



# UHI

University of the Highlands and Islands

## Aquaculture Industry Engagement Fund

ROUND 8

### Guidance Notes



**AQUACULTURE**  
**HUB**

INDUSTRY ENGAGEMENT FUND

## GUIDANCE NOTES

1. A Knowledge Exchange (KE) activity funded by the Aquaculture Industry Engagement Fund (AIEF) will facilitate aquaculture activities at UHI and demonstrate interactions, collaboration, and engagement with the aquaculture industry in its broadest sense.
2. Through the AIEF, the University will fund various resources for successful applicants such as staffing, facilities, equipment, and travel.
3. If a project is likely to be relatively small (e.g., up to £2500), consider whether an application to the Aquaculture KE-Challenge Fund may be a better fit as this is a simpler application process and form.
4. Collaborations with another UHI academic partner(s) is encouraged strongly.
5. Consider other funding options along with the project collaborators before applying to the AIEF. Other sources of funding such as [Innovation Vouchers](#) or [Knowledge Transfer Partnerships](#) may be a suitable, or even a better way of resourcing industry engagement projects. The Challenge Fund schemes operated by other [UHI KE Sector Groups](#), such as the UHI Water Hub, UHI One Health or UHI Energy Innovation, may also be a suitable or better fit for the KE project, or, perhaps, in collaboration with the UHI Aquaculture Hub.
6. Projects are advised to seek input of matched funding.
7. **Section A: Project SUMMARY.**
  - a) Project title and short non-technical summary. The summary is likely to be used in promotional material, on the Aquaculture pages of the University website and in other communications. Please ensure the summary conveys accurately the aims and objectives of the project but is concise and can be read stand-alone without needing to examine external references. The summary should also be clear, straightforward, and non-technical (i.e., avoiding jargon) so it is accessible to the 'general public'. It should not include confidential information.
  - b) In choosing the Project Type, choose **one** of the four Types that is closest to the project activity.

c) Examples of Project Activities include, but are not limited to:

Project Type	Examples of Project Activity
1) Research / Innovation	<ul style="list-style-type: none"> <li>• Field trials for new products or processes.</li> <li>• Trialling products and processes across different geographical areas.</li> <li>• Development of testing methods and methodologies.</li> <li>• Using a range of specialised equipment and expertise.</li> <li>• Pilot studies to gather data.</li> </ul>
2) Education / Training	<ul style="list-style-type: none"> <li>• Development and delivery of curriculum/training for the sector.</li> <li>• Staff secondments.</li> </ul>
3) Engagement	<ul style="list-style-type: none"> <li>• Staff secondments.</li> <li>• Meetings/Symposia/Workshops. (If you are applying to host a meeting or workshop, please include the following information in Section D of the application:               <ol style="list-style-type: none"> <li>1) Venue</li> <li>2) Outline content, aims and objectives</li> <li>3) Expected outcome(s) of the workshop</li> <li>4) Details of any invited speakers</li> <li>5) Expected number of participants)</li> </ol> </li> </ul>
4) Other	<ul style="list-style-type: none"> <li>• Feasibility studies or pilot projects for new business-led products, processes, or services.</li> </ul>

- a) Indicate in Section A if this project is being delivered in partnership with one or more other UHI Academic Partners. Collaborations with other UHI Academic Partners will be scored more highly than non-collaborative projects.
- b) Projects will be typically 1-6 months in duration. Indicate the proposed start date and project duration.
- c) Many project activities will require additional permissions.
- Applicants must ensure permissions are in place before commencing these activities.
  - Provide details if these permissions have already been obtained.
  - Ethical Approval. The process for applying for and being granted, ethical approval for research activity is set out on the [Ethics](#) area of the UHI website. Please note, applicants will be required to have completed the online ethics training module before they can apply for ethics approval and they should make themselves aware of the timing of upcoming ethics meetings, as that may impact the timing of project activities.

**8. Section B: Applicant DETAILS**

- a) The Lead Applicant must be an employee of the University or its constituent Academic Partners.
- b) Projects are normally delivered in partnership with an aquaculture business or regulator.
  - i. Letter(s) of support from the non-UHI partners should be submitted with this application and should demonstrate the process of co-design/development and, where appropriate, co-delivery.
  - ii. Letter(s) of support should also confirm matched funding, where appropriate (refer to Section F).
- c) For Organisation Type indicate the business area of the non-UHI partner – for example, this could be ‘aquaculture producer’, ‘regulator’, ‘equipment supplier’, etc.
- d) If you need to add extra partners to this section, please copy and paste the relevant tables.
- e) Collaboration with industry is a key target for the UHI Aquaculture Hub. Please indicate if this is the first activity you have done with the partner.
- f) CRM is the university’s Customer Relationship Management database, which is the standard data repository for accounts and customer details, held in a GDPR-compliant manner. Contacts are to be asked for their permission for their details to be held in CRM and to be contacted, and the way(s) they consent for that contact (email/phone/letter).

