

Seafish Industry Project Fund Guidance for Applicants

August 2011

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1. Background

The Seafish Industry Project Fund (SIPF) is an annual budget of up to £1,000,000 that Seafish makes available each year. It enables industry to access funds for approved projects that can be delivered in a number of ways.

The purpose of the Seafish Industry Project Fund is the research and development of solutions to UK seafood industry problems appropriate for levy funding within State Aid rules.

The concepts behind SIPF are to:

- Provide innovation grant assistance that will stimulate applied, near market technology development, production, product and process innovation and business development.
- Provide collaborative funding to stimulate high quality and strategic research to address the current and future knowledge gaps, offering widespread benefits across the industry.

1.1. Levels of funding available

There are two levels of funding available;

Level One - Innovation and Development Primer

Value – Maximum £5k

Duration – 12 months maximum

Procurement – Open competition

Matched funding requirement – 50% in cash or in kind

Purpose – There is a need to provide industry with the opportunity to engage in applied, near market technology development and innovation. The provision of a seed corn sum to facilitate the development of concepts and ideas may result in novel technologies, processes or ideas. It is important that such grants are simple to apply for, have minimal administrative burden and focus on outputs. All projects will be closely monitored by Seafish.

Level Two - Collaborative Award

Value – No cap

Duration – up to 36 months max

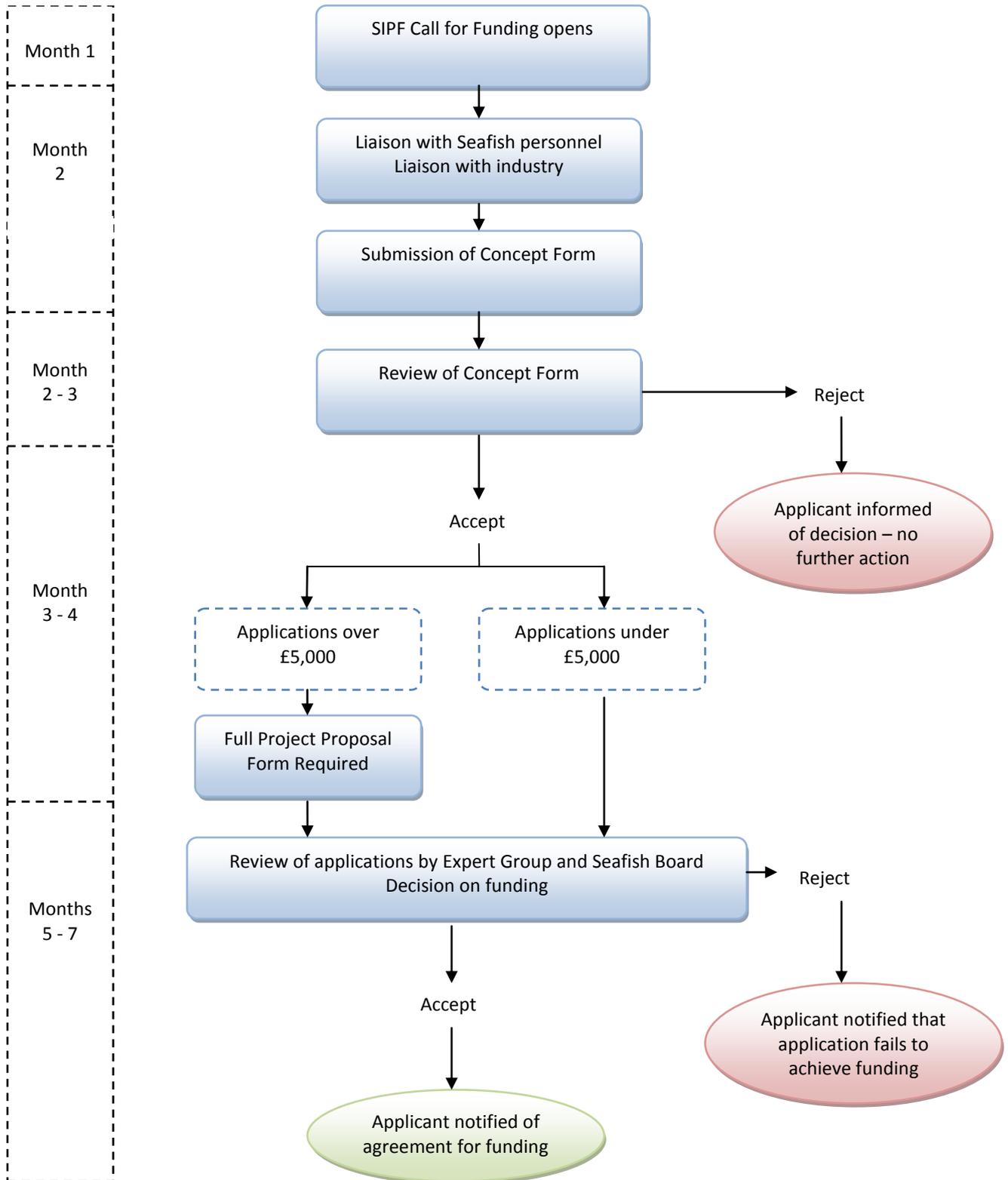
Matched funding requirement - will not require match funding; however, provision of match funding will greatly strengthen an application, as indicated by scoring criteria. As with other projects, these applications will require a strong industry sponsor. Seafish support must satisfy State Aid rules.

It is important that Seafish, in collaboration with the industry, the research community and other R&D sponsors, contributes to the development of a co-ordinated portfolio of high quality applied research. Under this heading, projects can be run through third party research institutes, in house or through Seafish, whichever is most appropriate. All projects will be closely monitored by Seafish.

2. Overview of the SIPF process

The diagram below gives an overview of the SIPF process and indicative timescales.

Outline timescale



2.1. Timescales

From start to end the SIPF process takes several months. Normally, the main application period extends from mid June to mid November but this can vary. During this period Concept Forms are submitted and, where necessary, successful applicants are requested to submit full Project Proposal Forms (for applications over £5,000).

Project Proposal Forms are typically reviewed and scored during December/January by the Expert Review Group, before being evaluated by the Seafish Executive Review Group in January/February and finally by the Seafish Board in March.

Applicants are normally informed about the outcome of their applications in April.

Concept Forms can be submitted to Seafish throughout the year, however, those received after the application period will be considered in the following year.

For each call, the information on our website will clarify the exact timescales. See Section 2.2 for web-links.

2.2. Advertising an SIPF call

Details of a new funding call are widely promoted in industry media and on our website www.seafish.org

For each call, the information on our website will clarify the exact timescales and application process for that respective call.

Specific web-pages where we provide information about the SIPF;

Sector	Weblink
Retailers	http://www.seafish.org/retailers/industry-project-fund
International trade & distributors	http://www.seafish.org/international-trade--distributors/business-support/industry-project-fund
Fishermen	http://www.seafish.org/fishermen/industry-project-fund
Processors	http://www.seafish.org/processors/business-support/industry-project-fund
Foodservice	http://www.seafish.org/foodservice/industry-project-fund
Aquaculture	http://www.seafish.org/aquaculture/what-we-do/industry-project-fund

3. Before applying

3.1. Strategic themes

Applications need to align clearly with Seafish Themes, which are;

- Consumers – improving consumer understanding of seafood.
- Environment – impacts of fishing.
- Information – production and analysis of industry information.
- Regulation – food safety and environmental legislation.
- Safety – safety at sea including fishermen’s training.
- Standards – accreditation/certification schemes throughout the supply chain.

Further information on our Strategic Themes is available from our Theme Leaders – see section 3.2.

3.2. Contacting Seafish before you apply

Applicants are strongly urged to contact Seafish Staff for guidance when completing Concept Forms or Project Proposal Forms. Seafish staff will be able to give guidance on how an application may fit together, costings, appropriateness and advice on how to increase the eligibility of an application; however, they will not fill out the forms for you.

If you have no specific contact at Seafish, you should contact a leader of one of the Strategic Themes, see below:

Strategic Theme	Theme Leader	Contact details	
Consumers	Karen Galloway	k_galloway@seafish.co.uk	0131 5248677
Environment	Mark Gray	m_gray@seafish.co.uk	01248 605038
Information	Michaela Archer	m_archer@seafish.co.uk	01472 252332
Regulation	Fiona Wright	f_wright@seafish.co.uk	01472 252333
Safety	Keir Day	k_day@seafish.co.uk	07590 774879
Standards	Mick Bacon	m_bacon@seafish.co.uk	01736 732759

For all other enquiries;

General enquiries	Marcus Jacklin	m_jacklin@seafish.co.uk	01472 252340
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3.3. About Seafish Levy

It is important that SIPF projects provide widespread benefit to the seafood industry and our levy payers.

Seafish is a Non-Departmental Public Body (NDPB) set up under the Fisheries Act 1981 to improve efficiency and raise standards across the seafood industry. We are funded by a levy on the first sale of seafood products in the UK, including imported seafood.

Approximately 80% of our funding, therefore, comes in the form of levy collected from the seafood industry. A further 20% of our funding comes from earned income from projects we undertake on behalf of paying customers. Typically these organisations include both seafood companies commissioning research and development projects, or governments seeking bespoke advice into the economic and social impact of proposed policies

Seafish levy is due on all first-hand purchases of sea fish, shellfish, and sea fish products including fishmeal landed in the United Kingdom. A first-hand purchase takes place when product is purchased from:

- A fisherman or boat owner - however when such a purchase is made through or via a fish salesman/auctioneer, payment of levy due to Seafish is made by them but is recoverable from the purchaser. It will normally be charged by the fish salesman/auctioneer as a separate item on their customer's sales invoices.
- A foreign supplier - including direct imports, purchases made from UK cold stores; goods delivered duty paid; and purchases from EU countries, including the Channel Islands and the Isle of Man.
- Fish and shellfish farmers, growers and cultivators.

Levy is also due from any UK registered fishing vessel owner, fish and shellfish farmer, grower or cultivator who lands product in the United Kingdom for subsequent sale direct to a foreign customer, or who trans-ships product within British fishery limits.

Please note - levy is not charged on salmon and migratory trout. Levy is also not charged on canned or bottled fish, or sea fish products packed in a hermetically sealed container which is processed to inhibit microbial growth at ambient temperature.

3.4. Exclusions from funding

The aim of the fund is to support work that has widespread benefit to industry. The following types of proposals will **not** be considered:

- Proposals that replicate existing knowledge or previous work.
- Proposals that seek to recover expenditure of capital cost i.e. the fund will not pay for the purchase of capital equipment. Sundries and consumables are allowed.
- Proposals deemed to be benefiting a single or select few business(es).
- Salary costs / employing people unless they are contractors hired for the delivery of a specific project or service.
- Proposals seeking to fund core activities by industry groups e.g. representation.

