie
	13113	Upper Dossie
	13114	Upper Dossie
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	13125	Upper Dossie
	13126	Upper Dossie
	13127	Upper Dossie
	13128	Upper Dossie
	13129	Upper Dossie
	13130	Upper Dossie
	13131	Upper Dossie
	13132	Upper Dossie
	13133	Upper Dossie
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GEOGRAPHICAL COVERAGE (continued)

TRANSITIONAL WARDS		
Number	Name	
Falkirk		
6011	Hallexton	
6012	Graeme	
6021	Lady'smill	
6042	Woodlands	
6061	Grange	
6062	Park	
6071	Inchyra	
6072	Bowhouse	
6081	Beancross	
6082	Dalgram	
6091	Graham	
6092	Business Grange	
6101	Douglas	
6102	Dean	
6111	Deany	
6112	Dunpace	
6121	Stenhousemuir	
6122	Crownest Carronvale	
6131	Stenhouse Carron	
6132	Caase	
6141	Carbert	
6161	Shirehill	
6162	Reading	
6171	Larrieston	
6172	Palmont	
6181	Multayonside	
6182	Avon	
Fife		
12022	Orkney North/Saline	
12061	Dalgery Bay East/Aberdour	
12062	Dalgery Bay W/N Queensferry	
12111	Wellwood/Milesmark/Dunfermline North 2	
12112	Dunfermline West	
12121	Dunfermline Central	
12122	Canneyhill/Crossford	
12131	Linkeith/Dunfermline/Purevie West	
12152	Dunfermline/Linburn	
13012	Kinghorn and Burnside East	
13032	Torbairie	
13041	Dunfakir	
13082	Gallaferry/Thornton	
13111	Pitcoudie/Cadham	
13112	Mardian	
13152	Woodside	
13161	Stenton/Balgornie	
13162	Fintrach	
13172	Rimbleton	
13462	Collydean/Balgeddie	
14072	Largo	
14091	Newport-on-Tay and Wormit	
14092	Tayport and Forgan	

TRANSITIONAL WARDS		
Number	Name	
Midlothian		
30011	Penicuik South West	
30012	Penicuik North East	
30013	Glencorse/Ladywood	
30023	Poltonhall/Rosewell	
30031	North Bonnyrigg/Gasswade	
30032	Bonnyrigg South	
30033	Newtonprange	
30052	Gorebridge	
30053	Pathhead (Part)	
Moray		
19011	Bishopmill	
19012	Camdena	
19021	New Elean	
19022	Central West	
19051	Heldon	
19071	Rathford	
19082	Strathisla (Part)	
Perthshire and Kinross		
52221	Cowrie	
53061	Pitlochry	
53062	Rannoch and Atholl	
53063	Aberfeldy	
53071	Erich	
53072	Lunan Valley	
53081	Alph	
53091	East Strathearn	
53092	West Strathearn	
53112	Dunkeld	
53441	West Kinross	
53142	East Kinross	
Stirling		
7011	Argyll	
7012	Cornton	
7021	Gowanhill	
7022	Balcanquhall	
7031	King's Park	
7032	Leckie	
7041	Torbex	
7042	Borestone	
7051	Gallander	
7052	Crossachs	
7061	Dungoyne	
7062	Endrick	
7072	Sauchenford	
7081	Whins	
7082	Ladywell	
7092	Logie	
7101	Dunblane West and Kilmadock	

GEOGRAPHICAL COVERAGE (continued)

TRANSITIONAL WARDS		
Number	Name	

[illegible][illegible][illegible][illegible]

West Lothian	
31011	Preston
31012	St Michaels
31013	Hopetoun
31031	Newlands
31032	Strath
31051	Dean
31052	Knightsbridge
31053	Ladywell
31061	Grangehill
31062	Howden
31063	Barkton
31071	Houston
31072	Strathbrack
31073	Middleton
31081	Linthouse
31082	East Calder
31083	West Calder

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

All costs are directly related to project delivery

<u>Post</u>	<u>Salary (£, incl. NI/Pension)</u>	<u>Period of Employment</u>
Regional Director	11857	1 February 2003 - 31 January 2004
Springboard Manager	0	1 February 2003 - 31 January 2004
Administrator	0	1 February 2003 - 31 January 2004
Regional Director	22546	1 February 2004 - 31 January 2005
Springboard Manager	6567	1 February 2004 - 31 January 2005
Administrator	0	1 February 2004 - 31 January 2005
Regional Director	23322	1 February 2005 - 31 January 2006
Springboard Manager	16233	1 February 2005 - 31 January 2006
Administrator	0	1 February 2005 - 31 January 2006
Regional Director	23919	1 February 2006 - 31 January 2007
Springboard Manager	16720	1 February 2006 - 31 January 2007
Administrator	0	1 February 2006 - 31 January 2007

BREAKDOWN OF GENERIC COST HEADINGS (continued)

2. Capital Equipment

Expenditure Heading					
Equipment	2003	2004	2005	2006	2007
	Travel Costs	7708	4081	4203	4330
	Marketing	72513	58451	58751	59678
	Administration	4909	3180	3551	3816
	Capital	1060		1325	