AHDB Horticulture Funding

1) Application Guidance

Guidance notes for applicants seeking Research, Knowledge Transfer and/or Communications funding

(Version T06.15)
CONTENTS

1. Commissioning and managing AHDB Horticulture funded projects
   1.1 Sector Panels
   1.2 AHDB Horticulture strategies
   1.3 Eligibility
   1.4 Commissioning and assessment process
   1.5 Funding Agreement and Terms and Conditions

2. Application Form for Funding
   2.1 Completing the application form
   2.2 Submitting the application form
   2.3 Notification of outcome

3. AHDB Horticulture contacts
1. Commissioning and managing AHDB Horticulture funded projects

1.1 Sector Panels

AHDB Horticulture (previously the Horticultural Development Company or HDC) commissions research and development (R&D), and associated knowledge transfer (KT) and communications activities, on behalf of the horticulture industry in Great Britain.

AHDB Horticulture utilises expertise from its six grower-led Sector Panels (Figure 1) to assist with the commissioning process. The Sector Panels represent industry views; advise the AHDB Horticulture Board on priorities for funding; and, assess funding proposals for scientific merit, value for money and probability of success. Sector Panels also have a role in monitoring the progress of activities.

The Sector Panels, chaired by a member of the AHDB Horticulture Board, consist of elected grower members along with scientific and technical advisors. Each Sector Panel meets two to four times a year to consider applications for funding. Further information on each Sector Panel is available from the AHDB Horticulture website (horticulture.ahdb.org.uk).

<table>
<thead>
<tr>
<th>Vegetable Panels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Vegetables</td>
</tr>
<tr>
<td>Protected Edibles and Mushrooms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fruit Panels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soft Fruit</td>
</tr>
<tr>
<td>Tree Fruit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ornamental Panels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardy Nursery Stock</td>
</tr>
<tr>
<td>Protected Ornamenitals and Bulbs and Outdoor Flowers</td>
</tr>
</tbody>
</table>

**Figure 1.** The six Sector Panels
1.2 AHDB Horticulture Sector Priorities

AHDB staff members - in close consultation with the Sector Panels, the AHDB Horticulture Board and grower associations - are responsible for collating priorities set by the industry following the broad objectives set out in the AHDB Corporate Business Plan (www.ahdb.org.uk). Funding proposals are sought in the areas identified in the AHDB Horticulture’s priority documents and will increasingly be sought as a result of calls for tender in specific strategic areas. As priorities are constantly evolving and changing, AHDB Horticulture will also consider projects not outlined in the priorities, but show to be innovative and topical.

1.3 Eligibility

AHDB Horticulture will fund appropriate activities with contractors with a proven record in R&D, KT or Communications work and where contractual arrangements allow the project deliverables to be secured for the benefit of the Horticultural levy payer. It is AHDB Horticulture’s policy to secure projects from those providers who give the best value for money for the levy investment made. This can include overseas providers.

1.4 Commissioning and assessment process

AHDB Horticulture’s commissioning process via the panels is illustrated in Figure 2. Strategic pieces of work and large calls for tender may deviate in the approval process. Such processes will be defined with the guidance as part of any call.

![Figure 2. Sector Panel commissioning process](image-url)
In the first instance, the idea will be assessed by the appropriate AHDB Research and KE Manager and Grower Association or grower. If the idea is deemed relevant, the Project Leader will be asked to prepare and submit a Concept Note to the appropriate Sector Panel/s or Board for evaluation (see Section 2). If the Panel or Board approves of the Concept Note a detailed Full Proposal will be requested. The Panel or Board often requests specific amendments which need to be taken into account when developing the Full Proposal.

Full Proposals are evaluated by looking more closely at the appropriateness of the detailed objectives, the statistical design of the project (if relevant), the milestones and the potential value of the deliverables. External scientific advice is taken as appropriate. If the Panel or Board is satisfied with the Full Proposal it is recommended to the AHDB for funding.

Urgent work can be fast tracked and proceed straight to the Full Proposal stage. Project Leaders must seek advice from the relevant AHDB Manager if they feel that the proposed work addresses an ‘urgent’ need. Authorisation to proceed straight to the Full Proposal stage will need to be obtained by the Panel Chairman of the relevant Panel or the Board.