3.5. Frequently asked questions

Potential applicants usually have many questions about IPF and the application process. This Guidance for Applicants is designed to fully explain the application process but the following questions may also help;

Question	Answer
1. Am I expected to match funds for the project?	Yes, matched funding can be seen as a direct financial contribution e.g. EFF, research funds etc, or in-kind support.
2. What are the criteria for applying to the fund?	Information on eligibility is included in this Guidance for Applicants (Sections 3 and 4).
3. How do I maximise my chances of applying successfully to the fund?	Take advice from the relevant person in Seafish and look at the example applications in the Appendices of this Guidance. Ensure you fill the form in correctly providing supporting documentation.
4. Can a self employed industry member apply?	Yes, though an application needs a minimum level of industry support; the greater the level of industry support the greater the likelihood of success.
5. Do you require the same amount of detail for a small project as you do for a large project?	No. Initially we ask for a comprehensive concept form to be completed for all applications. Only applications requesting over £5,000 will be subsequently asked to provide a more detailed project proposal. Successful applicants requesting less than £5,000 will be asked to provide additional information prior to the projects starting.
6. Is it possible to budget for Seafish staff time as part of my project?	Yes. But this is best done by contacting a member of Seafish staff who will be able to advise you on this.
7. Can I cost my time as a contribution or cost to the project?	Yes, if it is legitimate and at a fair rate.
8. Can I use money to buy capital equipment?	No. But sundries and consumables are allowed.
9. Is there any system of appeal for unsuccessful applications?	No. There is a very robust review process that all applications go through, including industry Advisory Committees and an Expert Review Group. This is all followed by explanation to the applicants of the reasons for refusal. Unsuccessful applicants can consider resubmission in a different form at a later date.
10. Can I submit more than one application in each round?	Yes
11. When can my project begin?	Projects should not start before contracts have been finalised and agreed by Seafish and the applicant. The Seafish Project Manager will advise when the project can commence.
12. If I change the main thrust of the project after receiving funds, does this matter?	Yes, this could have an effect on funding and must be discussed with your Seafish Project Manager.
13. How is payment of the grant made?	Details of the funding are outlined in this Guidance. In summary, we normally make three payment stages; after initial

	contracts are signed, at the halfway stage and on successful completion. Payment stages are at the discretion of the Seafish Project manager
14. Will I have to pay back any money?	Payments are made against achievement of milestones, receipt of final report and review of project by an assessor. This means that overpayments are unlikely.
15. Under what circumstances can Seafish terminate the project?	Seafish can terminate the project if it is not proceeding according to the project plan, if milestones are not being achieved, or if the project is endangering the reputation of the industry and/or the health and well being of individuals. This list is not exhaustive.
16. What happens to commercially sensitive information? Will Seafish openly share project findings with my competitors?	Yes. Seafish publishes information and reports produced as a result of SIPF funding.
17. What if I am unable to carry out the work or have difficulties completing the project?	You should make your nominated Seafish Project Manager aware of any problems and discuss them accordingly.
18. What if additional, unforeseen expenses occur as a result of the project?	This would need to be discussed with your nominated Seafish Project Manager. Funds are limited so budgets are unlikely to be extended.
19. What happens if, due to circumstances beyond my control, the project is jeopardised?	Unfortunately Seafish would be unable to offer any re-funding of a project or to accept another application for a project that was not completed due to unforeseen or unavoidable complications. The best way to protect the project against this would be to have cover for the project from an insurance company; and to plan the project carefully, with particular attention to factors that could jeopardise the project.
20. What happens to any unused funds? Do I get to keep them?	No. Any unused funds left must be returned to Seafish.
21. What happens to any money I make as a direct result of the project? Does Seafish take a cut?	No
22. What happens in terms of taxes and other legally obliged payments?	The funding is paid as grants that are outwith the scope of VAT.
23. What happens in terms of insurance, if there is an accident etc when working on the project? Who covers me?	This is the responsibility of the applicant/External Project Manager and not of Seafish or the Seafish Project Manager. Applicants must insure against such eventualities.
24. Can I retain Intellectual Property Rights (IPR) for the project?	Unless otherwise stated, the ownership of intellectual property and responsibility for its exploitation rests with the beneficiary. Seafish may, in individual cases, reserve the right to retain ownership of intellectual property and to arrange for it to be exploited for the national benefit and that of the beneficiary. This right, if exercised, will be set out in an additional condition.

4. Submitting an SIPF application

Applying to the SIPF is a two stage process.

Stage 1 – Concept Form

All applicants initially complete a Concept Form, regardless of the amount of funds requested. This is a simple 2 or 3 page form that provides an overview of the work, the reasons the work is required and the level of funding required.

Stage 2 – Project Proposal Form

Following evaluation of the Concept Form, successful applicants requesting more than £5000 will be asked to submit a detailed Project Proposal Form that will be subject to additional review. Project Proposal Forms will be emailed to successful applications requesting this level of funding. The Project Proposal Form requires more details about the project including funding required, justifications for the work, benefits, value for money, level of support and a project plan.

4.1. Guidance for completing an SIPF Concept Form

The Concept Form is to provide Seafish and reviewers with a short summary of the proposed work (the concept), together with an explanation of how it would satisfy the main criteria that will be used to assess a full project proposal. An example of a blank Concept Form is included in the Appendix.

There are two versions of the Concept Form;

- Two page form for Primer projects (applications requesting £5,000 or less)
- Four page form for Collaboration projects (applications requesting more than £5,000)

Blank Concept Forms will be available to download from the Seafish website. See section 3.2 for web-links.

The application form is a Word document that is protected in certain areas and it is therefore necessary to click into the fields, as tabbing can cause extra blank rows to appear. Section 1.3 of the form has a fixed word length in each field. Sections 3.1 and 3.2 are of total fixed length. These restrictions have been introduced to try to limit applications to the specified number of pages.

In section 1.3 of the Concept Form please outline the overall aims of the work and the industry issue that needs addressing. You need to describe the main output of the work - this could be a report, a set of guidance documentation, a workshop or advisory leaflets. In the second half of section 1.3 please explain the main benefits of the work to industry.

Within the feasibility section (3.0 of the form) please summarise how you propose to do the work and demonstrate that the proposed work has a good level of relevant industry support (project sponsor). You will need to provide details about the role and function of any confirmed partners who will be involved in the project, and any potential partners. You will need to provide with your application a letter of support from the industry sponsor. Proposals without a letter to evidence industry support will not be eligible.

In section 3.3 of the form you need to provide details about funding the work, especially if any additional funding is available from other sources.

Examples of two completed Concept Forms are included in the Appendix.

4.2. Essential do's and don'ts

- Contact Seafish staff to discuss your proposal before submitting your application. Seafish staff will give guidance and help but are unable to complete the form on your behalf.
- Applications with good levels of support evident from relevant seafood industry sectors, involving collaboration with high calibre partners, will have increased chances of success. **Proposals without a letter to evidence industry support will not be eligible.**
- Applications that attract additional sources of funding will have increased chances of success.
- Large scale project proposals with a long duration (two to three years) involving several collaborators are welcomed.
- Well planned proposals usually lead to well funded projects. Proposals that lack clarity or scientific merit, or whose outputs do not link clearly to their objectives will not score well.
- Complete every section of the form; do not leave any section blank. Incomplete forms will be ineligible.
- Applications must only be submitted by e-mail as Word documents, with all supporting documentation included. An acknowledgement of receipt will be sent to the e-mail address supplied on the form.
- Applications must be e-mailed to the named Seafish recipient on the form. Do not send completed applications to other members of Seafish staff hoping that they will refer them on your behalf.
- Applications should be concise and to the point.
- Do not exceed the maximum length requirement. If it is exceeded your extra text will disappear from the sections of the form. Applications that are longer than the number of pages stated will be ineligible and rejected. Concept Forms should be;
 - no longer than two sides (for Primer projects requesting £5000 or less)
 - no longer than four sides (for Collaborative projects requesting over £5000)

4.3. Definitions of terminology

Some of the terms in the Concept Form and Project Proposal Form are used specifically to ensure applicants provide certain information about their proposals. This section provides definitions of some of the terms and headings used within the SIPF application forms. Sometimes these terms are misunderstood and some may be unfamiliar. The explanations are designed to help applicants understand the type of information requested in each section of the application.

Goal

A goal is an ambition – usually reflecting a highly desirable change in industry behaviour. For example, the goal of a work program could be to get more people to eat shellfish. Several projects can have the same goal. A goal may be ambitious but should be considered possible.

Aim

The aim(s) of a project should describe the overall purpose of the work – why the work is being done. It is a general statement. For example, the aim of a project could be to raise awareness of consumers about the health benefits of shellfish. The aim(s) of the work should help progress towards an overall goal e.g. getting more people to eat shellfish.

Objectives

The objectives of the project describe/refer to the work that will be done in order to achieve the aims. Objectives are specific and definite and, when achieved, indicate that the project has been successful. For example, the objectives of a project could be to produce a suite of information leaflets and distribute them to a select target audience. Interaction with this new information should raise awareness, which, in turn, might influence people to make different decisions.

Setting the objectives of any proposed work is one of the most important tasks. Objectives need to be realistic and achievable; do not be overly ambitious. Remember, the success of the project will be judged mainly on whether the objectives have been achieved, which usually means whether the desired output has been produced.

In summary, objectives must be 'SMART': specific, measurable, achievable, realistic and timed.

Output

An output (also called a 'product') may be defined as what is generated as a result of completing a project. It flows from the objectives, and is delivered when the objectives have been achieved. An output may include new information that can be presented in a range of formats. Examples could include; a report detailing the findings of a set of technical fishing trials; raised awareness following a series of informed discussions at a workshop; leaflets highlighting nutritional aspects of fish, demonstrations of fish filleting skills, or the production of new training material. An output can also be tangible e.g. the production of a new piece of equipment.

Outcome

This is the change in behaviour that occurs as a result of an output (product) being used. Examples include; fishing vessels deciding to use a novel net due to the benefits reported from initial trials; agreement to work together or pursue new areas of work resulting from raised awareness gained at a workshop; an organisation's improved processing ability / efficiency due to implementing new training techniques.

An outcome is a consequential change in activities resulting from using an output.

Impact

An impact may be considered to be the effect of the changed behaviour on an organisation / sector, i.e. the new situation industry finds itself in.

Many impacts are subjective and difficult to evaluate financially, for example, the ability to resolve issues more quickly due to improved relationships, or make informed decisions because complex information has been simplified/clarified.

Other impacts are quantitative and lend themselves to financial evaluation. Examples include; increased revenue from using a novel fishing net; the 'value' of catching fewer discards/a reduction in discards; cost savings due to implementing new training techniques; or consumers adopting different buying and eating patterns due to having a raised awareness of nutritional aspects of fish.

Project

A project is "a defined piece of work that is created for the purpose of delivering one or more industry outputs to satisfy a specific business case".

4.4. The detailed Project Proposal Form

Detailed Project Proposal Forms will be required for all applications requesting over £5,000 that are successful in the first stage of the review process. The Project Proposal Form will be e-mailed to the applicant with notification that their application has passed the first stage.

