



## Annex C: Summary of projects considered by members at Outline Application stage

### PA1

<b>Project Name:</b>	AMCASH	<b>Total Project Cost:</b>	£2,688,040
<b>Applicant</b>	University of Birmingham	<b>ERDF Request:</b>	£1,344,020
<b>Declaration of Interests:</b> Mark Smith (MS)			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £175,066 more developed reduction and a £1,299 transitional CoR reduction.			

<b>Project Name:</b>	ARLI	<b>Total Project Cost:</b>	£905,742
<b>Applicant</b>	University of Birmingham	<b>ERDF Request:</b>	£452,871
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £58,989 more developed reduction and a £409 transitional CoR reduction.  Members would like to see the project engage with EBRI and ARLI projects to ensure there they are delivering complementary activity			



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<b>Project Name:</b>	AU-APF	<b>Total Project Cost:</b>	£1,457,313
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£747,601
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £91,748 more developed reduction and a £1,098 transitional CoR reduction.  Members would like the applicant to clarify linkages with BSEEN and how this proposal meets with national infrastructure.			

<b>Project Name:</b>	BSEEN	<b>Total Project Cost:</b>	£637,270
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£318,635
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £46,116 more developed CoR reduction.			

<b>Project Name:</b>	DEMAND Hub	<b>Total Project Cost:</b>	£3,892,101
<b>Applicant</b>	University of Birmingham	<b>ERDF Request:</b>	£1,946,050



**Declaration of Interests:**

MS

**Summary of Discussion:**

Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.

Members agreed it was good to see linkage with the Local Industry Strategy. Members queried whether there should be an element to encourage innovators to go out to Europe to expand.

**Advice of the GBSLEP ESIF Sub Committee:**

Strong strategic fit, supported.

**Additional Conditions Suggested:**

The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £152,091 more developed reduction and a £1,128 transitional CoR reduction.

<b>Project Name:</b>	DI4M	<b>Total Project Cost:</b>	£915,137
<b>Applicant</b>	University of Warwick	<b>ERDF Request:</b>	£503,325

**Declaration of Interests:**

MS

**Summary of Discussion:**

Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.

Members discussed whether the applicant would be able to deliver from the Coventry and Warwickshire LEP area. It was considered that this would not be a problem. It was noted that there were more partials than complete in the core selection section of the Full Appraisal. Members felt it was good to have a National facility delivering in the GBSLEP area.

**Advice of the GBSLEP ESIF Sub Committee:**

Good strategic fit, supported.

**Additional Conditions Suggested:**

The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount (for this project £49,503) across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £36,423 more developed reduction and a £2,432 transitional CoR reduction.

<b>Project Name:</b>	ETICC	<b>Total Project Cost:</b>	£1,931,496
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£965,748

**Declaration of Interests:**



MS
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit not supported. Members considered that the poor performance of the existing project meant that this proposal was high risk.
<b>Additional Conditions Suggested:</b> None

<b>Project Name:</b>	Promoting Functional Materials in SMEs	<b>Total Project Cost:</b>	£1,229,792
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£614,792
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported. It was noted that project performance is slipping.			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £44,489 more developed CoR reduction.  Members requested more reassurances activity proposed doesn't duplicate existing activity.			

<b>Project Name:</b>	SmartFub	<b>Total Project Cost:</b>	£4,440,772
<b>Applicant</b>	University of Birmingham	<b>ERDF Request:</b>	£2,222,386
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			



Members noted that performance of the existing project is not good.

**Advice of the GBSLEP ESIF Sub Committee:**

Good strategic fit, supported.

**Additional Conditions Suggested:**

The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £28,638 more developed CoR reduction.

<b>Project Name:</b>	STORYLab	<b>Total Project Cost:</b>	£1,515,000
<b>Applicant</b>	Birmingham City University	<b>ERDF Request:</b>	£757,500
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members felt that there were insufficient assurances that this project fit with PA1 rather than PA3 activity. Members considered that the activity and aims were not satisfactorily defined considering that this is the objective of the proposal.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit, not supported.			
<b>Additional Conditions Suggested:</b> None			

<b>Project Name:</b>	Think Beyond Data	<b>Total Project Cost:</b>	£2,587,541
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£1,293,770
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members noted the poor performance of the existing projects but acknowledged the most recent claims show signs of improvement.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b>			



Good strategic fit, supported.

**Additional Conditions Suggested:**

The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount across other supported PA1 applications received in the recent call so that the PA1 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £82,538 more developed reduction and a £510 transitional CoR reduction.

## PA3

<b>Project Name:</b>	Aston Programme for Small Business Growth	<b>Total Project Cost:</b>	£476,090
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£245,187
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> None			

<b>Project Name:</b>	BGP2	<b>Total Project Cost:</b>	£13,562,091
<b>Applicant</b>	Birmingham City Council	<b>ERDF Request:</b>	£3,500,000
<b>Declaration of Interests:</b> Cllr Ian Courts (The Chair), Liz Grove (LG), Cllr Sir Albert Bore (AB) and Mark Reed (MR)			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members considered how the project would be affected if HS2 is cancelled.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b>			



The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount with the other Grant Programme application (PIP2) so that the PA3 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £334,268 more developed CoR reduction.

