# Ecosystem Partnership Programme

# Support Pack

# 1. How to submit

Thank you for your interest in the Ecosystem Partnership Programme. To formally apply for the programme, please submit your application form online via our website:

<https://labs.uk.barclays/what-we-offer/our-programmes/ecosystem-partnership-programme/>

The support pack contains a word document and supporting evaluation criteria. Once complete, please upload this as part of your application.

Applications must be submitted by **Friday 20th December 2024** to be eligible for consideration.

Please visit our website for further details of the programme, including eligibility criteria and programme terms.

# 2. Summary information

**Lead applicant information**

Please note - Barclays will contract with the lead applicant only. Please ensure the correct information is provided

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| **Organisation name\*** |  |
| **Organisation website\*** |  |
| **Organisation address\*** |  |
| **Organisation postcode\*** |  |
| **Organisation country\*** |  |
| **Organisation legal status\*** |  |
| **Organisation Charity Commission or Companies House number\*** |  |
| **VAT registration number**  **(if applicable)** |  |
| **Main contact name\*** |  |
| **Main contact job title\*** |  |
| **Main contact email\*** |  |
| **Main contact phone number(s) \*** |  |
| **Number of full time equivalent (FTE) staff employed by the organisation\*** |  |
| **Are you in receipt of any Government funding?** | [Yes or No]  Provide details if yes |

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| **Overview of the organisation’s main activities\*** |
| *[Maximum of 750 characters]* |

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| **Are you submitting the application on behalf of a consortium? \*** | *[Yes/No]* |
| **Consortium members - details of all organisations which are members of your formal consortium**  (if applicable,i.e. only list your partners in this section if you are applying formally as a consortium) | *[Organisation name:*  *Website:*  *Role in the project:*  *Contact name:*  *Contact email:*  *Partnership agreement in place:]* |
| **Are you intending to work with any Delivery Partners to deliver the project? \*** | *[Yes/No]* |
| **Delivery Partners - details of organisations you intend to work with to deliver the project**  (if applicable i.e. if you are applying as a single organisation but intend to deliver the project in partnership with others). | *[Organisation name:*  *Website:*  *Role in the project:*  *Contact name:*  *Contact email:]* |

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| **Project name** | *[Enter name of the project being proposed for funding]* |
| **Project start date** | dd/mm/yyyy |
| **Project completion date** | dd/mm/yyyy |
| **Region(s) supported by project activity** | *[Note- As this programme is to support local activity you are not able to select more than 5 regions]*  North East  North West  Yorkshire and the Humber  East Midlands  West Midlands  East of England  South East  South West  Northern Ireland  Scotland  Wales |
| **City(s)/Town(s) where the support will be targeted** |  |
| **Overall Project cost** | £ *[Note – please include costs including and excluding any applicable VAT]* |
| **Matched funding being requested** | £ *[Range £50k-£250k] [note – the amount requested via matched funding should be no more than 50% of the overall project cost, please include costs including and excluding any applicable VAT]* |
| **Source of matched funding** | Grant  Partner  Self  Other (please specify) |
| **Is this activity new or expansion of existing?** | [New or Existing] |
| **Has this activity previously been delivered by you or any other organisation?** | [Yes or No]  If Yes – When was it delivered?  How was it previously funded? |
| **Does your project have an industry focus?** | [Yes or No]  If yes, confirm which industry your project is supporting |
| **Please select which of the options best describes your organisation** | [Accelerator, Incubator, University, Education Provider, Venture Builder, Other]  [Please note - we are unable to support applications that propose to take equity from businesses as part of their project] |
| **In a few words, please describe the localised challenges and/or opportunities your project aims to address** | No more than 750 characters |
| **What activity does your project involve?** | Please select all that apply  Community Build  Demo/Showcase Day  Events  Incubator/accelerator programme  Masterclasses/Workshops  Mentoring/Coaching  Reports  Technical Support  Training  Workspace  Other (please specify) |
| **For each of the activities selected above, please confirm how many of each activity you will deliver?** | For example – 2x incubator programmes each supporting 15 businesses  Max 750 Characters |
| **What outcomes will you deliver as part of your project?** | Please select all that apply  Businesses created  Businesses supported  Events/Event attendees  Investment/Fundraising  Job creation  Products created  Reports  Other (please specify) |
| **For each of the outcomes selected above, please confirm the Key Performance Indicator(s) (KPIs) for each outcome** | For example 30 jobs created, £5million of investment for founders  Max 750 Characters |
| **Please confirm the number of business interventions your project will support overall** | This should include the total number of touchpoints with specific business support, not unique businesses. |
| **Please confirm the number of unique businesses your project will support overall** |  |

3. Evaluation criteria

The following table sets out the criteria to be used to support the evaluation of applications.

