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BUSINESS GROWTH FUND 2024-2025 PROJECT APPRAISAL REPORT

APPLICANT NAME:

PROJECT TITLE:

APPLICATION REFERENCE NO.: _____

CRITERIA	EVIDENCE	MAXIMUM SCORE	AWARDED SCORE	NOTES
How well does the project meet the aims of the Fund? Jobs created Jobs safeguarded No. of new businesses created Increased footfall Increased visitor numbers Reduced vacancy rates Improved perception of markets Increased business sustainability	Sections C.1., C.2., C.3, C.6., C.7. of the Grant Application Form	30		



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CRITERIA	EVIDENCE	MAXIMUM SCORE	AWARDED SCORE	NOTES
<p>Increased number of businesses supported</p> <p>If the applicant is applying for a grant of up to £7500 how well does the project demonstrate how would it improve one or more of the following:</p> <ul style="list-style-type: none"> 1. the profile or range of services of the town or borough (Better); 2. accessibility and inclusivity of your services or employment (Fairer); 3. the natural environment or sustainability (Greener). 				
<p>How well does the applicant articulate their target market and business strategy?</p>	<p>Sections C.1., C.3., C.4. of the Grant Application Form</p>	<p>20</p>		



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CRITERIA	EVIDENCE	MAXIMUM SCORE	AWARDED SCORE	NOTES
Does the applicant provide a clear understanding of the competitive advantage of their project? (e.g. niche market, IP, market reach)	Sections C.3. of the Grant Application Form	20		
Has the applicant provided a clear understanding of the factors that might prevent or delay delivery and how they plan to address and minimise these risks?	Sections C.5. of the Grant Application Form	20		
Does the applicant clearly show how the project can provide lasting benefits to their businesses?	Section C.7. of the Grant Application Form	10		
TOTAL SCORE		100		