



EXTERNAL GUIDANCE NOTES

Creative Wales Public Interest Journalism Fund (PIJF) 2025-26

Timeline table

4 June 2025	Grant scheme application opens
15 July 2025	Application deadline 12:00 (midday)

These guidance notes are intended to help you to complete the funding application for Creative Wales's Public Interest Journalism Fund 2025-26.

1. Creative Wales – Strategic Context

Creative Wales is the Welsh Government's internal agency for promoting and growing the nation's creative industries. Since its inception in 2020, Creative Wales has supported a range of international successes across various creative sectors, including TV and film, games, animation, and publishing.

The Creative Industries are one of Wales' success stories. They create jobs and wealth, contribute to a strong national brand, and promote Wales globally. Creative Wales has been established specifically to further support the growth of the creative industries in Wales and to offer a streamlined, dynamic, and innovative service to the sector.

Creative Wales' Ambition is to position Wales as the best place for creativity to thrive by driving growth across the creative industries, building on existing success and developing new talent and skills.

Creative Wales priority themes include:

- **Focus on Growth** – to continue to drive the growth of the creative sectors in Wales with a targeted regional and sector focus;
- **Supporting Skills** - to ensure that we develop the right skills across the sector to support continued growth and close working with the industry;
- **Diversity for all** - promoting a diverse sector that provides opportunities and equality of outcome for all and in collaboration with industry, to raise standards and promote diversity and equality across the sector;
- **Streamlined Sector Support** – to continue to respond and react to changing sector needs by developing funding schemes to target support for the creative industry and ensure that we can respond to the fast pace in which this sector moves in;
- **Building on the Brand** – continue to develop the brand in the marketing and promotion of the creative industries in Wales to the world and the contribution that the creative industries makes to our global reputation and success.

2. Purpose of fund

The aims of this fund are to deliver against the Welsh Government's Programme for Government commitment to provide additional investment to develop enterprises to improve Welsh-based media and journalism and the journalism priorities highlighted within the Wales Public Interest Journalism Working Group's *Of and For Wales: Towards a Sustainable Future for Public Interest Journalism* recommendation report published in July 2023.

2.1 Background

The Wales Public Interest Journalism Working Group was established in late 2022. Its aim is to facilitate discussion between industry stakeholders and the Welsh Government, and to identify the levers available to both industry and government to support a strong, sustainable journalism sector in Wales.

The agreed 2025-26 Creative Wales Business Plan and Budget includes provision of £200k to support journalism in Wales through a contestable fund for project proposals that directly deliver against the recommendations set out in *Of and For Wales – Towards a Sustainable Future for Public Interest Journalism*. The fund is in place to benefit the sector more broadly rather than individual publications and organisations, that help to support systemic change across the industry.

2.2 General Fund Criteria.

- Applications must be from a Wales based organisation – and where the main function or purpose of the project is supporting and/or developing a fit for purpose public interest journalism industry in Wales.
- Applicants must have previous experience of delivering a project within the journalism sector, and/or the organisation's founders and/or directors have a track record of delivering a project in a similar field.
- Projects must directly or indirectly contribute to the development and support of public interest journalism and offer benefits to the wider journalism sector in Wales.
- Projects cannot directly duplicate projects which already exist.
- Project must be delivered by 31st March 2026.
- Have headquarters and employ in Wales.
- Application must be made from the business.
- Businesses in imminent danger of closure are not eligible to apply.
- Applicants must be a registered business or charity, who have been trading for a minimum of 12 months.
- Be VAT registered if the business turnover exceeds £90,000, or be sector exempt from VAT. Details of VAT exemption can be found at: <https://www.gov.uk/guidance/vat-exemption-and-partial-exemption>

Sole Traders / Partnerships – Applicant Eligibility Criteria

- If you are presently a solo developer, you must have sufficient professional experience and a solid network of talented UK-based contractors ready to come on board quickly;
- Sole traders that do not employ any other staff, can make an application if they meet all other criteria. In support of their application, these applicants will be required to submit a copy of their most recently filed Self-Assessment Return that shows the earnings and the tax due, and evidence that the payment has been made;
- You must pay new employees related to this application via PAYE;
- If you only employ 1 person, this must be paid via PAYE;
- Please note the 1 employee must be a Full Time Equivalent (FTE) and work at least 30 hours per week. This can be made up of part time staff but must equal to at least 1 FTE i.e. the total hours regularly worked by part time employees must equate to 30 hours or more per week;
- We do not support the use of zero-hour contracts. Where these are in use, they should not be unilaterally imposed, and workers should be provided with the offer of a guaranteed hours contract.