**9. Section C: Relevance to ‘Knowledge Exchange and Innovation Fund’ OUTCOMES**

- a) The proposal should meet at least one of the desired Knowledge Exchange and Innovation Fund outcomes as described in Section C of the application. KEIF is administered by the Scottish Funding Council.

**10. Section D: Project DETAIL**

- a) In this section you will describe your project.
- b) The expected outcomes and outputs of this project should be detailed in this Section. Reference is also given to how the project aligns with, and helps achieve, the UHI Aquaculture Hub annual targets (a copy of the annual targets is available at the end of this document).
- c) Education/Training projects should be able to evidence the extent to which the qualification is suitable for industry and that there is demand.

**11. Section E: Project TIMELINE**

- a) Please provide a proposed timeline for the project by attaching a Gantt chart or by completing the sample table provided:
  - i. Adjust the ‘mm’ to month (01, 02, etc.). Columns for 6 months have been provided.

- ii. Replace 'Activity 1' etc. with the actual activity and provide details of the deliverables for that activity.

**12. Section F: Project COSTS:**

- a) All project costs should be identified in this section.
- b) Overheads are not an eligible cost.
- c) Where more than one Academic Partner provides staffing resources, separate letters of agreement will be sent to each Partner to cover their contribution.
- d) A clear commitment from non-UHI partner(s) to provide match funding is an important factor that will be considered during appraisal of applications. Match funding can be either in cash or in-kind. Cash contributions will be scored higher during the application assessment.
  - i. For clarity, some projects will rely on samples or data that have been collected or collated previously by a non-UHI partner. Where this is an important component to the project, the Panel are likely to accept this component as an eligible contribution to matched funding.
- e) The total available to the UHI Aquaculture Hub for AIEF and KE Challenge Fund applications in academic year 2024-2025 is currently set at £30,000.
- f) The maximum award for a single project will likely be up to £15,000.

**13. Fund assessment criteria (% of score)**

Assessment Criterion	% Of Score	Description
Relevance to KEIF Outcomes (Section C)	<b>30%</b>	Projects do not have to deliver on all Engagement Fund outcomes but should meet at least one objective.
The merit of the project with respect to the AIEF Principal Aim (refer to page 1 of the guidance notes) and its potential to broaden the base of collaboration between UHI and aquaculture-based stakeholders (e.g., industry, regulators, policy makers, supply chain, etc.)	<b>40%</b>	The project topic, delivery method and expected outcomes/outputs will be assessed in this criterion.  Collaboration means working together and can relate to providing a service or to being partners in delivering research, training, or knowledge exchange activities, etc.
Extent of cross-university collaboration	<b>10%</b>	Cross-UHI collaboration can be as a full partner in the project delivery or as participants in specific project activities as detailed in Section D.

Contribution of match funding	<b>20%</b>	Matched funding can be in-kind or cash, but a cash contribution will be rated more favourably during assessment of the project application.
Total	100%	

14. Reporting and Publicity:

- a) The Lead Applicant will be required to provide an interim update and then feedback and a report at the end of the project.
- b) A Case Study is usually required to assist with increasing the publicity around the project and overall impact of the study.
- c) Reports produced to the satisfaction of UHI will be required prior to release of funding.

**Subsidy Control**

The Subsidy Control Act 2022 allows an enterprise (e.g., sole traders, partnerships, companies, associations etc. referred to here as “organisation”) to receive up to £315,000 in a 3-year period (consisting of the 2023/24 year and the 2 previous financial years). MFA subsidies cumulate with each other and with other subsidies that fall within the category of 'Minimal or SPEI financial assistance'. Expanded Retail Discount granted in 2021/22 does not count towards the £315,000 allowance but BEIS COVID-19 business grants and any other subsidies claimed under the Small Amounts of Financial Assistance limit of the Trade and Cooperation Agreement count under the £315,000 allowance'. The organisation must declare this allowance to any funding body who requests it. It is the organisation’s responsibility to check that it is eligible and please note that the above allowance threshold may change, and by the very nature of applying for or accepting a subsidy you are declaring that you will not exceed the permitted subsidy allowance threshold.

**UHI Aquaculture Hub Annual Targets**

The following are the annual targets for the Aquaculture Hub as agreed by UHI and organised against each of the seven Innovation Funding outcomes.

