

GUIDANCE NOTES FOR COMPLETION OF RESEARCH AND KNOWLEDGE EXCHANGE FUNDING FORMS

BACKGROUND

AHDB research and knowledge exchange (KE) contracts are awarded on the basis of information contained within the proposal form and it follows, therefore, that questions must be answered fully and appropriately. Any signed contract will be based on the information provided in the form. Proposals for research KE funding are treated as confidential documents and remain so irrespective of decisions on funding. AHDB does, however, reserve the right to send forms for third party expert evaluation on occasion but all evaluators will agree to AHDB confidentiality terms before they are released.

DEADLINES FOR SUBMISSION

AHDB Advisory Groups (Committees/Panels/Forums) meet at regular intervals throughout the year. A list of deadline dates for submission can be found on the relevant AHDB Sector website.

PREPARATION OF OUTLINE & FULL PROPOSALS

Prospective applicants are encouraged to discuss their outline proposal with relevant AHDB staff. A full proposal may be submitted in the absence of an outline proposal only if agreed by AHDB. All discussions will be treated confidentially. Where a project tender is issued, prior discussions cannot take place and all Q&A will be anonymised and published on the AHDB website. Applicants must use the current forms, which must be submitted before the relevant deadline and via email. Where projects have been unduly delayed or further critical work is required a Project Extension Proposal must be submitted.

SUBMISSION PROCESS

A two-stage submission and evaluation process is followed for all projects unless agreed otherwise.

- Stage 1 requires completion of the Outline Proposal
- Stage 2 requires completion of the Full Proposal

Only projects that are successful at stage 1 will be invited to proceed to stage 2. All completed forms must be e-mailed to research@ahdb.org.uk There is no requirement to submit a signed hard copy of any proposal form.

CONTRACTUAL ARRANGEMENTS

Each partner organisation receiving funding from AHDB will be required to enter into to a two-party contract and make individual financial claims directly to AHDB. In projects where there are a number of organisations, AHDB will also require all partners (including those not receiving AHDB funding) to sign up to a Collaboration Agreement setting out the agreed ways of working. All claims for reimbursement will be made quarterly in arrears unless stated otherwise.

All contracts are subject to the Agriculture and Horticulture Development Board Terms and Conditions (available on the [procurement page](#) of the AHDB website). You are **strongly** advised to familiarise yourself with these at the proposal stage. Research contracts will usually, but not exclusively, require the Research Funding Agreement and KE projects the Goods and Services Terms. Where research or KE calls are issued by AHDB the relevant Terms and Conditions will be detailed in the tender document.

QUICK LINKS

1. [OUTLINE PROPOSAL UNDER £50,000](#)
2. [OUTLINE PROPOSAL £50,000 AND OVER](#)
3. [FULL PROJECT PROPOSAL UNDER £50,000](#)
4. [FULL PROJECT PROPOSAL £50,000 AND OVER](#)
5. [EXTENSION PROPOSAL](#)

1. OUTLINE PROPOSAL UNDER £50,000

SECTION 1: THE BUSINESS CASE

- 1.1 Project title:** The title should give a clear indication of the aim of the project. Where the AHDB project will be a component of a larger project the title should be identical to that of the larger project. A short levy payer friendly title should also be submitted. AHDB reserves the right to alter the project title prior to issuing a contract if deemed necessary. Acronyms should be avoided.
- 1.2 Title of the call under which this proposal is submitted:** Where relevant provide the full title of the call as it appeared on the project specification.
- 1.3 Proposed start and end date:** State when you wish the project to start and end, bearing in mind availability of research staff and other constraints e.g. data availability, collaborators etc. Projects should always commence on the first day of the month and end on the last day of the month. Include the total duration in months.
- 1.4 Rationale:** Please describe the project in everyday language. How does the activity fit with the AHDB corporate plan and/or sector priorities? What problem (market failure) is the project tackling and what causes the problem? Outline the projects aims and objectives and the activity that is planned to address these. How will the activity be evaluated?
- 1.5 Economic benefits:** Describe the potential economic benefits arising from the activity. Provide evidence and quantify the benefits where possible. If possible, calculate a cost to benefit ratio for levy payers for the activity over a 5 year horizon.
- 1.6 Supports (non-economic) sustainability:** Describe how the activity will support sector non-economic sustainability in the long-term. Will any environmental benefits be delivered? Will the activity support sustainability in other ways such as improving skills or attracting new entrants into the industry? Will the activity improve the reputation of the industry?