The Project Proposal Form is more detailed than the Concept Form, enabling a thorough assessment of the application. Additional details are requested about the project including;

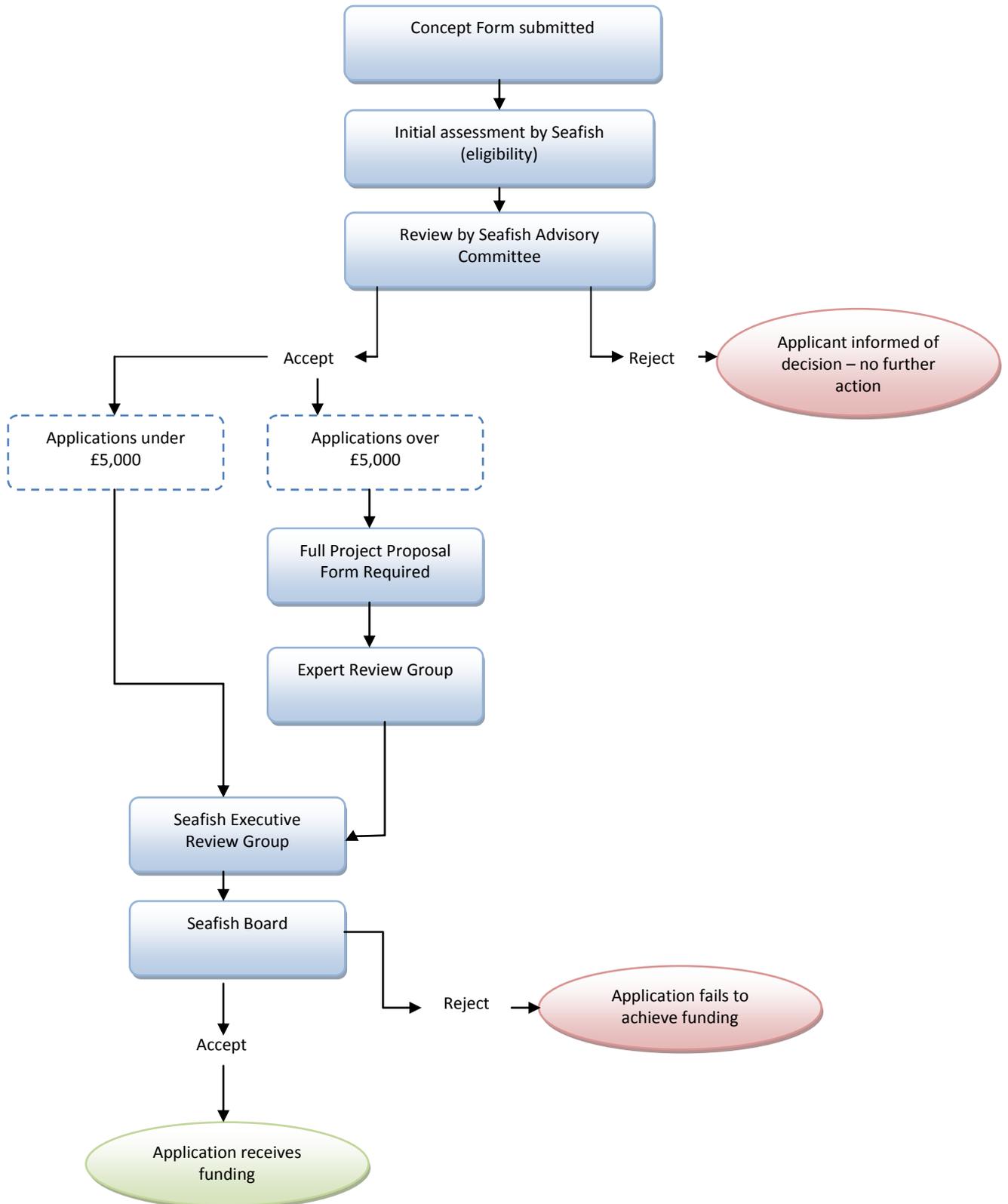
- details of the funding
- justifications for the work
- value for money / added value
- level of industry support and
- a project plan.

A copy of the detailed Project Proposal Form is included in the Appendix.

Project Proposal Forms are **not** required for applications requesting ≤ £5,000.

5. Assessing and reviewing applications

Every application is subject to a robust review that can take several months. The following diagram shows the process that applications go through after they are submitted.



5.1. Initial assessment by Seafish

All applications will be assessed initially by Seafish to ensure they have been completed correctly and that the necessary information has been provided.

At the discretion of Seafish, for applications where there is information missing, we will refer these back to applicants for further revision, if there is sufficient time before the deadline. If an applicant fails to submit a form that is filled in correctly it will be rejected.

Applications submitted after the stated deadline will not be accepted.

All applications are scored initially by Seafish, using the agreed criteria. An example Score Sheet is provided in the Appendix.

5.2. Review by Seafish Advisory Committee

The scored Concept Forms are allocated to an Advisory Committee for further review. Terms of reference for the role of the Advisory Committees in assessing applications are available in the Appendix.

Every Concept Form is scored by the Advisory Committee using the agreed criteria. An example Score Sheet is provided in the Appendix.

Scores may be weighted in certain categories, for example, the Strategic Theme that they relate to or the 'added value' of the project i.e. the additional funding the application has secured.

Consensus on scores is reached at the Advisory Committee meetings and decisions made as to accept or reject each application.

Applicants are notified of the outcome of the decision of the Advisory Committee. This will either be;

- notification that the application has passed the first stage of the review process (for projects \leq £5,000).
- notification that the application has passed the first stage of the review process and requires a detailed Project Proposal Form to be submitted (for projects over £5,000)
- notification that the application has not been successful.

5.2.1. Criteria for assessing projects

All Concept Forms will be assessed against the following criteria:-

Seafish Strategic Theme

Project concepts need to align clearly with Seafish Strategic Themes.

Industry support

Each application needs to provide evidence of a 'main industry sponsor', and provide a written letter as proof of support. A 'main industry sponsor' must be one of the following:

- a federation
- a regional seafood group
- a collective of five companies confirmed by letter of support and commitments those companies are giving.

Submissions by Government Organisations would need to provide evidence of eligible industry sponsorship.

Widespread Industry Benefit

Projects that provide benefit across industry sectors will have increased chances of success, whereas proposals deemed to be benefiting a single or select few businesses will not be funded.

Value for Money (VFM)

Seafish is required to evaluate projects to ensure that our levy (public funds) is used responsibly in a way that achieves maximum benefit for the resources used. We have to evaluate the VFM of SIPF projects to ensure that those projects representing the greatest value have the greatest chance of being selected.

VFM is defined as the benefit delivered compared with the total cost of the project. This can include; gross margin saved or generated from sales driven projects, or money saved for efficiency driven projects, or the level of significant benefit provided to an industry sector. Guidance on VFM is provided in the Appendix.

Added value

This is defined as the additional funds being provided by industry and other sources. The quality of those funds will be assessed with regard to appropriateness of in-kind support and loss of industry control through external agency support (research councils, universities). Projects with direct industry cash support will receive higher weighting.

Funding

Funding provided from the SIPF must satisfy State Aid rules.

Feasibility

This is defined as the ability of a project to deliver the project's objectives, outcomes and goals stated. An assessment of whether the project is likely to deliver the outcome and goals identified in the project and whether the outcomes and goals are proportionate to the cost of the project and use of resources. The proposal will be assessed for scientific merit and

robustness of methodologies, and timelines. Well planned proposals based on robust methodologies usually lead to well funded projects.

Capability (collaborators and partners)

The quality of the collaborators and project partners will be assessed. Consideration will be given as to whether the partners and collaborators in a project are appropriate to the project concerned, are of the right calibre and have the capabilities and resources to conduct the project.

5.3. Additional review stages

Depending on the level of funding requested, applications will be subject to additional review.

Applications requesting over £5,000, for which detailed Project Proposal Forms have been received, will be assessed further by an Expert Review Group. This Group consists of industry and scientific experts, and members of the Seafish Board.

All applications, regardless of the amount requested, will be assessed by Seafish's Expert Review Group before final review and agreement by the Seafish Board. At this stage applications will be accepted or rejected.

Terms of Reference for the Expert Review Group are included in the Appendix.

5.4. Timescale for reviewing and assessing applications

After submission of a Concept Form, we will acknowledge receipt of the form.

Within two months, we will usually inform applicants of the outcome of the initial review of the Concept Forms by the Advisory Committees.

Given the detailed nature of the subsequent review stages, it can then take an additional five months before a final decision on funding is made. Applicants will be notified of the outcome of the decision as soon as possible after all the review stages have been completed.

All communication with applicants is usually by e-mail, to the e-mail address supplied on the application form.

6. What happens after funding is awarded

Applicants should familiarise themselves with Seafish requirements for funding.

6.1. Terms and conditions of funding

All successful applications will be subject to our standard Terms and Conditions, which can be found in the Appendix.

6.2. Seafish project management

Applicants will be contacted initially by a member of Seafish staff. This will be the nominated Seafish Project Manager for the project, as appointed by the Seafish Executive Review Group.

The Seafish Project Manager will be the applicant's main point of contact at Seafish. The Seafish Project Manager is responsible for initiating the project, ensuring agreements and contracts are in place and overseeing and monitoring the delivery of the project.

Projects funded through SIPF must follow the Seafish Project Management system and all relevant paperwork should be completed. The Seafish Project Manager will be familiar with the Seafish project management system and will adhere to all Seafish rules. They are ultimately responsible for overseeing the final delivery of the project in the time given, to the allocated budget and yielding the value for money and stated objectives.

The Seafish Project Manager will agree an official start date for the work with the applicant. It is important that applicants do not start work on their projects before the necessary agreements and paperwork are in place.

In relation to SIPF projects, the Seafish Project Manager will have the power to delay or stop the project if he/she is not satisfied with the project's progress or there is an issue with delivering the claimed 'value for money', as set out in the application.

The Seafish Project Manager has the authority to raise purchase orders under the project as per Seafish rules.

6.3. External project management

All successful projects will be required to have an External Project Manager, who is usually the applicant. The External Project Manager (EPM) is a critical role in the management of projects funded through the Seafish Industry Project Fund. It is the responsibility of the EPM to ensure that the project is carried out in a well planned manner (time, cost, staff resource), delivering its milestones and objectives.

It is critical that the progress and outputs of the project are communicated widely and this necessitates the EPM to work closely with the Seafish Project Manager. Refer to Terms and Conditions for further detail (see Appendix).

The position of EPM will be held for the duration of the project after which time the project will cease. Further work may be carried out in promoting the outcomes etc, but this would not be carried out as part of the project.

The frequency of project meetings will be agreed between the EPM and the Seafish Project Manager and must take account of the value and risks associated with the project.

6.4. Payment of funds

Payment will be made in three stages;

- Stage 1 – Project initiation – 30%
- Stage 2 – Agreed milestone e.g. halfway stage – 30%
- Stage 3 – Satisfactory completion of all work – 40%

Stage 1 – Payment will be made only after the applicant has satisfied certain requirements, for example, finalising the project plan and timescales, signing the formal contract etc.

Stage 2 – The Seafish Project Manager will establish an agreed milestone with the applicant, for example, after a significant piece of work has been completed, or the halfway stage of the project. The decision to make payment at this stage is subject to agreement with the Seafish Project Manager.

Stage 3 – Final payment be made only after satisfactory completion of all the work. This may include a project report, factsheet or value for money review etc.

