

East of England ERDF Competitiveness Programme 2007-13

Guidance for Expressions of Interest – Housing Call Bidding Round – October 2009

EEDA is pleased to announce the launch of a specific bidding round under the East of England ERDF Competitiveness Programme following the change in EU Regulation 1080/2006 allowing activity in connection with energy efficiency in social housing.

Expression of Interest

In accordance with the procedure set out in the Programme Prospectus, expressions of interest should be submitted on an ERDF Project Concept form (ref: ERDF PC 1(a) Open Bidding – housing call). Only expressions of interest submitted on this form will be considered. A copy of this form can now be downloaded from the EEDA website.

We strongly recommend that draft project concept forms should be submitted by email to erdf@eeda.org.uk as soon as possible and no later than 2 weeks before the Bidding Round closing date. These will be considered by the ERDF facilitation team and discussed with applicants. Final project concept forms should be submitted in electronic form by e-mail to erdf@eeda.org.uk and also by signed hard-copy to the address given at the end of this document. To be considered under the published timetable for this bidding round, final project concepts must be received at EEDA by **5.00pm on Monday 7th December 2009.**

All submissions of Project Concept forms should be discussed with one of the ERDF Facilitation team prior to submission. It is therefore beneficial to contact one of the team at the earliest possible opportunity. Facilitator contact details are provided at the end of this document.

Early Submission of Project Concept Forms

Potential applicants are invited to submit project concept forms as early as possible. There is no need to wait until the closing date. Early submission of a project concept form will enable EEDA the opportunity to provide initial advice on proposals before formal consideration of the proposal by the East of England Housing Panel and Competitiveness Delivery Group.

Completion of Project Concept Form

Before completion of a Project Concept Form potential project applicants should read in detail the Programme strategy and theme set out in the Operational Programme (OP), guidance set out in the Programme Prospectus, and information contained within the housing spec document: 'Call for project concepts – energy efficiency and renewable energy in existing housing', all of which are available on EEDA's ERDF website www.eeda.org.uk/erdf.

To be successful, proposals will need to clearly demonstrate fit with the programme theme "towards low carbon economic growth", be within the scope of interventions as defined by programme Priority Axis 3 and housing spec, have multiple beneficiaries and deliver an appropriate proportion of programme targets.

Written sections all indicate a maximum word limit which should be adhered to. Content beyond the word limit may be deleted before submission to the assessment panel or, in extreme cases, concept forms rejected entirely.

The following notes offer guidance on the completion of the ERDF Project Concept Form:

1. Project Name

Enter a descriptive name you would like to use to refer to the project. These will be recorded on our database so please do not use generic names such as "ERDF Bid". Please also ensure you avoid using generic names when saving the file.

2. Application date and version number

The application date is the date that you formally submit the final version of the Project Concept Form to EEDA via erdf@eeda.org.uk

The version number is to enable you to manage your document history. Please ensure that you send us the latest version of your Concept Form, or the version you wish us to consider. Any subsequent changes to the document should carry a new version number. Amended versions can be submitted up to the closing date of the bidding round. However, further amendments will not be considered in the current bidding round unless CDG has specifically invited re-submission of the project concept.

3. Project Applicant

Please provide details of the applicant organisation. The applicant will be the organisation that EEDA will contract with if your project is successful. Please refer to the ERDF Prospectus for further information on eligible applicants. If you are acting on behalf of another organisation or partnership please indicate who would be responsible for delivering the project. If the proposal overlaps with activities being undertaken by other organisations or agencies you should consider a partnership approach.

4. Project details

Please indicate the amount of ERDF being requested for this project. The average ERDF intervention rate for all activities under this housing call cannot exceed 40% (please see more information below under funding), and must be flat profiled across all years, e.g. the intervention rate must be consistent throughout the duration of the project. More detailed financial information is requested later in the form.

Enter a realistic start date in accordance with the published bidding round timetable for this call. Please note that it is unlikely that projects will start before 1st June 2010. Applicants may also need to take into account the approval timetable of other funders. EEDA cannot issue an ERDF offer letter until a full match funding package is in place. Furthermore, EEDA cannot make any payment to costs incurred prior to the formal project approval date stated in the offer letter.

The start date should be within three months of the published date for offer letter issue or the project should be submitted for consideration in a later bidding round. The project end date cannot be later than December 2015. Projects should not normally be of more than three years duration.

5. Project Description (maximum 600 word limit)

Detail the overall purpose and activities of the project, critical success factors and how it fits with the programme strategy as defined by the overall theme of “towards low carbon economic growth” and in the context of *energy efficiency and renewable energy in social housing*. If your proposal is unable to demonstrate a clear link to the overall programme theme “towards low carbon economic growth” and respond to the criteria contained within the housing spec document, it will not be successful.

Applicants should demonstrate that their project fulfils, as a minimum, the three core elements of this Housing call, as detailed in the housing spec, namely: a) stimulates and results in economic growth and engages with SMEs in the East of England, b) measures and records change in CO₂ and reduction in energy usage, and c) incorporates support mechanisms for behavioural change for occupants and users.

6. Project Objectives (maximum 600 word limit)

Provide details of the specific project objectives and overall impact. This section should identify and show what project ‘success’ would look like. Describe the activities, and approach to information and data collection, monitoring and evaluation. Include information here on how the data could be used, and disseminated, both during and after the project to have the greatest possible impact on energy efficiency in housing and economic growth in the East of England.

It will also be a requirement for all projects to follow the SAP methodology and also as an aspiration; the Retrofit for the Future evaluation techniques. As such, you will need to provide examples of your experience in using such techniques and how you will ensure the results will be used according to the programme objective ‘low carbon economic growth’.