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| **Section** | **Weighting (%)** | **Description** |
| **A. Project vision** | **10** | This​ ​section​ ​is​ ​for​ ​applicants​ ​to​ ​demonstrate​ suitable ​ambition​ ​and​ ​credibility​ in terms of how​ the project ​will​ ​provide leadership, direction and momentum.​ ​  Applications should set out a clear and compelling vision of how the project will deliver hyper local interventions which are complementary to existing activity and contribute towards one or more of the Digital Growth Grant objectives; i) Deliver support services to the digital sector; ii) Grow regional support networks for tech startups and scaleups; iii) Ensure founders and firms can access digital entrepreneurship and investment readiness training; iv) Clearly signpost startups and scaleups to existing initiatives |
| **B. Project activities, outcomes, outputs and benefits** | **25** | This section is for applicants to describe what specific activities will be delivered to achieve the project’s objectives.  Applications should provide a clear description of the project, stating its expected outcomes and outputs. The description should summarise the expected benefits and plans for measuring and monitoring them. |
| **C. Delivery plan** | **20** | This section is for applicants to demonstrate that they have credible plans for delivery.  Applications should evidence that the project plan and work packages have been thought through and that there is a robust approach to governing the project and managing risks.  Applications should provide a clear description of how initial activities will commence and should detail the process for setting up the project. |
| **D. Capability and experience** | **25** | This section is for applicants to demonstrate that the organisation has sufficient technical skills and experience, the ability to implement a region centric approach and the financial and resource capacity to deliver the requirements of the specification.  Where applicable, applications should provide a clear overview of the consortium partner organisations and their roles. |
| **E. Finance** | **20** | This section is for applicants to give a clear overview and explanation of the costs of delivery that can be related to the proposed delivery plan; and confidence that financial management and control will deliver good value for money.  Applications should specify the overall funding required to deliver the outcomes, and a breakdown of how the matched funding requested via this programme, combined with the organisation’s own / alternatively sourced funding, covers the cost of delivery. Applicants must confirm the source of own / alternative funding that will be used to support the project (evidence of funding will be required at a later date). |

In evaluating your responses, we value brevity and the maximum character limit is fixed, but please give sufficient evidence to support your application. Appendices and tables will not be included in this word limit but should be only used where necessary. Additional diagrams should not be provided unless requested. **Content beyond the character limits will not be evaluated by assessors.**

Your response should provide sufficient evidence to support any assertions made and state any underlying principles or assumptions.

You should not include commercial sales messages about products or services being proposed.

# Section A. Project vision (10%)

This​ ​section​ ​is​ ​for​ ​applicants​ ​to​ ​demonstrate​ suitable ​ambition​ ​and​ ​credibility​ in terms of how​ the project ​will​ ​provide leadership, direction and momentum.​ ​

Applications should set out a clear and compelling vision of how the project will deliver hyper local interventions which are complementary to existing activity and contribute towards the Digital Growth Grant objectives;

1. Deliver support services to the digital sector;
2. Grow regional support networks for tech startups and scaleups;
3. Ensure founders and firms can access digital entrepreneurship and investment readiness training;
4. Clearly signpost startups and scaleups to existing initiatives

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| **A1. Describe the project's vision highlighting which unmet needs you plan to address. Please reference the Digital Growth Grant objectives and explain which objective(s) your project seeks to support.**     * Describe the main vision for the project and the unmet needs the project will address. Your description should demonstrate a deep understanding of the regional tech sector and the challenges to growth faced by companies across this region that you will seek to address with the project, and highlight innovative aspects of your proposal. * How will your solution impact UK startups and scaleups within your region? How will your solution complement existing market offerings? How will it contribute to the strength and competitiveness of the UK tech sector?   **10% - maximum 5000 characters** |
| Response: |

# Section B. Project activities, outcomes, outputs and expected benefits (25%)

This section is for applicants to describe what specific activities will be delivered to achieve the project’s objectives.

Applications should provide a clear description of the project, stating its expected outcomes and outputs. The description should summarise the expected benefits and plans for measuring and monitoring them.