6.5. Reporting and publication of findings

The External Project Manager is required to maintain regular contact with the Seafish Project Manager. They are required to submit monthly progress reports in a standard template that will be provided. Monthly progress reports shall be emailed directly to the Seafish Project Manager within two working days of the end of each calendar month.

For longer term projects, such as over 1 year, more detailed 'interim' or 'milestone' reports may be requested by the Seafish Project Manager. This report shall comprise a concise summary of progress to date, progress against the planned schedule, any issues or risks identified, and work left to do. These reports will not normally be published.

On completion of the project, any reports or factsheets detailing the work will be made publicly available in the publications section of the Seafish website.

Seafish are required to evaluate all our activities to ensure that our levy (public funds) is used responsibly in a way that achieves maximum benefit for the resources used. We need to be able to evaluate the 'value for money' of projects. At the end of a project, applicants will be required to carry out an appraisal to determine whether the proposed benefits have been realised i.e. whether the project has provided 'value for money'. This will be submitted on a standard form issued by the Seafish Project Manager. Further detail on assessing 'value for money' is included in the Appendix.

Grant payments may be withheld if reporting conditions, as described, are not adhered to.

Appendices

Example Blank Concept Form

**Seafish Industry Project Fund Concept Form
Primer – Applications for £5k or less**



Please complete this form and return by **email** only to: m_jacklin@seafish.co.uk

Project Code <small>(office use only)</small>
--

<i>Office use only</i> Seafish proposal name and ref no:

1. Applicant Details:

Name:		
Company:	Position:	
Address:		
Postcode:	County:	Country: Select Country
E-mail:		Telephone:
Industry Sector: Select Industry Sector from list		

1.2 Project Title: *Please provide a simple title that summarises the proposal.*

1.3 Project Summary (350 words max for this section): *Please provide a brief description of the project describing:*

- **Overall aims:**
- **Specific objectives:**
- **Industry issue that needs addressing:**
- **The main output of the work:**

Also, please outline below how the work will help resolve the industry issue and provide widespread industry benefit (outcomes). Include estimates of financial benefits where possible.

[Control + click here to go to the next section](#)

2. Summary Project Details:

Seafish Theme: Select one only [Full details here](#)

Timescales:	Start Date:	
	End Date:	
Project Duration (months)		Location of project, ie (Eng, Scot, N.I.,Wales):

3. Feasibility:

3.1 Methodology *Please outline how the work will be done (250 words max).*

3.2 Project Sponsor: *Please name main industry organisation(s) (verified industry sponsor) supporting this proposal.*

Collaborators and Partners:
Please list all collaborators and partners who may be involved in the proposal, and explain their function and role in the work. Please indicate whether they are confirmed or proposed (100 words max).

3.3 Funding: *Please describe the funding arrangements*

Added Value Information	2011 £	2012 £	2013 £
How much money are you requesting from Seafish?			
Detail the value of any 'Cash' contribution you will provide			
Detail the value of other grant funding eg EFF			
Detail the value of any 'In-Kind' contribution you will provide			
Totals			

Example Primer Concept Form

Seafish Industry Project Fund Concept Form Primer – Applications for £5k or less



Please complete this form and return by email only to: j_rimington@seafish.co.uk .

[Concept Guidance Note](#)
[Essential Do's and Don't's](#)

Project Code (office use only)

Office use only

Seafish proposal name and ref no:

1. Applicant Details:

Name: A Fitzgerald

Company: n/a

Position: Consultant

Address: 77 Maurice Road, Plympton, Plymouth

Postcode: PL7 1NU

Country: England

Telephone: 01752 339005

E-mail: af018b7274@blueyonder.co.uk

Industry Sector: Primary processing

1.2 Project Title: *Please provide a simple title that summarises the proposal.*

Use of shellfish by-products in pre-formed bait

1.3 Project Summary (350 words max for this section): *Please provide a brief description of the project describing:*

- **Overall aims:**

To formulate and test bait preparations made from shellfish processing by-products, to assess whether they can be used for commercial baits

- **Specific objectives:**

To review the bait market in terms of types, requirements and target species preference

To undertake initial bait formulation using scallop, crab and whelk by-product material

To undertake initial water stability and animal behavioural trials

- **Industry issue that needs addressing:**

The shellfish processing sector has major problems disposing of waste or finding alternative uses for their by-products. Also the catching sector purchases bait. Both of these are significant costs.

- **The main output of the work:**

A summary report of the findings providing practical help on producing bait from shellfish by-products.

Also, please outline below how the work will help resolve the industry issue and provide widespread industry benefit (outcomes). Include estimates of financial benefits where possible.

The project will provide a pilot in SW England for the concept of using shellfish by-products as bait. It will involve industrial partners to test the concept in 'real world' conditions. The results of this project will be relevant for industry across the UK. The project focuses on a low cost solution to waste disposal which is desperately needed by processors and may offer a low cost bait solution for fishermen, providing benefit to two important sectors.

[Control + click here to go to the next section](#)

2. Summary Project Details:

Seafish Theme: Standards [Full details here](#)

Timescales:	Start Date: April 2008
	End Date: July 2008
Project Duration (months)	4

3. Feasibility:

3.1 Methodology *Please outline how the work will be done (250 words max).*

The project will consist of desk study, feed formulation and tank testing.

1. The desk study will evaluate shellfish by-products as a potential resource and its suitability for bait applications. Focus on brown crab, lobster and whelk bait preferences. Industry experience will be sought from potters and from Cornwall Sea Fisheries staff.
2. Material from scallop, crab and whelk processing will be obtained from processing companies currently undertaking flesh separation. A variety of formulation blends will be prepared variables could include: Material freshness, Binder and water content, Quantity of blended other bait additive (e.g. fresh green crab for whelk, oily fish for lobster)
3. Bait preservation and presentation will also be considered. Presentation options include: bait bags, biodegradable plastic pots, and biodegradable cotton socks.
4. Initial bait stability and animal behavioural testing will be undertaken at the National Lobster Hatchery (NLH) in Padstow. A partially partitioned raceway tank will be configured to allow bait preference trials to be undertaken.

3.2 Project Sponsor: *Please name main industry organisation(s) (verified industry sponsor) supporting this proposal.*

SAGB

Collaborators and Partners:

Please list all collaborators and partners who may be involved in the proposal, and explain their function and role in the work. Please indicate whether they are confirmed or proposed (100 words max).

National Industrial Symbiosis Programme – expertise on formulation (confirmed)
 Cornwall Sea Fisheries Committee – knowledge of commercial bait variables (confirmed)
 West Coast Sea Products – provision of samples for testing (confirmed)
 The Blue Seafood Company - provision of samples for testing (confirmed)
 Vessels (potters) – testing bait formulations at sea (tbc)

3.3 Funding: *Please describe the funding arrangements*

Added Value Information	2011 £	2012 £	2013 £
How much money are you requesting from Seafish?	5,000		
Detail the value of any 'Cash' contribution you will provide	0		
Detail the value of other grant funding eg EFF	0		
Detail the value of any 'In-Kind' contribution you will provide	5,000		
Totals	£10,000	£0	£0

Example Collaboration Concept Form

**Seafish Industry Project Fund Concept Form
Collaboration – Applications over £5k**



Please complete this form and return by email only to: j_rimington@seafish.co.uk .

[Concept Guidance Note](#)
[Essential Do's and Don't's](#)

Project Code *(office use only)*

Office use only
Seafish proposal name and ref no:

1. Applicant Details:

Name: Dr Tom Pickerell		
Company: Shellfish Association of Great Britain	Position: Director	
Address: Fishmonger's Hall, London Bridge		
Postcode: EC4R 9EL	Country: England	Telephone: 020 7283 8305
E-mail: tom@shellfish.org.uk		Industry Sector: Shellfish catch and farming
Seafish Theme: Select one only Full details here		

1.2 Project Title: *Please provide a simple title that summarises the proposal.*

Development of multiple indicator based assessment and management frameworks for edible crab and lobster fisheries

1.3 Project Summary (750 words max for this section): *Please provide a brief description of the project describing:*

- **overall aims:**
To develop a methodology for providing a multiple indicator approach for crab and lobster stock assessment
- **Specific objectives:**
 1. Develop, evaluate and apply a multiple indicator based (traffic light) approach to stock assessment for integrating signals from the different stock/fishery components in the edible crab and lobster fisheries
 2. Recommend subsequent management actions for edible crab and lobster.
- **Industry issue that needs addressing:**
The management of macro-crustaceans has long been impeded because reliable assessments and reference points are still poorly developed. This is because our shellfish stocks have been less well studied than finfish, the collection of data has been less comprehensive and because crustacea cannot be aged routinely; there is uncertainty about assessment outputs derived from length based methods.
- **The main output of the work:**
 1. The project will deliver a framework for improved stock assessment of macro-crustacean fisheries by allowing for the inclusion of multiple indicators
 2. This framework will then be used to provide much needed advice on stock status and management measures of brown crab and lobster fisheries.

Also, please outline below how the work will help resolve the industry issue and provide widespread industry benefit (outcomes).

Information since 2005 shows that English crab landings from the North Sea, hitherto increasing rapidly, began to fall in 2004, and since 2006 there has been a worrying hiatus in the previously successful Norfolk inshore fishery. Although CEFAS showed in 2006 that crab fishing mortality in the Channel assessment is moderate and possibly slightly lower than in the 1980s, and that LPUE may be stable, crab landings into England from the Channel have nevertheless been falling since 1998. In Ireland, total crab landings are still rising, but average pot number per vessel is also increasing, so that landings per unit effort (LPUE) in the main NW fishery have fallen by 50% since 1990 (Tully et al 2006).

We recognise that crab fishing is already subject to numerous regulations, including some French limits on the number

and type of pots; shellfish licensing restrictions in UK and Ireland; EU restrictions on effort in western waters; EU regional landing sizes and a permitted quantity of crab claws; UK national legislation for regional minimum sizes, various SFC byelaws on vessels, minimum size, escape gaps, crab claws and cripples. However, these measures are of varying quality and effectiveness and even though the number of vessel licenses is restricted, the fishing effort of individual vessels is not.

There is an urgent need to pre-empt future overfishing and hence prevent the need for more drastic measures later; the main goal is to find a way to manage fishing effort on brown crab stocks as soon as practicable. This goal is for both conservation and economic reasons, and the issue has to be considered at the local, regional and EU levels. Accordingly, by providing a framework to assimilate and analyse various data sources, this project will assist achieving this goal by providing improved stock status assessments and recommendations for management.

Furthermore, this project will provide a valuable examination of the validity of this approach in advance of the Marine Strategy Framework Directive which calls for “populations of all commercially exploited fish and shellfish are within safe biological limits, exhibiting a population age and size distribution that is indicative of a healthy stock.”

Lobster fisheries are primarily managed, as with crabs, using technical measures and the UK government has recently consulted on potential changes to these. Although the technical problems for assessment are less severe than for crabs, there is some overlap between crab and lobster fisheries and their management. The project will seek to address this by considering and synthesising information for both species in the framework where this is possible. This project will put into place a framework that will help to underpin and secure current good management practice, or avoid potential future problems. Either way it is win-win.