7. Need and Benefit (maximum 600 word limit)

Outline the key need *and* demand for the project including an indication of how the project is addressing an identified market failure. If the project proposes similar activity to other existing regional projects or services (whether or not they receive ERDF assistance) a strong justification is required to demonstrate the 'additionality' of the proposal and the need for public funding intervention.

Explain who the project beneficiaries and stakeholders will be and, if appropriate, the location of the project. Note that all project activity must be delivered in the East of England to be eligible for support. If the proposal does not cover the whole region then some evidenced-based explanation will need to be made for delivering the project in only selected parts of the region.

Projects will need to show multiple ultimate beneficiaries. It is highly unlikely, for example, that a project which benefited only a single company would be supported. Applicants should describe how they intend to 'demonstrate' and roll out the learning and findings of the project, and how they would engage multiple SME beneficiaries during its delivery.

If you have undertaken any research, feasibility, needs assessment or consultation, then this is an opportunity to summarise the findings.

8. Strategic Fit (maximum 500 word limit)

Proposals must clearly demonstrate fit with the overall programme theme "towards low carbon economic growth". Applicants should also refer to other key regional strategies e.g. the Regional Economic Strategy (RES) and any relevant local, sector or supply-chain focused strategies in the areas of housing and energy efficiency.

You should also show how the project will complement or link with existing projects or delivery structures where appropriate, including national schemes. Proposals that simply duplicate existing delivery will not be supported. Projects demonstrating linkages with other delivery structures or projects will stand a better chance of success.

9. Cross cutting themes (maximum 150 word limit per section)

Please demonstrate how the Programme Cross Cutting Themes of Equality of Opportunity and Environmental Sustainability will be addressed by the project. Please refer to the ERDF Prospectus (Section 5) for further guidance on areas for consideration.

The project must have gone through tier one of the Excellence Framework (www.inspire-east.org.uk) thus showing and addressing the sustainable communities agenda. The score and results of the tier one stage of the Excellence Framework should be shown here, and it is expected that tier two is carried out if the project is invited to come forward with a full business case.

All projects will be required to complete an Equality Impact Assessment (EQIA) if invited to submit a full application. The EQIA information forms part of the project scoring criteria, therefore applicants must consider equality and diversity issues as an integral part to the development and delivery of their projects at the earliest possible stage. Therefore it will be beneficial for the project to consider the content of the

EQIA. It is not sufficient, simply to state that your organisation has an Equal Opportunities Policy. The EQIA template is available on www.eeda.org.uk/erdf under key documents.

10. Options Analysis (maximum 400 word limit)

Please detail consideration of at least 3 viable alternative options for delivery including a “do nothing” option. Project applicants will need to show why the preferred option is the correct and most appropriate option to receive funding. Options should include at least one viable and reasonable alternative to achieving the desired outcome.

11. Partners

A strongly evidenced collaborative partnership in the delivery of your project will be viewed favourably.

Please list the partners who will be engaged in the project. We may contact listed partners when assessing your Concept, so please ensure that the listed partners have been approached and agreed to be named as partners in the project. Please provide information on the status of discussions with partners.

12. Funding

Please enter anticipated sources of match funding. Note that the average intervention rate for all projects funded through this Bidding Round will be 40%. Given the likely competitive nature of this Housing Call, projects demonstrating greater leverage of match funding may have an advantage. A strong compelling case for the reasons why a project is requesting the full 40% intervention rate will need to be made. Furthermore, the intervention rate must be flat profiled across all years, e.g. the intervention rate must be consistent throughout the duration of the project.

It will not be necessary at Project Concept stage to provide evidence of confirmed match funding. However, at the stage a full application is considered such evidence is a requirement. At the concept stage information on the sources of funding and status of applications/likely approval date is required. You should not include potential sources of funding if you have not yet made an approach and had some indication of the likely chances of success and timescale involved. We may contact listed funders when assessing your Concept prior to the project being considered by the East of England Housing Panel and Competitiveness Delivery Group (CDG).

Please remember to complete all of the ‘Total’ boxes and ensure that the figures match those provided in Section 4.

13. Project Costs

Please enter details of expected capital and revenue costs for the project and anticipated financial profile, under the fixed headline categories provided. Note that financial profiles for ERDF projects need to be supplied by calendar year.

Please remember to complete all of the ‘Total’ boxes and ensure that the figures match those provided in Section 12.

14. Project Indicators

Please enter the appropriate targets under outputs and results. Data on impacts will be evaluated at programme level but if you have estimates under the relevant indicators please enter them. Applicants are reminded that the indicators stated must be evidenced and auditable. For more information the Programme Prospectus gives specific details as to indicator descriptions.

Applicants should also take care to avoid double-counting of project indicators. For instance, the same SME can only be counted *once* as an output and *once* as a result, regardless of the support it receives. You should therefore consider carefully the most appropriate placement of Indicators. *Note: to qualify as an output for ERDF, a business must receive at least 2 days (12 hours), or £1,000 worth of evidenced support.*

Please remember to complete all of the 'Total' boxes.

15. Declaration

All project applicants must ensure that an authorised representative from the applicant organisation hand signs and dates the application. A project concept form cannot be accepted without it.

Further Information

Expressions of interest on Project Concept Forms should be sent to EEDA at the following address:

ERDF Team
East of England Development Agency
Victory House
Vision Park
Chivers Way
Histon
CAMBRIDGE
CB24 9ZR

You should also send an electronic version of your Project Concept to erdf@eeda.org.uk

For further general information or advice contact:



For more detailed information about this Housing Call:

Priority Axis 3

Michelle Burdett - 07917 395681

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EEDA ERDF Team

October 2009