SECTION 2: FUNDING REQUESTED

- 2.1 Total cash funding requested from AHDB:** Give the total cash sum requested from AHDB. The amount should be in whole pounds sterling excluding VAT.
- 2.2 Total project cost including co-funding:** State the entire cost of the project, including cash and in-kind contributions from co-funders. The amount should be in whole pounds sterling excluding VAT.
- 2.3 AHDB funding breakdown:** If funding is requested from multiple AHDB Sectors state the total amount requested from each sector separately and indicate whether this amount is in cash and/or in-kind.

SECTION 3: CONTACT DETAILS

- 3.1 Project applicant:** Give full details of the person who will act as the main contact and will be responsible for overall technical management of the project and the full name and address of the organisation leading the proposed project.
- 3.2 Details of collaborators:** List the individual(s) and their organisation(s), other than the applicant organisation, that will be involved in the proposed project. Provide the name of the collaborator and the name and address of the organisation. Copy and paste a separate table for each collaborator.

2. OUTLINE PROPOSAL £50,000 AND OVER

For outline proposals of £50,000 and over, the Business Case will be assessed by a dedicated AHDB panel involving relevant representatives from across AHDB and not by the sector Advisory Group. If invited to full proposal stage the full proposal will then be assessed by the sector Advisory Group.

SECTION 1: THE BUSINESS CASE

1.1 Project title: The title should give a clear indication of the aim of the project. Where the AHDB project will be a component of a larger project the title should be identical to that of the larger project. A short levy payer friendly title should also be submitted. AHDB reserves the right to alter the project title prior to issuing a contract if deemed necessary. Acronyms should be avoided.

1.2 Title of the call under which this proposal is submitted: Where relevant provide the full title of the call as it appeared on the project specification.

1.3 Proposed start and end date: State when you wish the project to start and end, bearing in mind availability of research staff and other constraints e.g. data availability, collaborators etc. Projects should always commence on the first day of the month and end on the last day of the month. Include the total duration in months.

The maximum limit for sections 1.4 to 1.9 is 8 pages in total

1.4 Rationale: Please describe the project in everyday language. How does the activity fit with the AHDB corporate plan and/or sector priorities? What problem (market failure) is the project tackling and what causes the problem? Outline the project aims and objectives and the activity that is planned to address these. How will the activity be evaluated?

1.5 Appropriate use of public funds: Is this activity already being delivered by someone else? If yes, provide evidence that a need for the project still exists. What options for project delivery have you considered and why is this the best option? Explain the risks of non-delivery of the benefits. Is the activity compliant with EU state aid rules?

1.6 Economic benefits: Describe the potential economic benefits arising from the activity. Provide evidence and quantify the benefits where possible. If possible, calculate a cost to benefit ratio for levy payers for the activity over a 5 year horizon.

1.7 Supports (non-economic) sustainability: Describe how the activity will support sector non-economic sustainability in the long-term. Will any environmental benefits be delivered? Will the activity support sustainability in other ways such as improving skills or attracting new entrants into the industry? Will the activity improve the reputation of the industry?

Complete either 1.8 or 1.9 – do not answer both questions

1.8 Solve a supply chain problem: Does this activity address a problem for farmers or others in the supply chain? What evidence is there of need for this work from the industry? What proportion of levy payers are affected by the problem?

1.9 Support good decision-making: Will the activity close a knowledge gap? Is there evidence that decision-makers in industry or government need the information to be provided? How will providing this information benefit levy payers?

SECTION 2: FUNDING REQUESTED

2.1 Total cash funding requested from AHDB: Give the total cash sum requested from AHDB. The amount should be in whole pounds sterling excluding VAT.

2.2 Total project cost including co-funding: State the entire cost of the project, including cash and in-kind contributions from co-funders. The amount should be in whole pounds sterling excluding VAT.

2.3 AHDB funding breakdown: If funding is requested from multiple AHDB Sectors state the total amount requested from each sector separately and indicate whether this amount is in cash and/or in-kind.

SECTION 3: CONTACT DETAILS

3.1 Project applicant: Give full details of the person who will act as the main contact and will be responsible for overall technical management of the project and the full name and address of the organisation leading the proposed project.

3.2 Details of collaborators: List the individual(s) and their organisation(s), other than the applicant organisation, that will be involved in the proposed project. Provide the name of the collaborator and the name and address of the organisation. Copy and paste a separate table for each collaborator.

3. FULL PROJECT PROPOSAL UNDER £50,000

Examples of projects that may fall into this category are literature reviews, surveys, short proof of concept projects or small trials/data collection activities.

SECTION 1: PROJECT OVERVIEW

1.1 Project title: The title should give a clear indication of the aim of the project. Where the AHDB project will be a component of a larger project the title should be identical to that of the larger project. A short levy payer friendly title should also be submitted. AHDB reserves the right to alter the project title prior to issuing a contract if deemed necessary. Acronyms should be avoided.

1.2 Title of the call under which the proposal is submitted: Where relevant provide the full title of the call as it appeared on the project specification.