[Control + click here to go to the next section](#)

2. Summary Project Details:

Timescales:	Start Date: April 2009
	End Date: march 2011
Project Duration (months)	24

3. Feasibility:

3.1 Methodology *Please outline how the work will be done (400 words max).*

This project will develop a methodology for interpreting time series of catch per effort data from sub-sets of individual vessels, and combining these with various proxies for stock, recruitment and fishing mortality derived from sea-based length sampling, into a multiple indicator (traffic light) reference point framework and assessment application. These would then be used to provide much needed advice on stock status and management measures of brown crab and lobster fisheries.

Currently Cefas has been developing stock assessments for crabs and lobster fisheries based around the use of catch rate times series as abundance indices and equilibrium length based assessment (Length Cohort Analysis (LCA)) and per recruit analysis. A multiple indicator based approach would provide a mechanism to formalise the consideration of multiple individual vessel catch rate data as well as the interpretation of these data together with results from the LCA and per recruit analysis. It could also permit the consideration of any further additional data (e.g. relating to recruitment, from surveys or derived from length distributions and maturity ogives) should they become available. Similarly, the framework could be developed to allow consideration of both crab and lobster fisheries and their interactions, although this would add complexity as the fisheries may operate at different spatial scales with varying amounts of overlap and interaction.

In the first instance the framework would utilise assessment outputs (e.g. catch rate time series, F relative to reference points) produced independently using other software and would provide the means to synthesise, combine and present these multiple indices in a coherent way. However, in the future it could be extended to incorporate these components if this were considered necessary and advantageous

3.2 Project Sponsor: *Please name main industry organisation(s) (verified industry sponsor) supporting this proposal.*

This project is fully supported by the SAGB and the members of the SAGB crustacea committee.

The Scottish Fishermen’s Federation also fully support this project and it sits alongside an SFF project looking at management measures for macro-crustaceans used around the world.

South Devon & Channel Shellfishermen’s Association support this project

Collaborators and Partners:

Please list all collaborators and partners who may be involved in the proposal, and explain their function and role in the work. Please indicate whether they are confirmed or proposed (200 words max).

Mike Smith (CEFAS) – Consultant undertaking the work. CEFAS are confirmed project partners and had committed 50% funding

3.3 Funding: *Please describe the funding arrangements*

Added Value Information	2011 £	2012 £	2013 £
How much money are you requesting from Seafish?	£21,500	£17,650	
Detail the value of any ‘Cash’ contribution you will provide	£21,500	£17,650	
Detail the value of other grant funding eg EFF	£0	£0	
Detail the value of any ‘In-Kind’ contribution you will provide			
Totals	£43,000	£17,650	

Blank Project Proposal Form (only for applications > £5,000)

Seafish Industry Project Fund Proposal Form



Please complete this form and return by email only to:
m_jacklin@seafish.co.uk

This project proposal form consists of sections:

- | | |
|---|---|
| 1. Applicant's details and project overview | 5. Benefits to Industry |
| 2. Project Summary | 6. Project Financials |
| 3. Justification | 7. (7a) Project Plan and (7b) Project Schedules |
| 4. Project Details | 8. Appendix |

Project Code (office use only)
SIPF0010

Office use only
Seafish proposal name and ref no:

1. Applicant Details:

Name:		
Company:		Position:
Address:		
Postcode:	County:	Country: Select Country
E-mail:		Telephone:
Industry Sector: Select Industry Sector from list		

1.2 Project Title: *Please provide a simple title that summarises the proposal.*

1.3 Project Summary (200 words max): *Please provide a brief description of the project aims and how it will be carried out.*

2. Summary Project Details:

Seafish Theme: Select one only Full details here	Project Category: <i>(for admin purposes only)</i>
Financial Year project scheduled to start: 2011/12	

Timescales:	Start Date:	
	End Date:	
Project Duration: (months)		Location of project activities: (Eng, Scot, N.I., Wales)

<i>(Seafish admin purposes only)</i>	
Total project cost (£)	
Seafish Labour costs (£):	
Cost Benefit Ratio: (VFM/Costs)	

3. Justification (Industry needs and support)

3.1 Industry issue: *Please explain the industry issue that your project will address and who needs the solution.*

3.2 Project sponsor: *Please name main industry organisation(s) (verified industry sponsor) supporting this proposal and describe the level of industry support for your project.*

3.3 Collaborators and Partners:

Please list all collaborators and partners involved in delivering the project, and explain their role and function. Please indicate whether they are confirmed or proposed.

You must also attach a letter of support from the main industry sponsor, if different from the letter submitted with your Concept Form. If necessary, paste a pdf of the letter in Appendix 1.

4. Project Details:

4.1 Aim of project: *Please summarise the aim(s) of the project (this should be an extract from answer to 1.3)*

4.2 Objectives: *Please number and detail the key objectives of the project (see guidelines for difference between aims and objectives)*

4.3 Method: *Please outline how the project will be undertaken. One A4 side max (minimum font size 10pt)*

4.4 Outputs: *Please describe the expected outputs (deliverables) of the proposed work.*

4.5 Issues and Risks:

Please outline any current issues (problems) that might prevent the objectives from being achieved, and any risks (threats) that may prevent the project being delivered. Briefly indicate measures to reduce risks and what actions could be taken to reduce impact if risks actually occurred.

Please indicate if the project would proceed without Seafish support.

5. Benefits to Industry

5.1 What benefits will arise as a result of delivering the proposed project and how will they arise? *(Please refer to guidelines before completing this section).*

(a) Benefits: *Please explain how the output from the project will lead to widespread industry benefit (outcomes) ie changes in industry's behaviour or in government decisions, which ultimately will have a positive impact on an organisation's performance.*

5.2 Value for Money (VFM)

Method(s) used to estimate value of benefits: *Please explain how you plan to measure or estimate the value of each type of benefit resulting from the completed project or using the output from the project (eg raised awareness about an issue or improved relationships between stakeholder groups, or sales increased by £x or costs reduced by £x). Please refer to guidance on 'value for money' provided on the Seafood Information Network.*

VFM estimate: *Please estimate the value of the benefits that will arise as a result of the project. Please refer to guidance on 'value for money' provided on the Seafood Information Network. Show your calculations, assumptions, rules of thumb and other workings here:*

6. Project Financials

Funding details of Proposal: (All costings to include VAT). Enter only numerical values. Please complete all boxes; if no funding is provided by 'Sources of other funding' please enter zero (0) in box.

		Yr 1 (2011/12) £	Yr 2 (2012/13) £	Yr 3 (2013/14) £	Total £
Amount of cash requested from Seafish Industry Project Fund					
Sources of other funding: <i>Please indicate source and whether the funds are confirmed or proposed.</i>	Cash Contribution: <i>Source</i> <i>Confirmed/proposed (delete as appropriate)</i>				
	Other Funding Contribution: EFF <i>Source</i> <i>Confirmed/proposed (delete as appropriate)</i>				
	In-Kind Contribution: <i>Source</i> <i>Confirmed/proposed (delete as appropriate)</i>				
Totals: (amount requested from Seafish Industry Project Fund + sources of other funding).					

Cost of Project: (Please itemise main costs – eg staff, consumables, equipment, travel, project administration etc.)

Main Costs	Yr 1 2011/12	Yr 2 2012/13	Yr 3 2013/14
Totals (these should be same as totals in funding table above)			

Seafish Staff Time:

	Yr 1 2011/12	Yr 2 2012/13	Yr 3 2013/14
<i>(Please indicate how much time, in days, you anticipate is required of Seafish staff to work on the proposal – excluding their time to administer the project.)</i>			

Additional Information: One A4 side max (minimum font size 10pt)

7a. Seafish Industry Project Fund Proposal Form: - Project Plan
 (Use this document to identify tasks and milestones, and schedules associated with carrying out the project. Use one sheet for each financial year. If the project lasts more than one year, please copy and paste this page onto a separate sheet and change date of financial year.)

Project Title		Project Originator											
Project Code		Project Owner											
Version:		Task Name /activity											
Approved:		Project Partners											
Activity dates: Financial Year 1 (2011/12)		Days											
Ref	A	Ma	Ju	Ju	Au	Se	Oc	No	De	Ja	Fe	M	
Phase 1 -													
1													
2													
3													
Phase 2 -													
4													
5													
6													
Phase 3 -													
7													
8													
Administration													
													Invoice payments
													Estimated monthly costs
													Reportings

7b. Seafish Industry Project Fund Proposal Form: - Project Schedule <i>(Use this sheet to describe in more detail who will carry out specific tasks and what activities will be required.)</i>			
Ref	Task Name	What does this mean and include (activities)	Who and how delivered
		Phase 1 –	
		Phase 2 –	
		Phase 3 –	

8. Appendices

Appendix 1 (*insert letter of support from main Industry Sponsor, if different from letter submitted with Concept Form*)

Example Concept Form Scoring Sheet

Evaluation Criteria	Assessment Basis	Score	Comment														
Service Theme	<p>Allocate a score to the project, depending on the main Service theme the project will benefit.</p> <table border="1" data-bbox="352 472 826 712"> <tr> <td>Environment</td> <td>1</td> </tr> <tr> <td>Safety</td> <td>1</td> </tr> <tr> <td>Regulation</td> <td>1</td> </tr> <tr> <td>Standards</td> <td>2</td> </tr> <tr> <td>Information</td> <td>3</td> </tr> <tr> <td>Health</td> <td>5</td> </tr> <tr> <td>Consumers</td> <td>5</td> </tr> </table>	Environment	1	Safety	1	Regulation	1	Standards	2	Information	3	Health	5	Consumers	5		
Environment	1																
Safety	1																
Regulation	1																
Standards	2																
Information	3																
Health	5																
Consumers	5																
Value for Money	<p>Does the proposal represent good value for money? Does the justification stand up to scrutiny? Does the project provide financial or other types of benefit to industry?</p> <p><u>Subjective Evaluation</u></p> <p>Please score the main benefits of the work using a scale of 0 – 7; 0 = no value, 7 = highly significant value.</p>																
Added value	<p>Does the project attract additional funds or grants (confirmed) from industry partners, or In-Kind funding? Proposals that attract additional funding will score highly.</p> <p>Cash + grant contribution: 5-24% - score 2 Cash + grant contribution: 25-49% - score 3 Cash + grant contribution: 50-100% - score 4</p> <p><i>Plus</i> In-kind additional funding: 5-24% - score 1 In-kind additional funding: 25-100% - score 2</p> <p>(sum scores to a max of 5)</p>																
Feasibility	<p>Will the project deliver the stated outputs and deliver real and applied benefits to industry?</p> <p>Project methodology; team, costs, timelines are sound – score 0, 1 or 2; if proven track record score 3</p>																
Total Score (maximum score is 20 points)																	

Terms of Reference: Review Groups

Advisory Committees (AC's)

Constitution

The Seafish Management Group and Board agree to task the Seafish Advisory Committees (AC's) to assess relevant project proposals submitted under the Seafish Industry Project Fund.

The primary role of the Advisory Committees is to appraise projects submitted under The Seafish Industry Project Fund, ensuring that they meet the needs of the seafood industry and offer good value for money.