Proposed extensions or developments of existing work with the AHDB may also proceed straight to the Full Proposal stage, if an appointed project Industry Representative (where relevant) and Chairman are supportive of the need for the extension.

1.5 Funding Agreement

A Funding Agreement will be negotiated by AHDB staff and signed by all parties involved. The Funding Agreement will cover contacts schedule, payment/finance schedule, milestones, deliverables, reporting, confidentiality, intellectual property agreements and conditions of termination. Variable terms and conditions are applicable depending on the nature of the service or goods for which funds are requested. The relevant terms are available from the AHDB on request at any time.
2. Application Form for Funding

2.1 Completing the application form

Step-by-step guidelines are provided within this section to help you complete the application form. It is in the applicant's interest to follow these guidelines.

**Applications that do not use the prescribed version of the application form will not be considered for funding.**

The form, which contains 20 sections, is usually submitted twice to the AHDB: firstly, as a **Concept Note**; secondly, as a **Full Proposal** with additional information if the concept is supported.

In the cases of responses to calls for tender, the instructions of each specific tender will detail what level of application is required in response.

**Sections 1 to Section 10** of the Concept Note must be completed. The Concept Note introduces the basic ideas behind the work (including the need for the work) and the potential industry benefit. The Concept Note focuses on the potential outputs, rather than the approaches required.

**All sections** of the Full Proposal must be completed. The Full Proposal provides a much more detailed explanation of the work, especially the approaches to be taken.

If the proposal makes reference to plant protection products, applicants should contact the AHDB for guidance on the 'use of plant protection products'.
COMPLETING THE APPLICATION:
Below we have provided step-by-step guidelines to assist you in completing your applications and to explicate the requirements of each section in more detail:

Check one box to indicate whether the application is submitted as a Concept Note or Full Proposal.

PART 1 Summary

1. Project title
The title should not exceed 20 words and should give a clear and concise indication of the nature of the project, and should include a commodity keyword (e.g. strawberry), where relevant.

2. Title of call under which this proposal is submitted (if relevant)
Where an application has been made in response to a specific invitation to tender or call, please indicate the title of this tender/call and any reference numbers associated with the call, otherwise leave blank.

3. Project summary
The project summary should not exceed 200 words and avoid the use of unnecessary complicated scientific terminology as, if the application is successful, the summary will used in AHDB publications and presentations. In particular, the summary should: describe the challenge or opportunity, and: outline how the project will address the challenge or opportunity.

4. Proposed duration of project
Enter the proposed start/end date and expected duration, using the format provided in the application form.

For Concept Notes, provide a realistic estimate, bearing in mind the timescale for the commissioning process. Consideration should also be given to seasonality.

Always allow sufficient time to prepare any Final Report or other publication and to deliver any communications activities.
Any report/evaluation writing time may need to include dissemination to any allocated Industry Representative, and therefore time should be added to accommodate their response prior to submission to the AHDB. Four weeks is the usual suggested timeframe for Industry Representative feedback, and applicants should also allow for any internal assessment processes their organisation may require.

5. Project Leader

The Project Leader is the designated representative of the organisation contracted to undertake the proposed work for AHDB and the individual who will be responsible for the day-to-day management of the project.

If there are multiple organisations working on the project, there may only be one Project Leader, therefore please nominate a Lead Organisation and enter their representative’s details in this section. Section 8 should detail the contact information for the primary representative of any collaborating organisation and Section 19 should be used to indicate the contact details and responsibilities of other additional staff.

In the case of R&D projects in particular the Project Leader is, by default, allocated the role of Researcher’s Representative, who is the designated contact for project correspondence and service. In particular, the Researcher’s Representative will be the main point of contact with the Board’s Representative (who acts as the Project Manager). If the Researcher’s Representative is not to be the same individual as the Project Leader, please state this and provide the additional contact details in Section 17 also.

6. Collaborating organisations

Please list other organisations collaborating on the work AND requiring funding directly from the AHDB.

This will enable us to contact them to establish their financial requirements should the proposal be successful and as such the name and contact details of the primary contact person for this organisation is compulsory. This section should therefore not include any organisations who will be paid via a sub-contract. Sub-contractor names and expertise can be listed under Section 17.