1.3 Short project abstract: Please describe a brief summary the project in everyday language. This information may be used on the AHDB website. Maximum 250 words.

1.4 Proposed start and end date: State when you wish the project to start and end, bearing in mind availability of research staff and other constraints e.g. data availability, collaborators etc. Projects should always commence on the first day of the month and end on the last day of the month. Include the total duration in months.

1.5 Applicant organisation: State the full name of the applicant organisation and any abbreviation if applicable.

1.6 Collaborating organisation(s): State the full name of the collaborating organisation(s) and any abbreviation if applicable.

- 1.7 Total cash funding requested from AHDB:** Give the total sum requested from AHDB. The amount should be in whole pounds sterling excluding VAT.
- 1.8 Total project cost including co-funding:** State the entire cost of the project, including cash and in-kind contributions from co-funders. The amount should be in whole pounds sterling excluding VAT.
- 1.9 AHDB funding breakdown:** If funding is requested from multiple AHDB Sectors (Beef & Lamb, Cereals & Oilseeds, Dairy, Horticulture, Potatoes or Pork) state the total amount requested from each sector separately and indicate whether this amount is in cash and/or in-kind. Indicate whether any funding has already been approved or the date a decision is expected.
- 1.10 Co-funding:** Detail all co-funding that has been pledged towards the project and indicate whether this has already been approved or is still awaiting approval, indicate when a decision is likely to be made.

SECTION 2: PROJECT OUTCOMES

- 2.1 Who are the target beneficiaries of the project:** Tick all relevant boxes that apply. For any other beneficiaries not listed please state who they are under the 'other' category.
- 2.2 How knowledge exchange integrates into achieving industry relevant outcomes**
- 2.2.1 What approach will be used to ensure project outcomes translate to changes in practice:** State what KE activities need to be undertaken and indicate if and how this fits into current AHDB KE activities and where this is during the lifetime of the project or after the project end date.
- 2.2.2 What engagement with industry will be conducted during the project:** State how industry engagement will be conducted and maintained throughout the project.
- 2.2.3 How will industry intelligence feed into shaping progress and delivery:** State how the feedback loop between research and industry will be maintained to ensure relevant information continues to be fed into the current project and future activities.
- 2.3 What is the likely timeframe to deliver impact for the industry:** State when it is anticipated the benefits will be realised e.g. will the outcomes require a gradual change over several years or will the benefits be realised immediately?
- 2.4 Will further activities/resource be required before the outcomes/impact can be realised:** If additional funding is required to deliver any KE activities described in Section 2.2 please provide details. This should only be where it will not be covered by the current project activities (conferences/open days/press releases etc. would be considered to be included in the normal project costs) for example, large publications or KE required after the project end date that may require additional funding. Also give details of any further research that might be required following the completion of the project before the results can be delivered to the industry e.g. development of a product from a prototype. Please include an estimate of the likely timeframe any additional work may require.
- 2.5 Are any environmental benefits associated with the project outcomes:** Tick all relevant boxes that apply. For any other benefits not listed please state what they are under the 'other' category.
- 2.6 Please state any potential negative impacts on the environment:** State any potential negative impacts on the environment that could arise due to an outcome from the project.
- 2.7 How will success be measured e.g. KPI's:** Describe the key performance indicators that will be used to measure success to enable the project outputs to be appropriately evaluated.

2.8 Exploitable intellectual property (IP)

2.8.1 What commercially exploitable IP will this project generate: Provide details if IP is likely to be generated, if not state not applicable.

2.8.2 How will IP exploitation be achieved: State how IP arising from the project could be protected and exploited, noting that in most cases IP developed in a project will rest with AHDB unless agreed otherwise.

SECTION 3: TECHNICAL APPROACH AND WORK PLAN

3.1 Aims and objectives

3.1.1 Provide a clear statement of the aim of the project: This should be the top line goal(s) that the project is aiming to achieve.

3.1.2 State the core project objectives: Objectives should be outcome orientated and achievable within the project duration, i.e. not through subsequent developments and they should be specific and time bound.

3.2 Approach and methodology: State how work to address the objectives will be grouped into distinct work packages and give details of the approaches/methodology to be undertaken.

3.3 Will there be collaboration with commercial companies, if so how will this be managed: Detail how relationships will be managed to ensure good communication links are maintained, objectives and milestones are kept on track to prevent 'commercial creep' and how intellectual property rights will be managed with commercial partners where relevant.

3.4 Identify any risks and actions that may prevent or delay the achievement of the project outputs: Risks should cover, for example, people, equipment, data, time, seasonal impacts, co-funding etc. and should detail both the risk and how this will be managed and mitigated.

