

# Welsh Marine and Fisheries Scheme

## Funding Round 1: Marketing measures

### Expressions of interest (EOI) application questions



Llywodraeth Cymru  
Welsh Government

## Privacy Notice: Welsh Government financial assistance

### How we will handle any personal data you provide in relation to your grant application or request for grant funding.

The Welsh Government provides a wide range of grant schemes to help deliver our policies and create a fairer, more prosperous Wales.

The Welsh Government will be data controller for any personal data you provide in relation to your grant application or request for funding. The information will be processed as part of our public task (i.e. exercising our official authority to undertake the core role and functions of the Welsh Government) and will help us assess your eligibility for funding and administer the grant.

Before we provide funding to you, we undertake checks for the purposes of preventing fraud and money laundering, and to verify your identity. These checks require us to process personal data about you to third party fraud prevention agencies.

If we, or a fraud prevention agency, determine that you pose a fraud or money laundering risk, we may refuse to provide the grant funding you applied for, or we may stop providing existing funding to you.

A record of any fraud or money laundering risk will be retained by the fraud prevention agencies, and may result in others refusing to provide services, financing or employment to you.

In order to assess eligibility, we may also need to share personal information relating to your application with:

- Natural Resources Wales
- Animal and Plant Health Agency
- Veterinary Medicine Directorate
- Welsh Local Authorities
- Food Standards Agency Wales
- DEFRA
- Marine Management Organisation (MMO)
- Other UK Government Marine and Fisheries Administrations
- Maritime and Coastguard Agency
- Regulatory authorities, such as HM Revenue and Customs, Local Authorities, Health and Safety Executive and the Police.

The Welsh Government may publish details of grant recipients, amounts and business name on a transparency register where we are obliged to do so, for example, under the Subsidy Control Act 2022.

We will keep personal information contained in files in line with our retention policy. If successful in your application, then your personal data will be kept for 7 years after the date when you, as grant recipient, are free from all conditions relating to the grant awarded and all payment have been made. If you are unsuccessful your details will be kept for one year after the date you provided them.

Under the data protection legislation, you have the right:

- to access the personal data the Welsh Government holds on you
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to lodge a complaint with the Information Commissioner's Office (ICO) who is the independent regulator for data protection.

Should you have any queries regarding this privacy statement please contact the RPW Customer Contact Centre.

Or if you would like further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer  
Welsh Government  
Cathays Park  
CARDIFF  
CF10 3NQ

Email: [dataprotectionofficer@gov.wales](mailto:dataprotectionofficer@gov.wales)

The contact details for the Information Commissioner's Office are:

2nd Floor, Churchill House  
Churchill Way  
Cardiff  
CF10 2HH

Telephone: 0330 414 6421

Website: <https://ico.org.uk/>

## RPW Online

All Applicants must have registered on RPW Online as the EOI must be submitted via their RPW Online account.

If you already have a Customer Reference Number (CRN) you should have received a letter informing you of your Activation Code to set up your account. If you no longer have this, please telephone the Customer Contact Centre on 0300 062 5004 (Monday – Friday 9:00 – 16:00) and tell the operator your CRN. They will send you a new Activation Code.

To register your business details for the first time, you need to complete the online registration form. Please refer to the [‘RPW Online: how to register’](#) guidance for further details. The vast majority of changes to business details can be done online. However, Welsh Government may require further details on any major changes. Please contact the Customer Contact Centre for further information.

Once registered, you can access your RPW Online account. The EOI must be submitted via your messages. When submitting your EOI please enter the ‘Title for this message’ as ‘Welsh Marine and Fisheries Scheme – Marketing’. Please refer to the [‘RPW Online guidance for customers: how to use messages’](#).

# This is a revenue investment fund supported through the Welsh Government

Please refer to the Guidance booklet for the Scheme as these contain the full details of the key eligibility criteria, project eligibility and eligible costs.