UHI Aquaculture HUB		Knowledge Exchange Sector Group Annual Targets - 2023/24			
Code	Activities	Target Number/Details	Measurable Output	Impact	SFC Desired Outcomes applicable
1	<b>Income</b>				
1.1	Income for KE related activity	£500,000	£ income		
2	<b>Business, Stakeholder, Public and Third Sector Engagement</b>				
2.1	Host industry, public sector and stakeholder workshops and/or events.	7	hosted events/meetings/workshops, etc.	Increased understanding of capabilities, skills, and programmes.	1, 2, 3, 5, 6
2.2	Promote UHI Knowledge Exchange Sector Groups with industry, public sector, and stakeholders through various communications.	25	events/meetings/workshops/etc. promoted to stakeholders.	Raising profile and increased understanding of capabilities, skills, programmes at UHI and UHI KE Sector Groups.	1, 2, 3, 4, 5
2.3	Generate new and maintain active stakeholder/business interactions	8	new and active stakeholder/business interactions are recorded in UHI's Customer Relationship Management database (CRM).	Improved customer relationship management.	1, 2, 4
2.4.1	Demonstrate international engagement	5	records of new and active international engagements/promotions.	Raising profile of UHI and UHI KE Sector groups with international (non-UK) groups.	5
2.4.2		1	records of new and active international collaborations.		
2.5.1	Identify, develop, and award relevant KE projects.	2	award 'Challenge Fund' projects (or their equivalent).	Increases confidence with industrial sector for engagement with academic research partners.	1, 2, 3, 4, 5
2.5.2		0	Knowledge Transfer Partnership projects (KTPs).		
2.5.3		0	Innovation Vouchers.		
2.5.4		3	successful project applications relevant to KE Sector Group (not Challenge Fund projects).	Increases sharing of knowledge and innovation with collaborators.	
2.5.6		5	record of projects in-development.	Increases academic expertise and skills.	
2.6	Promote funding and development opportunities for academics, industry, public and third sector.	Emails Viva Workshop	methods used for promoting opportunities.	Greater understanding of opportunities.	1, 2, 3, 4, 5
2.7	Identify and encourage staff and student engagement with relevant sector role-models.	2	guest speakers from relevant organisations to showcase their business and / or work activity.	Develops collaboration between UHI and external parties.  Identifies areas of opportunity	

				between KE sector groups and external parties.  Promotion of a particular KE sector group, greater understanding of entrepreneurship and career opportunities*.	
<b>3</b>	<b>Challenge Funds and Project Management</b>				
3.1	Review and update Challenge Fund documentation and processes on an annual basis.		updated Challenge Fund documentation.	Opportunity for cross-sector collaboration.  Streamlined process and accuracy.	1, 2, 3
3.2	Approved and complete Challenge Fund (2.5.1) projects within academic year.		ensure Challenge Fund budget is spent within academic year.	Increases confidence with industrial sector for engagement with academic research partners.	1, 2, 3, 5
<b>4</b>	<b>Alignment</b>				
4.1	Review and update KE sector strategy documents		distribute KE sector strategy document as appropriate (internal and external).	Raising awareness of particular KE sector group's vision and mission.	6
4.2	Prioritise and apply to relevant (KE) awards	1 (minimum)	submission to an award application per academic year.	Raising awareness of UHI and KE sector groups.	1, 6
4.3	Communicate with UHI CREATE and promote 'UHI Enterprising Researchers Programme' to relevant UHI staff and students.				
<b>5</b>	<b>Continuing Professional Development (CPD) opportunities</b>				
5.1	Promote and raise awareness for equality and diversity training.		disseminate relevant materials and signpost to relevant UHI and academic partner's policies and procedures.	Raising awareness of equality and diversity training.	7
5.2	Promote and raise awareness of the KESGs capacity to fund training opportunities.		disseminate relevant materials and signpost.	Raising awareness of funding training opportunities.	4



5.3	Promote and raise awareness for UHI Intellectual Property (IP) Management Training.		disseminate relevant materials and signpost to relevant UHI and academic partner's policies and procedures.	Raising awareness of UHI IP management training.	
6	<b>External Marketing and Communications</b>				
6.1.1	Review and update website content on an annual basis and utilise, where appropriate, social media sites with consistent brand and marketing materials.	1000	ensure website is up to date with current sectoral information.	Raising profile of UHI and UHI KE Sector groups.	2, 3
6.1.2	Produce promotional materials specific to the Sector Group and proportionate to funds available.		number of views on UHI webpages for the relevant KE sector group.	Raising profile of UHI and UHI KE Sector groups.	2
6.2	Case Studies - collect details from project investigators using UHI KE Sector Group Case Study template and publish case study to UHI website.	2			
6.3	Produce promotional materials specific to the Sector Group and proportionate to funds available.		any relevant promotional materials are used and showcased where appropriate.	Raising profile of UHI and UHI KE Sector groups.	2
7	<b>Internal (within UHI) Marketing and Communications</b>				
7.1	Develop and implement annual calendar of events.		communicate and disseminate calendar of events to wider audience (internal, and external where appropriate).	Increase awareness of funding, CPD opportunities and cross-collaborations.	2
7.2	Create and maintain internal forums and online platforms appropriate for the sector group		regular updates and contributions to internal forums and online platforms.	Increases communication, collaboration, and engagement.	2