3.5 What data management processes and/or accreditation is in place: State how you will maintain data security, integrity and whether you operate to any specific accreditation schemes e.g. ISO 9001 etc.

3.6 Milestone schedule – linked to core objectives outlined in 4.1.2: Major activities should be listed and grouped under the objective that they will be responsible for delivering. Fill in the table providing a brief description of each activity, the organisation responsible for delivering it, when the activity will take place and completion date of the activity. Reporting requirements should be included as specific milestones e.g. interim and final reports.

SECTION 4: CONTACT DETAILS

4.1 Project applicant: Give full details of the person who will act as the main contact and will be responsible for overall technical management of the project and the full name and address of the organisation leading the proposed project. Details of the organisation's finance coordinator (the person that will be responsible for financial management of the project) and authorising signee (the person that will sign the contract and other official project documents) must also be provided.

4.1.1 What is the organisation's contribution to the project: Provide details of what the organisation will be providing to the project for example trial sites, equipment, statistical expertise etc.

4.1.2 Justification of resources: What staff will be employed on the project: State the name (where known) and grade/title of staff who will contribute to the project, specifying the amount of time that they will spend on the project in days for projects of less than one year and in months

for projects over one year in duration. Indicate whether AHDB will fund the staff member; where staff costs will be met from elsewhere, please provide details.

4.1.3 Provide details of any capital equipment requested: AHDB will consider providing a contribution towards the cost of essential items of capital equipment only in exceptional circumstances and where it is appropriate.

4.1.4 Provide details of any costs claimed under 'other costs': A brief description of each item included within 'other costs' should be provided. These could include for example sample analyses provided by a third party.

4.2 Collaborators: This section is used to provide information for organisations, other than the applicant organisation (e.g. farm businesses, commercial companies, specialist contractors, academics, research institutes etc.), that are requesting direct funding from AHDB to support their involvement in the project. Please include one page for each collaborating organisation. Please note that organisations that are contributing funding to the project whether in cash or in-kind are classified as co-funders; details of co-funding organisations should be shown in Section 4.3. Scientific and financial contacts and a signee should be named for each collaborator. The signee should be someone at the organisation who is authorised to accept responsibility for delivery of that organisations contribution to the project as they will be required to sign any contract which is issued. Each collaborating organisation will make independent reimbursement claims to AHDB. Please complete all sections of 4.2, referring to the guidance supplied in Section 4.1 as necessary.

4.3 Co-funders: Please include one page per co-funding organisation. Give full details of the person who will be the key contact at the co-funding organisation and the full name and address of the organisation.

4.3.1 Details of Contribution: Give details of the level of the contribution. For in-kind contributions describe the nature of the contribution e.g. if this is for consultancy provide details of man days involved. Please attach a copy of any letters confirming additional funding. If these are not received prior to assessment of an application they will be requested before a contract can be issued.

SECTION 5: PROJECTS COSTS

Tables in this section are imported from Microsoft Excel, so to access the table double click anywhere within it. You should only add figures in the empty cells. All costs should be in whole pounds sterling and exclusive of VAT except where sub-contracts are used and these costs should be inclusive of VAT.

5.1 Applicant's requested costs

Costs for: Add your organisation's name above the table.

Organisations project reference: Add any reference number you will use to manage the project internally if applicable.

Completing the Excel table

- All costs being requested from AHDB should be broken down into the headings specified in the table. Budgets should be presented according to the AHDB financial year, which runs from 1st April to 31st March. Input the year at the top of each column, for example, 16/17.
- All figures should be in whole pounds (£ sterling).
- The 'other costs', should be entered into each column as a single figure, further detail is requested in Section 4.1 (for applicant organisation) or Section 4.2 (for any collaborators).

- Please ensure that all the columns are added correctly to give a year total and a project total.
- Do not delete any of the table headings. If they are not used, leave them blank.
- The total costs (if different from AHDB funds) should include the total project value including any co-funding.

5.2 Collaborator's requested costs

Costs for: Add your organisation's name above the table.

Please copy and paste this page as necessary so there is a separate table for each collaborator.

Completing the Excel table:

- See 5.1 above.

5.3 Total requested costs:

Again, the table is imported from Microsoft Excel, so to access the table, double click anywhere within it. This table presents the sum of all participants (i.e. applicants and collaborators) costs. As above, total costs should be broken down into the specified budget headings and presented according to AHDB financial years.

- Ensure that the total of row (k) equals that of Section 1.7
- Ensure that the total of row (l) equals that of Section 1.8

4. FULL PROJECT PROPOSAL £50,000 AND OVER

Examples of projects that fall into this category are large project activities that would usually be conducted over multiple years but may also be projects that are conducted over a small time-frame e.g. 12 months but require a significant amount of resource to undertake them.