## 1.1 Applicant's enterprise name and address

Name of Enterprise	<input type="text"/>
Contact	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone number	<input type="text"/>
Email Address	<input type="text"/>
Web Address	<input type="text"/>

## 1.2 Project name and Address, if different to the above

Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone number	<input type="text"/>
Mobile Number	<input type="text"/>
Email Address	<input type="text"/>

### 1.3 Enterprise Details (Tick if applicable)

#### Status

Sole Trader	<input type="checkbox"/>	Partnership	<input type="checkbox"/>
Private Limited Company	<input type="checkbox"/>	Public Sector organisation	<input type="checkbox"/>
Charity/Third Sector	<input type="checkbox"/>	Local Community Groups	<input type="checkbox"/>
Co-operative, industrial and Provident Society or Mutual	<input type="checkbox"/>	Private company limited by Guarantee	<input type="checkbox"/>
Community interest Companies	<input type="checkbox"/>	Other (please state)	<input type="text"/>

#### Enterprise Size

Private SME – Micro-entity  Private SME – non Micro-entity  Non-SME

Organisations of marine users acting in a collective manner

Company Reg No. (if applicable)

Charity No. (if applicable)

Vessel Licence Number (if applicable)

Vessel Ownership details – Please list all registered owners of this vessel (if applicable)

Vessel Registry of Seamen and Shipping (RSS) number (if applicable)

Details of all Directors/Trustees (if applicable)

Are you VAT Registered? Yes  No

VAT Number

## 2.1 Name of Project

## 2.2 Project Description – Max 200 words

A brief and concise explanation of what activities will be undertaken and/or what investment will be made during the project including a very brief outline of what the money will be spent on and what is expected to be achieved by doing this project.

## 2.3 Project Timetable

Project Start Date  
(DD/MM/YYYY)

Project End Date  
(DD/MM/YYYY)

## 2.4 Project Costs

Total Project Cost

£

Total Grant Requested

£

Intervention rate expected %

## 2.5 Planning Permission

Is planning permission required to enable this project to go ahead? Yes  No

**Planning Approval Reference Number\***

\*Where applicable, planning must be obtained prior to submission of EOI

## 2.6 Please select which of the rounds aims are you addressing with your project

Finding new markets for fishery and aquaculture products

Promoting quality and value

Contributing to the transparency and traceability of production and the markets as well as conducting market research, surveys and studies

## 3.0 If you have not indicated above your intervention rate of 100% funding, please describe below how you propose to match fund this project by selecting one or more options

	Amount (£)
Share capital/capital account	
Bank and other loans	
Overdraft	
Existing cash balance/reserves	
Other public/private sector funding (Please specify)	
<b>Total Match Funding</b>	

# EOI Selection criteria

## Assessment for Selection

EOIs will be assessed against a set of selection criteria and scored using a scoring scale of 0 – 4, then multiplied by the associated weighting factor to give a total score.

The applications will be ranked in order of merit. Applications will be selected in ranked order until either the funds available have been allocated or the maximum number of applications has been reached. There is no guarantee that all of the funds will be allocated or that the maximum number of projects will be selected for stage 2 – submission of Full Application.

Details of the selection criteria are set out below.

Business/Project Plan Section to be assessed	Score	Weighting factor
Strategic Fit	0 – 4	X 3
Deliverability	0 – 4	X 3
Value for money	0 – 4	X 4

- No application will progress which scores less than the minimum quality threshold of 20.
- A score of 0 (zero) in any of the selection criteria will prevent the application from being considered for selection.

For each section, the assessment will be made on the basis of the information and explanations given.

Higher scores will be achieved by providing comprehensive explanations supported by examples of proposed activities and details of how those activities will be managed.

Lower scores will be awarded where explanations are simply statements of intent, for example, “we will hold meetings with stakeholders on a regular basis throughout the project”.



## Strategic Fit

For a project to meet the scheme Strategic Fit, applicants will need to demonstrate how the proposed investment will contribute to the strategic aims and objectives of the funding round and demonstrate why the investment is required. You will need to detail how the investment will increase the technical and financial performance of the business and how the investment will enable the business to sustainably-expand production.

**Please demonstrate and evidence how your project will contribute to the strategic aims and objectives and demonstrate why the investment is required.**

## Deliverability

For a project to meet the deliverability assessment, applicants will need to demonstrate that their project can be delivered realistically and within the timescale.

**Please demonstrate and evidence how your project can be delivered realistically and within timescale.**

## Value for money

Where an investment maintains or secures current employment this will be considered a positive outcome. Investments could also “future proof” operations, enabling activity to continue or expand in response to current or emerging market or environmental pressures. Applicants should detail and explain how the grant could create and/or safeguard jobs, add value to produce or services, improve environmental outcomes and grow the organisation’s activity sustainably.

**Please demonstrate and evidence how the project will provide value for money.**

If you are not selected, but your application meets the minimum threshold, we will inform you via your RPW on-line account that you have not been selected.

## Declaration

Signature

Print Name

Date

Role in Enterprise