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| **B1**. **Provide details of the activities you will undertake, detailing your proposed inputs and activities, supporting evidence of the anticipated outputs and outcomes, and any activities you will take to mitigate or avoid potential harms (i.e. activities that may benefit one region/industry to the detriment of another).**   * Describe both (i) core activities, which should include the minimum viable set of activities to meet the outcomes; and (ii) innovative activities, which could include potential additional activities to meet the project’s objectives in innovative ways. Outline the rationale behind your approach. * Be as specific as possible, for example by providing an indicative overview of your stakeholder engagement plans, programme design, and platforms or tools which will support the delivery of the key activities you are proposing to undertake.   **12.5% - maximum 7500 characters** |
| Response: |

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| **B2**. **Outline the inputs, activities and expected outcomes you hope to achieve; and your approach to measuring and monitoring these.**   * Provide clarity on the mechanisms used to track the effect of your activities and how you expect them to lead to their intended benefits. * Explain which data you will source to monitor delivery of outputs and evidence progress against the agreed outcomes. * Provide indication of metrics, including baselines, targets and how you will monitor progress of these.   **12.5% - maximum 4500 characters** |
| Response: |

# Section C. Delivery plan (20%)

This section is for applicants to demonstrate that they have credible plans for delivery.

Applications should evidence that the project plan and work packages have been thought through and that there is a robust approach to governing the project and managing risks.

Applications should provide a clear description of how initial activities will commence and should detail the process for setting up the project.

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| **C1**. **Provide a project plan:**   * Describe how the project will be delivered. * Describe your mobilisation plan (from agreement to starting delivery). * Describe work packages, phases of work and target timing. * Highlight key deliverables, milestones and decision points. * Describe how your project is inclusive (aligned with the Barclays Eagle Labs’ ambition to ensure a minimum of 35% of programme participants identify as having a protected characteristic) and operates within an equal opportunities and diversity framework (i.e. making clear how this project will promote opportunities for people with protected characteristics, with consideration of the current representation of the Digital Sector).   **10% - maximum 5000 characters** |
| Response: |

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| **C2**. **Describe how the project will be governed and decisions will be made?**   * Describe your proposed project management processes and governance structures. * If applicable, describe how your consortium will deliver this project. How will the organisations achieve more working together than if they were working individually? * If applicable, explain why the project lead is best placed to undertake this role.   **5% - maximum 2000 characters** |
| Response: |

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| **C3**. **Describe the most significant risks, uncertainties and dependencies to the successful delivery and how each will be managed.**   * Identify the main risks and uncertainties for delivering the project and your mitigations. * Identify the key external (third party) dependencies, support or engagement required to successfully deliver. (Examples: suppliers, sub-contractors, stakeholders whose participation is needed; any legal/regulatory requirements, agreements or consents). Indicate what is agreed at the time of your application, what has yet to be agreed and how this will be managed.   **5% - maximum 2500 characters** |
| Response: |

# Section D. Capability and experience (25%)

This section is for applicants to demonstrate that the organisation has sufficient technical skills and experience, the ability to implement a region centric approach and the financial and resource capacity to deliver the requirements of the specification.

Where applicable, applications should provide a clear overview of the consortium partner organisations and their roles.

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| **D1. Describe the type and level of experience of each partner in delivering related work to their proposed outputs and activities.**   * Please demonstrate your experience in supporting UK tech startups and scaleups to grow, including examples of support services and business support programmes you’ve delivered. * Please demonstrate your ability to take a region centric approach, and evidence of your reach across the specified NUTs1 region(s) of the UK. * Please demonstrate any connections and supporting networks that could be made useful or leveraged to deliver stipulated outputs and maximise impacts.   **15% - maximum 5000 characters** |
| Response: |

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| **D2**. **Describe the roles and responsibilities of the organisation(s) taking part in your proposal.**   * Demonstrate that you have sufficient financial and resource capacity to deliver the requirements of this specification. * Demonstrate you have sufficient technical experience and skills to deliver and monitor the project in a timely manner. * Where applicable, identify your consortium partners and their main responsibilities; describe their relevant skills and experience. * If applicable, in an appendix, attach a structure diagram identifying the roles and relationships between the Partners including all relevant companies, their respective parent or ultimate holding companies and confirm for each Partner that they authorise the Lead Partner organisation to act on their behalf in relation to this application.   **10% - maximum 2500 characters** |
| Response: |

# Section E. Finance (20%)

This section is for applicants to give a clear overview and explanation of the costs of delivery that can be related to the proposed delivery plan; and confidence that financial management and control will deliver good value for money.