SECTION 1: PROJECT OVERVIEW

1.1 Project title: The title should give a clear indication of the aim of the project. Where the AHDB project will be a component of a larger project the title should be identical to that of the larger project. A short levy payer friendly title should also be submitted. AHDB reserves the right to alter the project title prior to issuing a contract if deemed necessary. Acronyms should be avoided.

1.2 Title of the call under which the proposal is submitted: Where relevant provide the full title of the call as it appeared on the project specification.

1.3 Short project abstract: Please describe a brief summary the project in everyday language. This information may be used on the AHDB website. Maximum 250 words.

1.4 Proposed start and end date: State when you wish the project to commence, bearing in mind availability of research staff and other constraints. Projects should always commence on the first day of the month and end on the last day of the month. Include the total duration in months.

1.5 Applicant organisation: State the full name of the applicant organisation and any abbreviation if applicable.

1.6 Collaborating organisation(s): State the full name of the collaborating organisation(s) and any abbreviation if applicable.

- 1.7 Total cash funding requested from AHDB:** Give the total sum requested from AHDB. The amount should be in whole pounds sterling excluding VAT.
- 1.8 Total project cost including co-funding:** State the entire cost of the project, including cash and in-kind contributions from co-funders. The amount should be in whole pounds sterling excluding VAT.
- 1.9 AHDB funding breakdown:** If funding is requested from multiple AHDB Sectors state the total amount requested from each sector separately and indicate whether this amount is in cash and/or in-kind. Indicate whether any funding has already been approved or the date a decision is expected.
- 1.10 Co-funding:** Detail all co-funding that has been pledged towards the project and indicate whether this has already been approved or is still awaiting approval, indicate when a decision is likely to be made.

SECTION 2: PROJECT OUTCOMES

- 2.1 Who are the target beneficiaries of the project:** Tick all relevant boxes that apply. For any other beneficiaries not listed please state who they are under the 'other' category.
- 2.2 How knowledge exchange integrates into achieving industry relevant outcomes**
- 2.2.1 What approach will be used to ensure project outcomes translate to changes in practice:** State what KE activities need to be undertaken and indicate if and how this fits into current AHDB KE activities and where this is during the lifetime of the project or after the project end date.
- 2.2.2 What engagement with industry will be conducted during the project:** State how industry engagement will be conducted and maintained throughout the project.
- 2.2.3 How will industry intelligence feed into shaping progress and delivery:** State how the feedback loop between research and industry will be maintained to ensure relevant information continues to be fed into the current project and future activities.
- 2.3 What is the likely timeframe to deliver impact for the industry:** State when it is anticipated the benefits will be realised e.g. will the outcomes require a gradual change over several years or will the benefits be realised immediately?
- 2.4 Will further activities/resource be required before the outcomes/impact can be realised:** If additional funding is required to deliver any KE activities described in Section 2.2 please provide details. This should only be where it will not be covered by the current project activities (conferences/open days/press releases etc. would be considered to be included in the normal project costs) for example, large publications or KE required after the project end date that may require additional funding. Also give details of any further research that might be required following the completion of the project before the results can be delivered to the industry e.g. development of a product from a prototype. Please include an estimate of the likely timeframe any additional work may require.
- 2.5 What are the environmental benefits associated with the project outcomes:** Tick all relevant boxes that apply. For any other benefits not listed please state what they are under the 'other' category.
- 2.6 Please state any potential negative impacts on the environment:** State any potential negative impacts on the environment that could arise due to an outcome from the project.

2.7 How will success be measured e.g. KPI's: Describe the key performance indicators that will be used to measure success to enable the project outputs to be appropriately evaluated.

2.8 Exploitable intellectual property (IP)

2.8.1 What commercially exploitable IP will this project generate: Provide details if IP is likely to be generated, if not state not applicable.

2.8.2 How will IP exploitation be achieved: State how IP arising from the project could be protected and exploited, noting that in most cases IP developed in a project will rest with AHDB unless agreed otherwise.

SECTION 3: TECHNICAL APPROACH AND WORK PLAN

3.1 Concise Summary of current knowledge relevant to the proposal: Describe the state-of-the-art knowledge in the area concerned and the advance that the project will bring about. Demonstrate how the proposed research will build on existing knowledge and understanding. Sufficient detail should be given to show awareness of previous and current work in the field; references to published papers should be included as appropriate. The degree of background information provided should reflect the scope and complexity of the project and should not exceed two pages.

3.2 Aims and objectives

3.2.1 Provide a clear statement of the aim of the project: This should be the top line goal(s) that the project is aiming to achieve.

3.2.2 State the core project objectives: Objectives should be outcome orientated and achievable within the project duration, i.e. not through subsequent developments and they should be specific and time bound.