An opportunity to give detail of any co-funders contributing to the cost of the project but not receiving payment from the AHDB is provided at the end of the application form.
7. Project aim(s) and objective(s)

Aim(s):

Briefly and clearly state the overall aim(s) of the project

Objective(s):

AHDB Horticulture evaluates the performance of projects against the declared project objectives. **Provide a clear numbered list of specific, measurable, achievable, realistic and time-bound objectives for the work.** Unless otherwise indicated, all the objectives identified in this section should be addressed during the course of the project and will be the basis of the description of the work presented in Section 13, which needs to be completed when producing a Full Proposal.

Please explain how interdependent the objective(s) are (e.g. to what extent does the success of one objective depend on the successful completion of another? How essential is each objective in achieving the overall aim?).

**Risks that may prevent or delay achievement of objectives:**

Additionally, please describe the risks of the objectives not being met or being delayed. Suggestions for the resolution of any anticipated problems may also be provided at this stage to assist the efficient management of any obstacles to delivery should they occur.

8. Benefits from the project

Describe the potential benefits arising from the project for (a) levy payers; (b) consumers; (c) the environment. Provide a description of the potential benefits and where possible quantify the financial benefits expected to accrue from the work.

Whilst it may be difficult to provide accurate information for this section, the AHDB needs to gauge the potential of the work to deliver a worthwhile pay-off for the industry, using assumptions that are credible to growers. The pay-off from certain projects may not be immediate and an
indication of the timescale when benefits can be expected will be helpful.

9. **Industry priorities addressed**

State which Sector Panel(s) or if the AHDB Horticulture Board should consider the application (in this instance and for responses to a strategic tender call, select Cross Panel).

If relevant, also quote the relevant target from the AHDB Horticulture Strategy document(s). Strategy documents are located on the AHDB Horticulture website, within the relevant sector panel pages (horticulture.ahdb.org.uk).

Where proposals could be considered by more than one panel, only submit ONE application to the AHDB and use this section to indicate dissemination to particular sector panels. We will forward as appropriate.

10. **Industry consultation / evidence of demand**

Evidence of industry support for the work should be included in this section. Applicants are encouraged to consult with the industry as widely as possible. Businesses consulted, along with their opinions on the work proposed, should be detailed.

**The following sections need only be completed if the work has been progressed to Full Proposal stage or if a call for tenders has requested Full Proposal detail.**

11. **Industry representative**

Please insert the name of the proposed Industry representative. Representatives will normally be Members of the most relevant Sector Panel(s) - and details of current panel membership are available via our website. The AHDB will also consider appointing growers who supported the development of work, however all proposed representatives will be reviewed by the Panel and may be changed. Further details on the role of an Industry Representative can be provided on request.

12. **Background**

The Background Section should be based on the industry situation and for projects of a research
nature, should include a short literature review. Applicants are required to comment on relevant knowledge in the UK and overseas, to give assurance that (a) existing knowledge is not already adequate to meet UK growers' needs, and that (b) there exists an adequate basis of scientific understanding to support implementation or further development of the work.

If the proposed project complements or benefits from any other projects funded by other AHDB divisions, this should be stated.

If the proposed project could give rise to commercially exploitable intellectual property, this should be explained including an indication of how the exploitation could be achieved.

If the applicant considers themselves to be relatively unknown to the AHDB, it is in the applicant’s interest to provide evidence that they are experienced and sufficiently resourced to conduct the work described.

Please provide a list of relevant references to support your proposal, if appropriate.

13. Programme of work

Please first indicate whether the work to be undertaken will involve the use of Plant Protection Products. This will usually only be relevant for research projects, but a yes or no is compulsory for all applications. If the work does use or make reference to plant protection products, applicants must follow the advice of AHDB Horticulture on the ‘use of plant protection products’ which can be advised on request.

    a. Materials and methods

Include information on all practical aspects of the project (e.g. experimental design, site details, materials used) and for research projects, provide information on planned statistical analyses. There should be a clear link between the methods described in this section and the objectives previously defined in Section 9.

For proposals that are not primarily concerned with the provision of Research, please indicate resources and materials as best as possible (e.g. layout, no. of pages, images etc. for publications. Or speakers, possible venues, locations for event funding) and contact the relevant AHDB staff member to discuss current expectations.
b. **Summary of current knowledge**

Give a concise overview of the present state of knowledge and research immediately connected to the proposed work and cite the most important contributions to this body of work.