<b>Project Name:</b>	Enterprise Development and Growth	<b>Total Project Cost:</b>	£986,043
<b>Applicant</b>	Solihull Metropolitan Borough Council	<b>ERDF Request:</b>	£100,699
<b>Declaration of Interests:</b> The Chair and LG			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members highlighted that the project is responsive to Growth Hub needs. Members would like to see the project interact with more organisations.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> None			

<b>Project Name:</b>	EIGP	<b>Total Project Cost:</b>	£844,196
<b>Applicant</b>	University of Birmingham	<b>ERDF Request:</b>	£434,158
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members did not support the capital costs applied for. They were considered high risk. The key business support element could be put into jeopardy if there's a delay to the works and it was noted that procurement of the main construction contract had been completed which presented a potential issue over compliance			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit not supported.			



**Additional Conditions Suggested:**

None

<b>Project Name:</b>	Enhanced Export Growth Project	<b>Total Project Cost:</b>	£529,998
<b>Applicant</b>	West Midlands International Trade LLP	<b>ERDF Request:</b>	£100,699

**Declaration of Interests:**

The Chair, LG, AB and MR

**Summary of Discussion:**

Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.

**Advice of the GBSLEP ESIF Sub Committee:**

Strong strategic fit, supported.

**Additional Conditions Suggested:**

None

<b>Project Name:</b>	MGP2 (both applications)	<b>Total Project Cost:</b>	£718,750 & £
<b>Applicant</b>	Oxford Innovation Services Ltd	<b>ERDF Request:</b>	£375,000 & £228,667

**Declaration of Interests:**

None

**Summary of Discussion:**

Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.

Members agreed this project works well with the Growth Hub and is seen important to the locality.

**Advice of the GBSLEP ESIF Sub Committee:**

Strong strategic fit, supported (both Outline Assessments)

**Additional Conditions Suggested:**

None





<b>Project Name:</b>	PIP2	<b>Total Project Cost:</b>	£8,000,000
<b>Applicant</b>	Birmingham City Council	<b>ERDF Request:</b>	£4,000,000
<b>Declaration of Interests:</b> AB and MR			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported			
<b>Additional Conditions Suggested:</b> The ERDF requested in the Full Application should be less than the Outline Application by a pro rata amount with the other Growth Programme application so that the PA3 ERDF GBSLEP Notional Allocation is not exceeded. For this project a £382,020 more developed CoR reduction.			

<b>Project Name:</b>	STEAMincubator	<b>Total Project Cost:</b>	£1,626,434
<b>Applicant</b>	Birmingham City University	<b>ERDF Request:</b>	£827,881
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members considered that the project didn't fit with existing incubator opportunities and required assurance existing provision wasn't duplicated. Members also felt that the applicant should connect with the Growth Hub. The high number of conditions in the Outline Assessment was noted. The proposal was considered too high risk.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit not supported.			
<b>Additional Conditions Suggested:</b> None			



<b>Project Name:</b>	Strengthening the Automotive Supply Base	<b>Total Project Cost:</b>	£1,000,192
<b>Applicant</b>	West Midlands Growth Company	<b>ERDF Request:</b>	£500,096
<b>Declaration of Interests:</b> MS and David Caro (DC)			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members considered that there was a lack of a real focus to the project and the project activity and impact was incoherent.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit not supported.			
<b>Additional Conditions Suggested:</b> None			

<b>Project Name:</b>	The Midlands Internationalisation Fund	<b>Total Project Cost:</b>	£1,430,000
<b>Applicant</b>	Department for International Trade	<b>ERDF Request:</b>	£750,000
<b>Declaration of Interests:</b> None			
<b>Summary of Discussion:</b> Darren Cope (DCo) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members noted that the targets for the existing project were ambitious and yet to be delivered. It was agreed that supporting a continuation of a project which hadn't started yet posed too great a risk.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Weak strategic fit not supported			
<b>Additional Conditions Suggested:</b> None			



## PA4

<b>Project Name:</b>	EBRI	<b>Total Project Cost:</b>	£1,084,801
<b>Applicant</b>	Aston University	<b>ERDF Request:</b>	£542,401
<b>Declaration of Interests:</b> MS			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members noted that there could be potential duplication with the ARLI and AMCASH projects which should be explored further at Full Application stage.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> None			

## PA6

<b>Project Name:</b>	BASIS	<b>Total Project Cost:</b>	£2,215,316
<b>Applicant</b>	Birmingham City Council	<b>ERDF Request:</b>	£1,107,658
<b>Declaration of Interests:</b> AB and MR			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.  Members noted that the performance of the existing project was not ideal.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit supported.			
<b>Additional Conditions Suggested:</b> The project should look to reduce the ERDF amount requested at full so that the PA6 ERDF GBSLEP Notional Allocation is not exceeded.			

<b>Project Name:</b>	Greening the Grey	<b>Total Project Cost:</b>	£1,113,486
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<b>Applicant</b>	Solihull Metropolitan Borough Council	<b>ERDF Request:</b>	£556,743
<b>Declaration of Interests:</b> The Chair and LG			
<b>Summary of Discussion:</b> Alexander Collins (AC) provided a verbal summary of the Outline Application. Mark Reed (MR) provided feedback from the TWG meeting.			
<b>Advice of the GBSLEP ESIF Sub Committee:</b> Strong strategic fit, supported.			
<b>Additional Conditions Suggested:</b> None			