3.3 Work package details linked to core objectives: State how work to address the objectives will be grouped into distinct work packages and give details of the approaches/methodology to be undertaken.

3.4 Has a similar proposal been, or about to be, submitted elsewhere, if so, provide details: Details should include the aim of the proposal, the name of the funding body to whom the proposal has been submitted, the date of submission and when results are expected.

3.5 Are any other research groups in the UK or abroad currently working in the area, if so, how will you interact with them? Give details of any other groups researching the problems/questions addressed in this proposal and explain how the project proposes to communicate and interact with them.

3.6 Will there be collaboration with commercial companies, if so how will this be managed: Detail how relationships will be managed to ensure good communication links are maintained and objectives and milestones are kept on track to prevent 'commercial creep'.

3.7 Has a statistician been consulted about the proposed project? It is recommended that guidance on the suitability of the experimental design and statistical methods is sought from a statistical advisor. Indicate if this has been sought at this stage, if not indicate when an advisor would be consulted. If statistical advice is not considered necessary briefly explain why.

3.8 Identify any risks and actions that may prevent or delay the achievement of the project outputs: Risks should cover, for example, people, equipment, data, time, seasonal impacts, co-funding etc. and should detail both the risk and how this will be managed and mitigated.

3.9 What data management processes and/or accreditation is in place: State how you will maintain data security, integrity and whether you operate to any specific accreditation schemes e.g. ISO 9001 etc.

3.10 Milestone schedule – linked to core objectives outlined in 3.2.2: Major activities should be listed and grouped under the objective that they will be responsible for delivering. Fill in the table providing a brief description of each activity, the organisation responsible for delivering it, when the activity will take place and completion date of the activity. Reporting requirements should be included as specific milestones e.g. interim and final reports.

SECTION 4: CONTACT DETAILS

4.1 Project applicant: Give full details of the person who will act as the main contact and will be responsible for overall technical management of the project and the full name and address of the organisation leading the proposed project. Details of the organisation's finance coordinator (the person that will be responsible for financial management of the project) and authorising signee (the person that will sign the contract and other official project documents) must also be provided.

4.1.1 What is the organisation's contribution to the project? Provide details of what the organisation will be providing to the project for example trial sites, equipment, statistical expertise etc.

4.1.2 Justification of resources: What staff will be employed on the project: State the name (where known) and grade/title of staff who will contribute to the project, specifying the amount of time that they will spend on the project in days for projects of less than one year and in months for projects over one year in duration. Indicate whether AHDB will fund the staff member; where staff costs will be met from elsewhere, please provide details.

4.1.3 Provide details of any capital equipment requested: AHDB will consider providing a contribution towards the cost of essential items of capital equipment only in exceptional circumstances and where it is appropriate.

4.1.4 Provide details of any costs claimed under 'other costs': A brief description of each item included within 'other costs' should be provided. These could include for example sample analyses provided by a third party.

4.1.5 How are the requested overheads calculated and what do they cover: List the items which are included as overheads and specify how the overhead figure is calculated for example a % of staff costs. Unlike some funders AHDB does not specify an overhead level but will consider on a case-by-case basis whether the overheads requested are reasonable.

4.2 Collaborators: This section is used to provide information for organisations, other than the applicant organisation (e.g. farm businesses, commercial companies, specialist contractors, academics, research institutes etc.), that are requesting direct funding from AHDB to support their involvement in the project. Please include one page for each collaborating organisation. Please note that organisations that are contributing funding to the project whether in cash or in-kind are classified as co-funders; details of co-funding organisations should be shown in Section 4.3. Scientific and financial contacts and a signee should be named for each collaborator. The signee should be someone at the organisation who is authorised to accept responsibility for delivery of that organisations contribution to the project as they will be required to sign any contract which is issued. Each collaborating organisation will make independent reimbursement claims to AHDB. Please complete all sections of 4.2, referring to the guidance supplied in Section 4.1 as necessary.

4.3 Co-funders: Please include one page per co-funding organisation. Give full details of the person who will be the key contact at the co-funding organisation and the full name and address of the organisation.

4.3.1 Details of Contribution: Give details of the level of the contribution. For in-kind contributions describe the nature of the contribution e.g. if this is for consultancy provide details of man days involved. Please attach a copy of any letters confirming additional funding. If these are not received prior to assessment of an application they will be requested before a contract can be issued.

4.4 Short CVs: Provide short Curriculum Vitae for all key partners involved in the project. The purpose is to demonstrate evidence of the suitability of each partner (Maximum one side of A4 per CV).

SECTION 5: PROJECTS COSTS

Tables in this section are imported from Microsoft Excel, so to access the table double click anywhere within it. You should only add figures in the empty cells. All costs should be in whole pounds sterling and exclusive of VAT except where sub-contracts are used and these costs should be inclusive of VAT.