The Advisory Committees are constituted to work with and complement the work of the Expert Review Group (ERG) and the Executive. The ERG is a sub committee of the Seafish Board and has a similar “terms of reference” document.

Membership and meetings

Seafish will appoint/invite members to the Advisory Committees.

A member of the Seafish Board will chair each meeting, with Seafish staff providing secretarial support.

Meetings of the Advisory Committees will be held twice a year to agree project themes and review proposals for the forthcoming budget year.

The quorum for an Advisory Committee meeting will be half the members and must include the Chairman or Deputy Chairman.

Powers of the Advisory Committees

Advisory Committee members will be issued with criteria against which suitability of project proposals will be considered prior to the meeting along with a list of projects for review. The Advisory Committees are authorised by Seafish to commend, pass or decline a project.

Process of Advisory Committees

Advisory Committee members will be issued at least two weeks in advance with a list of projects and summary data along with a full copy of the application form to be considered at the meeting.

Advisory Committee members will be expected to review allocated projects prior to the Committee meeting and score each according to the criteria given in the committee papers.

Advisory Committee Responsibilities

To ensure complete and consistent information is made available, which allows the Committee members to fairly appraise each of the projects presented before it.

To document and communicate in a clear and consistent manner the decisions reached onto the Seafish Executive / Directors.

Terms of Reference: Expert Review Group (ERG)

Constitution

The Seafish Board agrees to establish a committee to be known as the Expert Review Group (ERG). The primary role of the ERG is to assess project proposals for inclusion in the Seafish Three Year Plan and in each year's annual budget.

Membership and meetings

The Project Management Group will appoint three members to the ERG, one member with experience in the primary end of the supply chain, a second with experience further down the chain incorporating import through processing and on towards the consumer, and potentially a third to complement any other perspective deemed appropriate, usually technical. If necessary, persons deemed to be technically competent in the field of seafood research will be recruited to the ERG.

Seafish Board members will be appointed to the ERG at the first Board meeting in any calendar year, and serve for the period of that year. They may be re-appointed individually but at least one appointed member must change every other year. The Seafish Chief Executive and Operational Director will be members of the ERG.

An appointed Board member will chair ERG meetings; if unavailable, another Board member or the Seafish Chief Executive may chair the meeting. For administration purposes the Seafish IPF Co-ordinator will also attend the ERG meetings to keep records and provide additional support if necessary.

Powers and process of the ERG

The ERG will review scored project proposals against agreed criteria. The ERG has the power to rescore or reject project proposals.

The ERG is authorised by the Board to seek whatever information about any project proposal it requires to form an opinion about that project's suitability. The executive will report to the Board, as required, on behalf of the ERG.

ERG Responsibilities

- To carry out a quantitative and qualitative evaluation of every proposal.
- To recommend project proposals for acceptance, declining or deferral.
- To provide explanations of all recommendations to the Board upon request and for any decline or defer decisions, in a style appropriate for the public domain.

Reporting

Evaluations of proposals will be forwarded to the Seafish Executive in a timely manner.

Terms and Conditions

The SEA FISH INDUSTRY AUTHORITY (a statutory body established under the Fisheries Act 1981), 18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS (“**Seafish**”) awards funding to successful applicants according to these terms and conditions.

- 1. Work** – Seafish awards funding to undertake work set out in the Project Proposal Form and in this Guidance for Applicants document. The beneficiary of the grant agrees to undertake the Work in accordance with these terms and conditions.
- 2. Term** - The Work will commence on and will be completed by the dates indicated on the Project Proposal Form and Project Plan.
- 3. Payment** – Payments will be made in accordance with the payment provisions set out here; 30% on grant of award subject to the Seafish Project Manager receiving from the applicant confirmation of any other proposed/confirmed funding contributions, an acceptable project plan and confirmed acceptance of the terms and conditions, 30% on receipt of qualifying interim report and 40% on satisfactory completion of the project. Seafish agrees to make payment within 30 days of receipt of a valid claim.
- 4. Value for Money (VFM)** - The applicant will be required to supply on the Project Proposal Form an estimate of the value (qualitative and financial benefits) to industry of the outcomes of the work. Applications lacking a value for money estimate will not be eligible. Guidance on VFM evaluation will be provided mainly by the Seafish Project Manager allocated the project. At the end of the project, the applicant will be required to carry out an appraisal to determine whether or not the proposed benefits (qualitative and financial) have been realised. The final payment (40%) will be subject to this ‘value for money’ exercise being carried out to the satisfaction of Seafish.
- 5. Taxes** - The beneficiary of this grant shall pay all taxes and other outgoings or expenses payable in consequence of the project and shall fully indemnify Seafish in respect of any demand, costs or expenses suffered by Seafish in relation to any tax or employer’s National Insurance contributions or expenses payable in respect of its employees, agents or permitted sub-contractors or in relation to the provision of the Work.
- 6. Standard** – The beneficiaries agree to undertake the Work: (a) with all reasonable skill and care and in accordance with best practice in the industry; (b) in a proper, diligent, expeditious and professional manner; and (c) in accordance with any reasonable policies or guidance supplied by Seafish.
- 7. Materials** - The beneficiary shall provide all materials and equipment necessary to carry out the Work.
- 8. Failure** – In addition to the rights set out in clause 8, in the event that the beneficiaries fail to perform the Work to a satisfactory standard, Seafish may request that the beneficiaries remedy the failure by providing the beneficiaries with details of the nature

of the complaint. If, after reasonable notice, the complaint remains unresolved, Seafish may: (a) suspend all further payments to the Beneficiaries until the complaint is remedied to the reasonable satisfaction of Seafish; and/or (b) make any or all further payments to the Beneficiaries subject to such reasonable conditions as Seafish may specify.

- 9. Termination** – Seafish may terminate the Project by written notice if the Beneficiaries: (a) commit a material breach of this Project; (b) fail to rectify a complaint notified to it in accordance with clause 8 within a reasonable period of notice; (c) cease to carry on business; or (d) become insolvent, apparently insolvent, has a receiver, manager, administrator or liquidator appointed in respect of its assets or business, or suffers any similar action.

In the event that Seafish terminates the Project in the manner described above, Seafish is entitled to demand immediate repayment of (in which case the Beneficiaries shall immediately repay) the whole or part of any payments already made to the Beneficiaries which relate to the Work which has not been satisfactorily performed.

Seafish may also cancel any part of the Work due to unforeseen circumstances beyond Seafish's control, by giving the Beneficiaries notice to that effect. In such circumstances the parties shall use its reasonable endeavours to agree the amount by which the fees payable by Seafish under this Project shall be reduced on a pro rata basis, to take account of the fact that the part of the Work is no longer required.

10. Limits on Liability -

10.1 Subject to clause 12 and the provisions of this clause 9, the aggregate liability of either party for any breach of the terms of this Project (including delict, tort, negligence or otherwise) shall be limited to the amount of the grant awarded.

10.2 Subject to clause 12 and the provisions of this clause 9, neither party shall be liable to the other for any: (a) indirect, special or consequential losses or damage; or (b) loss of profit, business, or revenue; which arise out of or in connection with this Project.

10.3 Nothing in these terms and conditions excludes or limits the liability of either party for death or personal injury caused by that party's negligence or from fraudulent misrepresentation.

- 11. Confidentiality** – Both parties undertake to treat any confidential and proprietary information disclosed to it by the other party as secret and confidential and will not use it for its own benefit or the benefit of any other party, other than for purposes required or permitted by this Project or as are otherwise required to make use of the Work. Neither party will disclose the other party's confidential information without the prior written consent of the disclosing party, other than to such of its employees who reasonably require to have same and are bound by duties of confidentiality.

For the avoidance of doubt, the obligations set out in this clause will not apply to any information: (a) which is or enters the public domain (other than as a result of a breach

of the terms and conditions); (b) that has been developed by the receiving party independently of disclosure; and/or (c) which requires to be disclosed by law, (including disclosures under the Freedom of Information Act 2000).

The beneficiary agrees to assist and co-operate with Seafish in connection with any request for information made to Seafish under the Freedom of Information Act 2000 or any other relevant statute.

12. Commercial Exploitation – Unless stated otherwise, the ownership of intellectual property, and responsibility for its exploitation, rests with the beneficiary. Seafish may, in individual cases, reserve the right to retain ownership of intellectual property and to arrange for it to be exploited for the national benefit and that of the beneficiary. This right, if exercised, will be set out in an additional condition.

It is the responsibility of the beneficiary, and all engaged in the work, to make every effort to ensure that any potentially valuable results obtained in the course of the work are exploited, and that there is suitable return to the beneficiary from any such exploitation.

Collaborative arrangements are expected to be put on a formal basis through an agreement covering the contributions and rights of the organisations and individuals concerning exploitation. Such arrangements must be in place before the work begins. The terms of collaboration agreements must not conflict with Seafish terms and conditions for industry project funds.

13. Indemnity - The Beneficiaries shall indemnify Seafish in respect of: (a) any breach or non-observance of the obligations incumbent upon them in this Project; (b) from any breach of the warranties provided; and (c) from any claim that the Resultant IPR infringes (or allegedly infringes) the rights of any third party.

14. Insurance – The Consultant shall effect and maintain at all times during the term of this Project, adequate insurance cover (including professional indemnity insurance) to cover liabilities under this Project, with a reputable insurer.

15. Property - The Beneficiaries will not have any rights to Seafish property (including but not limited to information and data) and will promptly return all such property belonging to Seafish in its possession when asked to do so by Seafish or on the expiry or termination of this Project.

16. Data Protection - The Beneficiaries undertake to comply with the provisions of the Data Protection Act 1998 and will only process data related to the Work for the benefit of and on the instruction of Seafish. The Beneficiaries agree to take all appropriate technical and organisational measures against unauthorised or unlawful access or processing of data and against accidental loss, damage or destruction of personal data, as required under the Data Protection Act 1998.

17. Sub-contract/Assignment - The parties hereby agree that no sub-contracting is permitted by either party without the prior written approval of the other. Neither party

shall be entitled to assign any part of the burdens or benefit of this Project without the prior written consent of the other party.

- 18. Waiver** - The failure of either party to exercise or enforce any right conferred upon it by this Project shall not be deemed to be a waiver of any such right or operate so as to bar the exercise or enforcement of such right at any time or times in the future.
- 19. Publicity** – Publications and other forms of media communication, including media appearances, press releases and conferences, must acknowledge the support received from Seafish, and will be subject to Seafish approval.
- 20. Independent Contractor** – The parties are independent contractors and nothing in this Project shall constitute, nor imply the constitution of, any partnership, association, joint venture or any relationship of principal and agent between the parties.
- 21. Entire Project** – These terms and conditions supersede all prior arrangements and sets out the entire project and understanding between the parties relating to the provision of the Work.
- 22. Variation** - No variation of any of these terms and conditions shall be effective unless it is agreed in writing and signed by both parties.
- 23. Force Majeure** - If either party is prevented from or delayed in performing any obligations by reason of any circumstances beyond its reasonable control it shall be excused performance to the extent affected by such circumstances, so long as it shall both give prompt notice to the other party and use all reasonable commercial endeavours to remove or avoid such circumstances cause or effect.
- 24. Governing Law** – These terms and conditions are made under and governed by Scots Law and the Scottish courts will have exclusive authority to settle any dispute arising under or in connection with it.
- 25. Seafish Website** - The Work will be managed through the Seafish website.
- 26. Concept Form** – please note that the maximum length permitted of a Concept Form is two sides A4 sheet (Primer projects), or four sides A4 sheet (Collaborative projects). Concept Forms exceeding these limits are ineligible and may be rejected.
- 27. Project Management** - Successful applicants will be required to provide evidence/confirmation of any other proposed/confirmed funding and ‘in kind’ contributions, an acceptable project plan and confirmed acceptance of the ‘Terms and Conditions’, prior to release of initial payment. An acceptable project plan shall describe in detail the expected outputs of the proposed work.