Applications should specify the funding required to deliver the outcomes, and a breakdown of how the matched funding requested via this programme, combined with the organisation’s own / alternatively sourced funding, covers the cost of delivery. Applicants must confirm the source(s) of own / alternative funding that will be used to support the project (evidence of funding will be required at a later date). Matched funding needs to be a cash contribution and not benefit in kind.

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| **E1. Identify the major cost components and explain how these represent value for money.**   * Provide a narrative description summarising what you will be delivering, the costs associated and how it represents value for money. If applicable, specify separately for each consortium partner. * Describe the financial management systems and processes you will put in place to ensure you can account, on a monthly basis, for expenditure accurately and transparently. This may include separate cost centres, separate bank accounts, clear roles and responsibilities within your finance team, etc. * Describe any subcontractor costs and why they are critical to the project and are not classified as consortium members for the purpose of this project. * Provide the following financial information (inc and ex any applicable VAT): * A cost breakdown of forecast expenditure on the project over the funding period, including the estimated cost for each work package described in your responses to Section C. * A Resource Plan to show the full labour requirement for the project. Use this to explain the level of resourcing required and indicate where roles are filled using known individuals or where recruitment is required. * The estimated costs for Travel and Subsistence and Overheads. * If applicable, provide a cost breakdown of forecast expenditure on the project over the funding period for each Partner. * A breakdown of how the matched funding requested via this programme, combined with the organisations own / alternatively sourced funding, covers the cost of delivery. * The source(s) of other funding that will be used to support the project (evidence of funding will be required at a later date).   **20% - maximum 3000 characters** |
| Response: |

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# 4. Mandatory checklist & attachments

Information provided here will be used to aid understanding of the assessed responses to the questions above.

| **Question/Request** | **Applicant Response** |
| --- | --- |
| Please confirm that the application meets the eligibility criteria as set out on the Ecosystem Partnership Programme webpage | [Check box] |
| Please confirm that all Barclays match funded activities will not extend beyond 31 March 2025, and applicant funded activities will be complete by 30 June 2025 | [Check box] |
| Please confirm that you have fully completed the financial information (including sources of other funding) | [Check box] |
| Please confirm that the funding amount requested from Barclays includes any VAT, all fees and charges, and appropriate allowance has been made for any price inflation during the funding period | [Check box] |
| Please confirm that your organisation, and if applicable, all partners, is/are a going concern | [Check box] |
| If applicable, please confirm that partners have entered into a collaboration agreement and/or provided a letter of support or commitment to the proposal | [Check box] |
| If applicable, please submit a structure diagram identifying the roles and relationships between the Partners including all relevant companies, their respective parent or ultimate holding companies | [Check box] |
| Please confirm that you (and where applicable, all Consortium Partners) accept the application terms and [Barclays Eagle Labs Privacy Policy](https://labs.uk.barclays/terms/privacy-policy/) | [Check box] |
| Please tick the box to sign up to the Stay Connected newsletter to get news and updates from Barclays Eagle Labs (optional) | [Check box] |
| Do you have a conflict of interest to declare? | [Yes or No]  Please provide details |

Please attach your completed application support pack, along with any further attachments to support your application.

# 5. Authorisation

I declare that I have the authority to represent the organisation making this application.

I understand that acceptance of this application does not in any way signify that the project is eligible for Ecosystem Partnership Programme funding or that funding has been approved towards it.

I understand that we may be awarded less than requested in this application.

I understand that Barclays will not accept deliberate manipulation and fraud - and any business caught falsifying their records to gain funding via the Ecosystem Partnership Programme will face prosecution and any funding issued will be subject to claw back, as may any funds paid in error.

On behalf of the organisation represented in this application, I confirm that:

* This organisation has the legal authority to carry out the project;
* The information provided in this application is accurate;
* The organisation has appropriate GDPR procedures in place.

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| **Signature:** |  |
| **Name:** |  |
| **Role:** |  |
| **Date:** |  |

Please note:

* **The deadline for applications is 20th December 2024.**
* All applications received by the closing date will be assessed following the closing date;
* Any applications received after the closing date will not be assessed;
* All information and guidance relating to this programme can be found on Eagle Lab website
* All shortlisted applicants will be subject to comprehensive due diligence reviews and other database searches, including fraud risk indicators.

**Costs incurred in completing this application will not be eligible for funding.**