5.1 Applicant's requested costs

Costs for: Add your organisation's name above the table.

Organisations project reference: Add any reference number you will use to manage the project internally if applicable.

Completing the Excel table

- All costs being requested from AHDB should be broken down into the headings specified in the table. Budgets should be presented according to the AHDB financial year, which runs from 1st April to 31st March. Input the year at the top of each column, for example, 16/17.
- All figures should be in whole pounds (£ sterling).
- The 'other costs', should be entered into each column as a single figure, further detail is requested in Section 4.1 (for applicant organisation) or Section 4.2 (for any collaborators).
- Please ensure that all the columns are added correctly to give a year total and a project total.
- Do not delete any of the table headings. If they are not used, leave them blank.
- The total costs (if different from AHDB funds) should include the total project value including any co-funding.

5.2 Collaborator's requested costs

Costs for: Add your organisation's name above the table.

Please copy and paste this page as necessary so there is a separate table for each collaborator.

Completing the Excel table:

- See 5.1 above.

5.3 Total requested costs:

Again, the table is imported from Microsoft Excel, so to access the table, double click anywhere within it. This table presents the sum of all participants (i.e. applicants and collaborators) costs. As above, total costs should be broken down into the specified budget headings and presented according to AHDB financial years.

- Ensure that the total of row (k) equals that of Section 1.7

- Ensure that the total of row (I) equals that of Section 1.8

5. EXTENSION PROPOSAL

SECTION 1: PROJECT OVERVIEW

1.1 Current project title: The title should be the title of the original approved project.

1.2 Applicant organisation: State the full name of the applicant organisation and any abbreviation if applicable.

1.3 Collaborators seeking extension funding: State the full name of the collaborating organisation(s) and any abbreviation if applicable.

1.4 Duration of the project extension: State when you wish the extension to commence, bearing in mind availability of research staff and other constraints. Projects should always commence on the first day of the month and end on the last day of the month. Include the total duration in months.

1.5 Brief summary of the current project and what has been delivered to date: Key results/deliverables arising from the original project to date should be outlined, this will provide relevant background and set the scene for the justification for further work. Maximum 1 page.

1.6 Extension funding requested from AHDB: Give the total sum requested from AHDB for the project extension phase and indicate whether this amount is in cash and/or an in-kind contribution. The amount should be in whole pounds sterling excluding VAT.

1.7 Total extension budget: State the entire cost of the project extension, including cash and in-kind contributions from co-funders. The amount should be in whole pounds sterling excluding VAT.

1.8 Extension funding breakdown: If funding is requested from multiple AHDB Sectors state the amount requested from each sector separately.

1.9 Extension Co-funding: Detail all co-funding that has been pledged towards the project extension and indicate whether this has already been approved or is still awaiting approval, indicate when a decision is likely to be made.

SECTION 2: JUSTIFICATION FOR THE PROJECT EXTENSION

2.1 What is the justification for funding this additional work: Explain whether this is to deliver the original objectives that may have been delayed or incomplete due to resource issues, or to deliver new additional work that is required to enable the original proposed objectives to deliver their anticipated benefits.

2.2 Describe the benefits the additional work will provide for the industry: State what and how the benefits from the additional work will be provided.

2.3 Will there be any adverse impacts as a result of extending the project: If so, please provide details.

SECTION 3: EXTENSION OUTCOMES

- 3.1 What additional knowledge exchange activities will be undertaken:** State what additional KE activities will be undertaken (over and above those in the original proposal) and indicate if and how this fits into current AHDB KE activities.
- 3.2 Will further activities/resource be required before the additional benefits to be realised:** If additional funding is required to deliver any KE activities described in Section 3.1 please provide details. This should only be where it will not be covered by the current project activities (conferences/open days/press releases etc. would be considered to be included in the normal project costs) for example large publications or KE required after the project end date that may require additional funding. Also give details of any further research that might be required following the completion of the project before the results can be delivered to the industry e.g. development of a product from a prototype. Please include an estimate of the likely timeframe.
- 3.3 Do you expect this extension to generate any new commercially exploitable IP:** State yes or no, if yes, provide details.
- 3.4 If so, how will IP exploitation be achieved?** State how IP arising from the project could be protected and exploited, noting that in most cases IP developed in a project will rest with AHDB unless agreed otherwise.

SECTION 4: TECHNICAL APPROACH AND WORK PLAN

4.1 Aims and objectives

4.1.1 Provide a clear statement of the aim of the extension

4.1.2 State the specific objectives: Objectives should be outcome orientated and achievable within the revised project duration, i.e. not through subsequent developments and they should be specific and time bound.

4.2 Approach and methodology: Describe the approaches and methods to be used if different from the original project proposal.