Estimating the expected value for money of an SIPF project.

These guidelines can help you estimate the expected value for money (VFM) of a project proposed under the Seafish Industry Project Fund (SIPF). They are not designed to tell you exactly what to do, more to guide you on how to approach producing an estimate for your proposed work.

Seafish is required to evaluate all of its activities to ensure that our levy (public funds) is used responsibly in a way that achieves maximum benefit for the resources used. We need to be able to evaluate the VFM of SIPF projects to ensure that those projects representing the greatest value have the greatest chance of being selected.

Under the SIPF, projects are assessed against four main criteria and this allows Seafish to rank the projects and select the ones that will be funded. The assessment criteria are:

- a) **Strategic fit** – which of the Seafish themes does the project fit into?
- b) **Feasibility** – is it likely that the proposed project can be completed?
- c) **Capability** – are the partners involved in the project able to do it?
- d) **Value for money** – what is the value expected to arise because of the project, compared with the cost of carrying out the project?

Value for money can sometimes be difficult to estimate and impossible to prove after the project, and sometimes it can be fairly straightforward. Not all projects will be based on a financial or cost-saving benefit; benefits of some proposals may be subjective, difficult to measure or even intangible. To help with the projects whose VFM is difficult to measure, these guidelines give some explanations and examples.

What does 'value for money' mean?

We use 'value for money' to assess whether a project creates more benefit than it costs. Benefits from some projects can only be measured qualitatively, whereas others can be measured quantitatively. For example, where expected benefits arising from a project might be valued at £40,000, compared with a cost of £20,000, then the ratio of cost to benefit is 1:2. We could say that for every £1 spent on the project, there was £2.00 in benefit. Where benefits cannot be assessed financially, we can say that they are highly significant, and therefore highly valuable compared with the cost of creating them.

How do I start?

First identify the benefits that should arise as a result of a project and what kinds of organisations will benefit.

1. Identify the expected benefits

To help you identify and describe the expected benefits of proposed projects, we've identified three types of project. Projects might fit into more than one category, but it is likely that most will fit more readily into one of the three categories. Consider the three categories below and decide which one is the best fit for your proposed project.

- (a) **Projects that clarify complex situations.** These projects usually involve gathering complex information from several sources, pulling it together and making sense of it – creating new knowledge and understanding that is useful to businesses. An example could be holding a workshop about a particular industry issue and identifying steps toward solving the problem. A situation would be regarded as a problem for businesses if it somehow interfered with or restricted the success of the businesses e.g. increases costs or levels of risk, prevents selection of a preferred course of action, or restricts profit opportunities.

This kind of project provides clarity and understanding, which can lead to decisions that would help a whole industry sector progress toward solving the problem. Solving the problem should lead to more sustainable or less risky business operations that should be more profitable.

Although completing the project probably wouldn't result in immediate business benefits that could be measured in financial terms, it should be possible to describe how businesses would be better off, one way or another, as a direct result of the project.

- (b) **Projects that deliver solutions.** These projects sometimes follow on from those that clarify complex situations. These projects tend to involve working in known areas; they often work with proven technologies, systems or procedures, and provide direct and quantifiable benefits to seafood businesses.

For example, a project could be to demonstrate that the use of a specific widget would reduce costs by x%, or implementing a new system would improve production efficiency by y%.

In these situations it should be possible to illustrate that organisations would be more profitable if they adopted the solutions provided by the project.

- (c) **Projects that raise awareness.** These projects inform or try to influence people in the expectation that they will make different decisions now that they have this new knowledge. For example, this could be through a craft fair to persuade people to try new fish species, in the expectation that they would then buy more of those species; or that the existence of new information on the nutritional benefits of shellfish might lead to increased sales. It might be a series of targeted focus groups highlighting the impact of Marine Protected Areas on fishing businesses.

There should be some expectation as a result of peoples' different choices or decisions that businesses would be better off one way or another. For instance, taking measures to protect fishing grounds should help progress towards retaining fleet profit

opportunities; or encouraging consumption of fish via fish and chip shops could increase profit opportunities for fish and chip shops and their suppliers.

The tables below describe a range of benefits (outputs and impacts) for the main project categories. As can be seen, different project categories can have similar outcomes and impacts, and outcomes and impacts within a project category can be very different. The information is intended to help you decide the likely outcomes and impact of your project, and consider the most appropriate ‘tool’ for evaluating them.

Category 1 (Clarify complex situations)

Activity	Outputs	Outcomes	Impact	Tools
<ul style="list-style-type: none"> • Workshops • eg Water quality • Forums e.g. Common Language Group • Reviews of issues 	<ul style="list-style-type: none"> • New insights generated • Concepts proved or disproved • Clarified information 	<ul style="list-style-type: none"> • Risks/paths avoided (incl. penalties) • Time or effort saved by doing the work • Improved decision making • Raised understanding e.g. size of network • Raised ability to influence/decide • Options clarified 	<ul style="list-style-type: none"> • Uptake and use (acceptance of idea) • Successful lobbying • Increased stability • Increased resilience • Improved decisions • Reduction in costs 	<ul style="list-style-type: none"> • Willingness to pay • Willingness to accept • Revealed preference techniques • Qualitative descriptions of network effects, case studies • Clients evaluation (industry)

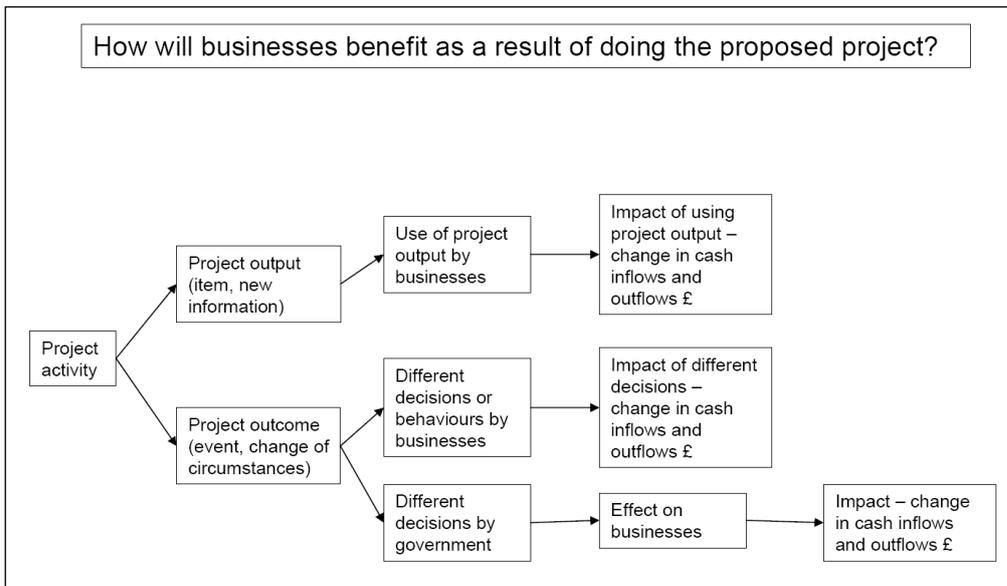
Category 2(Solutions)

Activity	Outputs	Outcomes	Impact	Tools
<ul style="list-style-type: none"> • Designing a specific system. • Adopting a specific technology 	<ul style="list-style-type: none"> • Solutions • New equipment • New techniques 	Several companies implementing a specific system or adopting a specific technology	<ul style="list-style-type: none"> • Reduction in costs • Increase in sales • Cost reduction of x% • Increased yields by x% • Improved decision making 	<ul style="list-style-type: none"> • Quantitative and measurable – ask the direct question of savings made or increased sales generated Clients evaluation (industry)

Category 3 (Raised Awareness)

Activity	Outputs	Outcomes	Impact	Tools
<ul style="list-style-type: none"> • Seafood fortnight • Fish and chip shop of the year • Competition • Marine Bill summaries • Cholesterol advice 	<ul style="list-style-type: none"> • Advice • New information 	<ul style="list-style-type: none"> • Raised awareness e.g. “number of touch-points” • Changed behaviour • Different choices 	<ul style="list-style-type: none"> • Greater knowledge • Increase in sales • Spike in sales during period of promotion • Sample of shops showing increased sales • Greater ability to make decisions 	<ul style="list-style-type: none"> • Willingness to pay • Willingness to accept • Revealed preference techniques (market prices) • Clients evaluation (industry)

Once you have identified which type of project you are proposing, try making a flow diagram of knock-on effects, something like the example shown here.



This will show what you expect to happen as a direct result of your project, and then indirectly as resultant events occur. You can include your diagram in your SIPF application form.

2. Estimate the likely value of benefits

Once you have identified the type of benefits and who will benefit, you can try to estimate the value of the benefits. The tables below provide some examples of the different ways (tools) of evaluating the benefits of a project.