**c. Has a statistician been consulted about the proposed project?**

Please complete this section where relevant, proposals for communications and KT activities may simply indicate "Not relevant" in this section if this is the case. For proposed projects where statistical consultation is appropriate or required, please indicate what this involved and who was consulted.

14. **Activities and Milestones schedule**

Milestones should be defined as key steps in the work towards achieving the objectives of the project. Each milestone should relate to one project objective, (e.g. the milestones for objective 1 should be numbered 1.1, 1.2 etc. in the ID column) and have clear timescales attached. These milestones, together with the other details provided in this section and in Section 7, will help the AHDB assess project progress.

15. **Location(s) and facilities**

Identify the main office or site at which the work will be done. For additional research sites, growers’ sites, event venues, printing houses or other institutions, please give details of the facilities relevant to the project at those sites and brief contact details (contact person, address; and telephone number or e-mail).

16. **Promotion and Uptake**

For communications proposals, this information may already have been indicated elsewhere on the form and a reference to where these questions have been answered is acceptable in these cases. For research projects, unless otherwise stated, it is expected that one written article about the project shall be prepared for the ‘AHDB Grower’ magazine, (or an appropriate technical publication agreed with the AHDB) and one event be attended to present the project’s results per annum.

**a. How will the outputs be made available to intended users or beneficiaries?**
For communications proposals, this information may already be available under programme of work. Research proposals however should take this opportunity to explain how the project will engage with intended users to promote effective uptake of the research outputs, and describe any communications and knowledge transfer activities. The active involvement of relevant stakeholders during the design, execution and dissemination of the research is strongly encouraged.

b. **Will any further research or development be needed before the benefits of the outputs are realised?**

Please briefly explain what will be required and the likely timeframe for completion. Also indicate if additional funding will be required and the likely source of this.

17. **Staff responsibilities**

State the names, grade of staff (including subcontractors), numbers of AHDB-funded staff-years (to one decimal place) to be spent on the project by individuals at each organisation and any pertinent contact information.

The name and contact details of the statistician(s) consulted during the development of the Full Proposal should be provided. If different, the name and contact details of the statistician who will provide statistical advice throughout the duration of the work should also be provided.

18. **Justification of funds requested from AHDB**

Provide brief justification for any major items of spend. Special justification of any high cost staff effort can be included here. Indicate the main components included in ‘other’ costs and ‘sub-contract’ costs.

Please note that the AHDB does not normally fund the purchase of capital equipment. If specialist equipment (> £ 2000) is essential for a specific project, the case will be considered separately. These instances must be made clear in this proposal.

19. **Project costs**

*In the case of any application submitted as part of a strategic tender call, AHDB...*
Horticulture requests that these pages be submitted separately to all other items on the application form. This will allow for separation of the technical and financial details of any tender and better enable evaluation based only on the criteria as set-out in the tender call.

a. **Total cost of the project**

State the entire net cost of the project, including cash and ‘in-kind’ contributions from other sources, but remember to cost in the VAT of any sub-contractors.

b. **Amount of funds requested from AHDB Horticulture**

For Concept Notes, provide an estimate of the total net funds requested from the AHDB, excluding contributions from other sources.

For Full Proposals, provide the total net funds requested from the AHDB (therefore, before VAT is applied by the recipient organisation, but accounting for the costs of VAT where any subcontracts are involved in the project), excluding contributions from other sources.

Please refer to HM Revenue & Customs ([www.hmrc.gov.uk](http://www.hmrc.gov.uk)) for information and advice on the application of VAT to research grants.

Complete a separate table on each page for each organisation (or individuals) requesting funds directly from the AHDB. This section should include the point of contact for financial and administrative enquiries, whilst section 5 is the place to indicate the project lead and section 17 other staff.

For complex organisations with multiple divisions and departments, please indicate here the correct registered legal entity with which the RFA will be arranged.

The sum of funds requested for all organisations must match the figure given in Section 19b.

(i) **By project year**

Please complete the costs table provided for each project year.