4.3 Identify any risks and actions that may prevent or delay the achievement of the project outputs: Risks should cover, for example, people, equipment, data, time, seasonal impacts, co-funding etc. and should detail both the risk and how this will be managed and mitigated.

4.4 Milestone schedule: Major activities should be listed and grouped under the objective that they will be responsible for delivering. Fill in the table providing a brief description of each activity, the organisation responsible for delivering it, when the activity will take place and completion date of the activity. Reporting requirements should be included as specific milestones e.g. interim and final reports.

SECTION 5: CONTACT DETAILS

5.1 Project applicant: Give full details of the person who will act as the main contact and will be responsible for overall technical management of the project and the full name and address of the organisation leading the proposed project. Details of the organisation's finance coordinator (the person that will be responsible for financial management of the project) and authorising signee (the person that will sign the contract and other official project documents) must also be provided.

5.1.1 Justification of resources – what staff will be employed on the project: State the name (where known) and grade/title of staff who will contribute to the project, specifying the amount of time that they will spend on the project in days for projects of less than one year and in months

for projects over one year in duration. Indicate whether AHDB will fund the staff member; where staff costs will be met from elsewhere, please provide details.

5.1.2 Provide details of any capital equipment requested: AHDB will consider providing a contribution towards the cost of essential items of capital equipment only in exceptional circumstances and where it is appropriate.

5.1.3 Provide details of any costs claimed under 'other costs': A brief description of each item included within 'other costs' should be provided. These could include for example sample analyses provided by a third party.

5.2 Collaborators: This section is used to provide information for organisations, other than the applicant organisation (e.g. farm businesses, commercial companies, specialist contractors, academics, research institutes etc.), that are requesting direct funding from AHDB to support their involvement in the project. Please include one page for each collaborating organisation. Scientific and financial contacts and a signee should be named for each collaborator. The signee should be someone at the organisation who is authorised to accept responsibility for delivery of that organisations contribution to the project as they will be required to sign any contract which is issued. Each collaborating organisation will make independent reimbursement claims to AHDB.

5.2.1 Justification of resources – what staff will be employed on the project: State the name (where known) and grade/title of staff who will contribute to the project, specifying the amount of time that they will spend on the project in days for projects of less than one year and in months for projects over one year in duration. Indicate whether AHDB will fund the staff member; where staff costs will be met from elsewhere, please provide details.

5.2.2 Provide details of any capital equipment requested: AHDB will consider providing a contribution towards the cost of essential items of capital equipment only in exceptional circumstances and where it is appropriate.

5.2.3 Provide details of any costs claimed under 'other costs': A brief description of each item included within 'other costs' should be provided. These could include for example sample analyses provided by a third party.

SECTION 6: PROJECT COSTS

Tables in this section are imported from Microsoft Excel, so to access the table double click anywhere within it. You should only add figures in the empty cells. All costs should be in whole pounds sterling and exclusive of VAT except where sub-contracts are used and these costs should be inclusive of VAT.

6.1 Applicant's requested costs

Costs for: Add your organisation's name above the table.

Organisations project reference: Add any reference number you will use to manage the project internally if applicable.

Completing the Excel table

- All costs being requested from AHDB should be broken down into the headings specified in the table. Budgets should be presented according to the AHDB financial year, which runs from 1st April to 31st March. Input the year at the top of each column, for example, 16/17.
- All figures should be in whole pounds (£ sterling).
- The 'other costs', should be entered into each column as a single figure, further detail is requested in Section 5.1 (for applicant organisation) or Section 5.2 (for any collaborators).

- Please ensure that all the columns are added correctly to give a year total and a project total.
- Do not delete any of the table headings. If they are not used, leave them blank.
- The total costs (if different from AHDB funds) should include the total project value including any co-funding.

6.2 Collaborator's requested costs

Costs for: Add your organisation's name above the table.

Please copy and paste this page as necessary so there is a separate table for each collaborator.

Completing the Excel table:

- See 6.1 above.

6.3 Total requested costs:

Again, the table is imported from Microsoft Excel, so to access the table, double click anywhere within it. This table presents the sum of all participants (i.e. applicants and collaborators) costs. As above, total costs should be broken down into the specified budget headings and presented according to AHDB financial years.

- Ensure that the total of row (k) equals that of Section 1.6
- Ensure that the total of row (l) equals that of Section 1.7

**Please note that The Data Protection Act 1998 will be replaced by the
General Data Protection Regulations (GDPR) on 25 May 2018**

**The data processor will be jointly liable with the data controller
for various data protection obligations**

AHDB's levy money can only be used in accordance with EU State aid rules. Various schemes covering such activities have been submitted to the European Commission, which enforces the rules. Further details can be found on the [Procurement page](#) on the AHDB website.