Category 1 (Clarify complex situations)

Examples of Activity	Tools
<ul style="list-style-type: none"> • Workshops e.g. Water Quality • Forums e.g. Common Language Group • Reviews of issues (Shellfish waste) 	<ul style="list-style-type: none"> • Willingness to pay • Willingness to accept • Revealed preference techniques • Qualitative descriptions of network effects, case studies • Clients evaluation (industry)

Category 2 (Solutions)

Examples of Activity	Tools
<ul style="list-style-type: none"> • Designing a specific system • Adopting a specific technology 	<ul style="list-style-type: none"> • Quantitative and measurable – ask the direct question of savings made or increased sales generated • Clients evaluation (industry)

Category 3 (Raised Awareness)

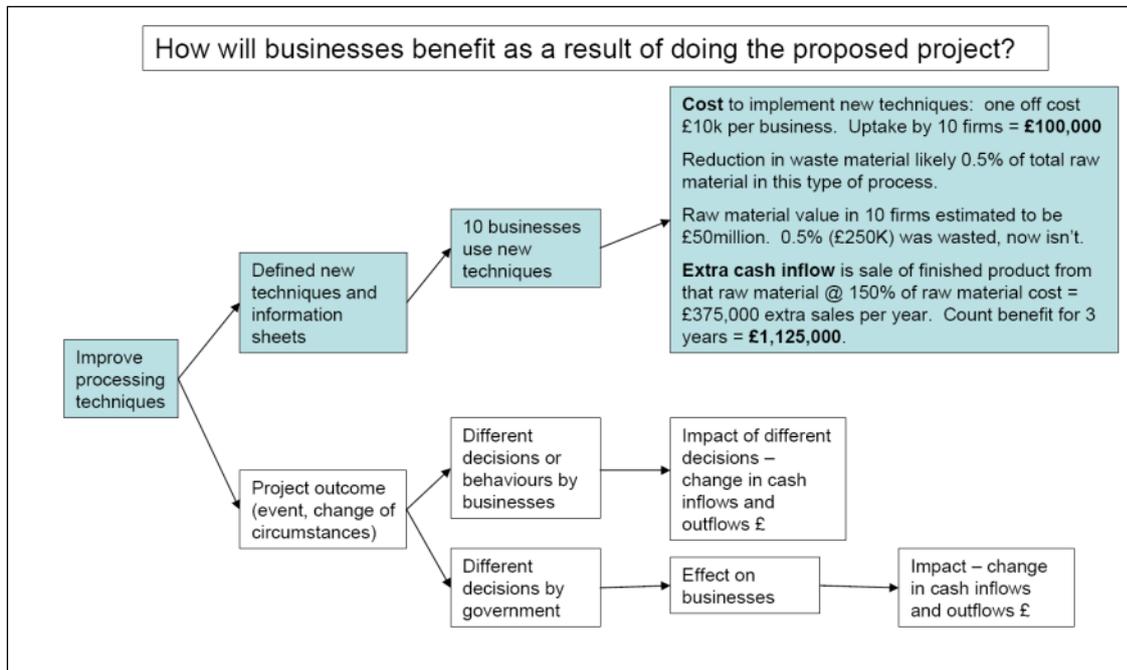
Examples of Activity	Tools
<ul style="list-style-type: none"> • Seafood fortnight Advertising campaign • Fish and chip shop competition • Marine Bill summaries • Cholesterol leaflets 	<ul style="list-style-type: none"> • Willingness to pay • Willingness to accept • Revealed preference techniques (market prices) • Clients evaluation (industry)

2a. Financial Benefit

The financial benefit of a project can be considered in terms of additional profit less any costs associated with generating that profit. Profit can be considered to include revenue from additional sales, or savings due to increased efficiency or a reduction in routine costs.

Additional costs associated with generating additional profit could include, for example, the purchase of capital equipment that would need to be depreciated over time; or the cost of retraining staff to be able to use equipment. These costs would have to be deducted from any profit calculations.

You could then add together your estimated benefits into your flow diagram as shown in the two examples below.



Having worked out the benefit at an organisational level, try to work up a valuation estimate at an industry sector level – this means trying to estimate the financial benefit to the sector, based on how many businesses within the target sector would derive value /benefits. In carrying out any calculations, please try to estimate financial benefits over a three/five year period.

The table below shows how you can provide this sort of information – it describes costings for businesses within a specific sector introducing an output (eg equipment or techniques)

designed to improve the profitability of an existing process. An explanation of information required in each row is provided below the table.

When providing this information on the Project Proposal Form you should put down all your reasoning and workings to help explain how you arrive at the numbers. You can use the following table as a template. Once completed with your own data copy and paste it into your application form within the VFM section 5.2

Row	Example Cost benefit Table	Year 1	Year 2	Year 3	Year 4	Year 5
A	Annual turnover of businesses expected to use product (£ millions)	£10M	£15M	£20M	£25M	£30M
B	Annual Benefit to businesses expected to use product (£ thousands)	£100,000	£150,000	£200,000	£250,000	£300,000
C	Annual Costs to businesses expected to use product (£ thousands).	(£0)	(£50,000)	(£50,000)	(£50,000)	(£50,000)
D	Overall Annual Benefit to businesses expected to use product (£ thousands)	£100,000	£100,000	£150,000	£200,000	£250,000
E	Cumulative Annual Benefit of businesses expected to use the product (£ thousands).	£100,000	£200,000	£350,000	£550,000	£800,000

Put any losses in brackets eg a loss/cost of £10,000 should be recorded as (£10,000).

Row A: Annual turnover of businesses expected to use product (£ millions).

This is the estimated annual turnover of the businesses expected to use/ take up the product. In this example, 10 businesses are currently producing free of flesh shell at the moment. It is reasonable to forecast that this would increase by 5 businesses each year. The estimated turnover is £1m per business per year, therefore the annual turnover of businesses expected to use 'the product' increases by £5million each year.

Row B: Annual Benefit to businesses expected to use product (£ thousands).

If the production of free of flesh shell saves an estimated £20/t and we estimate that 5000tonnes are produced to free of flesh standards in year 1, giving a saving of £100,000. Each year the tonnage increases by an estimated 2500tonnes from the new businesses, giving an annual increase of £50,000.

Row C: Annual Cost to businesses expected to use product (£ thousands).

Investment costs vary from £0 to a max of £10,000 if the businesses have to purchase specialised equipment. The existing companies in Yr 1 do not need to purchase or invest but, in subsequent years, companies who decide to invest may have to. An upper limit of £10k has been used. Therefore the annual cost is 5 x £10,000 for the new companies that have to invest

Row D: Overall Annual Benefit

This is the annual benefit realised; it is calculated by subtracting the Annual costs (Row C) from the Annual benefits (Row B). These values relate to costs saved, despite investment costs for new equipment etc. The values do not relate to profits as this is very variable due to market demand for the product.

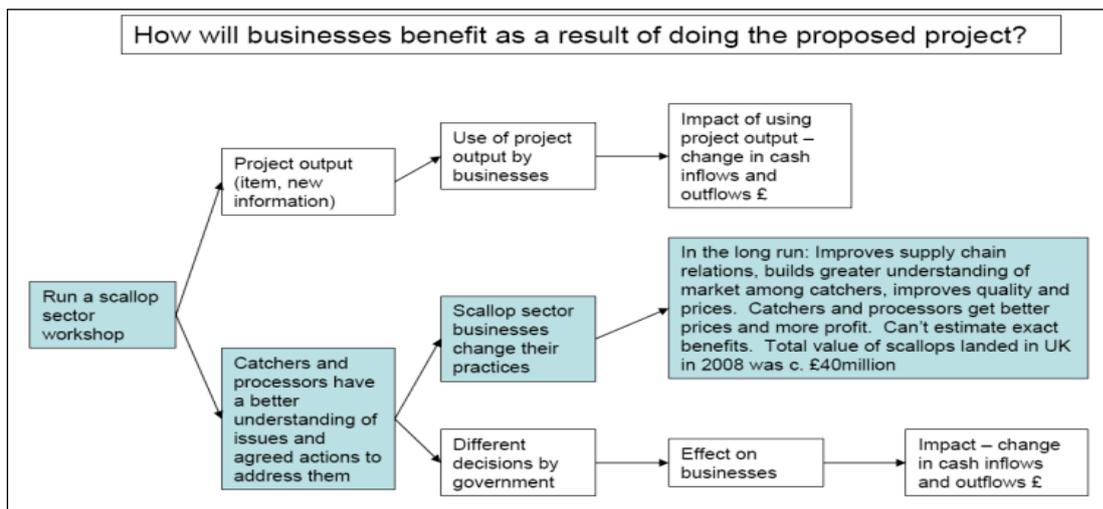
Row E: Cumulative Annual Benefit

This is the annual cumulative gain by the whole sector following widespread introduction of the product (equipment). The ‘Cumulative Annual Benefit’ in any one year is calculated by adding together the Overall Annual Benefit of the year in question and the Cumulative Annual Benefit of the previous year. (Any losses need to be taken into consideration, acting to reduce any resulting values).

In the worked example above, the Cumulative Annual Benefit of £200,000 in year 2 is calculated by adding the £100,000 Overall Annual Benefit in Year 2 (Row D) to the £100,000 Cumulative Annual benefit in Year 1.

2b. When it’s really tricky

If your project leads only part –way to benefits that can be valued, you can’t make a robust estimate of the likely value of those indirect (far-off) benefits. You can, however, request feedback from the target audience about the worth of the direct benefits of the project, and it can help to assess your project proposal if you can at least give some contextual information that indicates the potential scale of benefits to the target sector.



For instance, if your project were to help resolve problems between catchers, processors and regulators, such that the main output was increased understanding, then a major benefit (outcome) could be that those stakeholder groups elected to work together more closely in different ways. This direct benefit cannot be evaluated financially, and would be an intermediate step (‘stepping stone’) to realising potential financial benefits that could be measured (eg improved quality/prices). One method for evaluating VFM of these projects involves requesting feedback on the information provided, in the context of how useful it is and whether more of the same is required. In different circumstances it might be appropriate to ask the target audience how much they might be prepared to pay for the information i.e. how much would it be ‘worth’ to them for putting them in a more advantageous position.

You could also provide a ‘contextual estimate’ of the value of the sector the work was directed at, as this would give an idea of scale of any potential financial benefits.

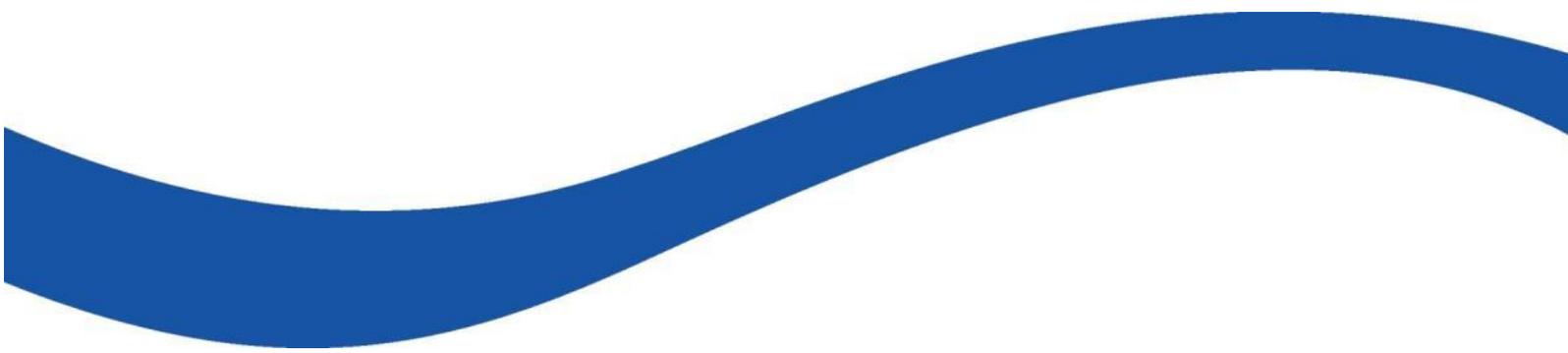
How long into the future should we count benefits?

Because benefits running far into the future are less certain, we tend to ask people to estimate just the first three/ five years of benefits arising as a result of their project. If you have good cause to estimate benefits further into the future, just say why and present your case.

I still need some help on VFM!

If you have considered the examples presented for estimating VFM and would still like some help with your proposal, please contact a Seafish member of staff:

Marcus Jacklin	m_jacklin@seafish.co.uk	01472 252340
Angus Garrett	a_garrett@seafish.co.uk	0131 524 8697
Hazel Curtis	h_curtis@seafish.co.uk	0131 524 8664



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SEAFISH
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