- **Staff**: this relates to all staff employed directly on the project even where only part of their time will be involved. Gross salaries, employer’s National Insurance and Superannuation contributions should be included.
- **Travel**: costs incurred by staff employed directly on the project expected to exceed 5% of the total project cost. Overseas travel is not normally eligible.
- **Consumables**: for example, laboratory and field consumables.
- **Indirect (Overheads)**: for example, travel when not expected to exceed 5% of total project cost; central and departmental costs which cannot readily be assigned uniquely to the project.
- **Field trials**: field/glasshouse trial costs (e.g. hiring of facilities and including labour where relevant).
- **Subcontract**: Please list subcontractor costs (this should be the sum of services **AND** any VAT payable to the subcontractor). Details of subcontractors must be clearly described in Section 17.
- **Other**: any other cost attributed to the project that is not covered by any of the other headings. For example, this heading should include costs allocated for providing compensation to growers for crop loss due to projects on grower holding and additional costs incurred by delivering communications activities. Details of other costs must be clearly described where possible.

Funding from sources other than the AHDB, if applicable, should be incorporated within the 'cash' and 'in-kind' contributions cells. Contact information of these other sources should be provided in Section 20. "Co-funders details".

Costs should be stated to the nearest pound (£). Where an allowance for inflation is included this should be explained in Section 18 and the percentage increase used in the calculation should be stated.

(ii) **By financial year**

For each organisation requesting funds directly from the AHDB, break down the total funding request across each financial year (by quarter) for the duration of the project. This may be used to form the schedule of payments, and therefore should reflect when payment for certain aspects of the work is required. The AHDB reserves the right to adjust the schedule to reflect alignment with any deadlines set during the contracting stage.

20. **Co-funders details**

Please give details of any extra income for the project from sources other than the AHDB.
Contact details of the co-funders, along with detail about the nature and purpose and value of the contribution should be detailed here.
These contributions along with the requested funds from AHDB should match the total sum of the project provided in section 19a.

Where additional contributions are coming from multiple entities, please copy and complete the information for each separate source of funding.

2.4 Submitting the application form

Applications must be received according to any deadlines provided by the AHDB

*As applications are often reviewed externally (e.g. by Grower Associations or by AHDB’s Scientific Advisors), applicants are strongly advised to contact the appropriate member of staff at the earliest opportunity to discuss the most suitable way to progress applications from the original idea through to the final Funding Agreement.

Please submit the completed application form electronically to Hort.Funding@ahdb.org.uk indicating the project title in the subject header.

Applicants should expect to receive a notification of receipt.

2.5 Notification of outcome

Unless otherwise described as part of a particular call for tender, the nominated Project Leader will be notified in writing of the outcome of the Panel’s decision no later than four weeks after the Panel meeting at which it was presented. Applications made in accordance with a call for tender will receive notification in accordance with the guidance advised with that particular call.

Approved projects will be allocated a project number, which should be used in all correspondence (including email) relating to the project from that point forward.

Once contracts are exchanged on new projects, the AHDB will publish the detail of this work on its website and in the AHDB Grower Magazine. As such, the AHDB may request a suitable and relevant image from the applicant to upload along with the project profile.
Project Leaders should be sure they hold the rights to any such image before allowing AHDB permission to upload, and should agree to allow the AHDB reasonable use of the image for any other AHDB-led activities to promote the project.
3. AHDB Horticulture contacts

Up-to-date staff contact information can be obtained from the AHDB Horticulture website (http://horticulture.ahdb.org.uk) or by contacting the AHDB office:

AHDB Horticulture
Stoneleigh Park
Kenilworth
Warwickshire T: 0247 669 2051
CV8 2TL E: Hort.Info@ahdb.org.uk

DISCLAIMER

While the Agriculture and Horticulture Development Board seeks to ensure that the information contained within this document is accurate at the time of printing, no warranty is given in respect thereof and, to the maximum extent permitted by law the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.

© Agriculture and Horticulture Development Board 2015. No part of this publication may be reproduced in any material form (including by photocopy or storage in any medium by electronic mean) or any copy or adaptation stored, published or distributed (by physical, electronic or other means) without prior permission in writing of the Agriculture and Horticulture Development Board, other than by reproduction in an unmodified form for the sole purpose of use as an information resource when the Agriculture and Horticulture Development Board or AHDB Horticulture is clearly acknowledged as the source, or in accordance with the provisions of the Copyright, Designs and Patents Act 1988. All rights

All other trademarks, logos and brand names contained in this publication are the trademarks of their respective holders. No rights are granted without the prior written permission of the relevant owners.