Limited Company / Charity – Applicant Eligibility Criteria

- You are a Limited company as of the 1st of April 2024;
- Employing between 1 and 249 employees via PAYE as of 1st April 2024;
- If you only employ 1 person this can be the business owner, but they must be paid via PAYE;
- Please note the 1 employee must be a Full Time Equivalent (FTE) and work at least 30 hours per week. This can be made up of part time staff but must equal to at least 1 FTE i.e. the total hours regularly worked by part time employees must equate to 30 hours or more per week;
- We do not support the use of zero-hour contracts. Where these are in use, they should not be unilaterally imposed, and workers should be provided with the offer of a guaranteed hours contract

3. What projects are we looking to support?

All projects must deliver against at least one of the recommendations set out within the Wales Public Interest Journalism Working Group's report *Of and For Wales: Towards a Sustainable Future for Public Interest Journalism*. Applications must be for the benefit of the journalism sector. These can cover both print and digital.

Examples of the types of projects we might expect to see include:

- Projects designed to improve equality, diversity and inclusivity within the Welsh Journalism.
- Projects that support media literacy.
- Projects that address Welsh "news deserts".
- Projects that identify and help to address the needs of news consumers in Wales.
- Projects that support individual organisations or publications on an arms-length basis.
- Projects that promote the use of the Welsh language in the provision of journalism in Wales.

4. The Funding Offer - what can you apply for?

Applicants can request from **£5,000** and, in exceptional circumstances, **up to £50,000** where the project can deliver significant outputs within the timescale of the fund.

Creative Wales can support up to 100% of eligible costs. Projects are encouraged to leverage **match funding** where possible. In addition, non-public sector match-funding is encouraged to increase impact and support your application.

Project costs are eligible for the financial year 2025-26 up to the 31st of March 2026. Retrospective costs or extensions beyond this timeframe cannot currently be considered. The financial year for Creative Wales commences on 1st April 2025 and concludes on 31st March 2026.

Only one application per company is permitted. If you have ongoing funding for another project, please consult with Creative Wales prior to applying.

Funding is non-repayable; however, failure to meet specified targets (such as an incomplete product, significant delays, or missing claim information) will result in the recovery of funds.

All applications are reviewed on an individual basis, and the Welsh Government retains absolute discretion over grant payments.

Examples of expenditure are:

4.1 Eligible costs for project activities include:

- Salaries (only evidenced via PAYE/HMRC and freelancer costs (invoiced))
- Overheads (where justified and dependant on agreed methodology of apportionment)
- Travel & subsistence costs i.e., petrol, food or accommodation (reasonable and specifically related to the project)
- Preparation, design and development of project delivery
- Translation (if applicable)
- Research (if applicable)
- Room hire
- Office/administration costs
- Costs linked to project accessibility.

4.2 What you cannot apply for

The grant cannot be used for the following activities:

- Core organisational running costs not directly related to project delivery.
- Educational applications
- Projects which already have a substantial component of public funding.
- Business rates.
- Costs incurred before the start of award of funding (signed offer letter received by us).
- Redundancy costs.

- Recoverable VAT.
- Bonus, dividends
- Legal fees.
- Costs associated with planning.
- Any capital costs - Small moveable equipment, large scale capital or purchase of lands or buildings.
- Costs related to promoting the cause of beliefs of political or faith organisations.
- Any kind of activity which in our opinion could bring the Welsh Government into disrepute.
- Costs funded from other sources of public funding.
- Pay off existing debt (prior to 1 April 2025).
- In kind funding. In-kind funding usually refers to non-monetary contributions and support from other sources
- Interest payments
- A sum to cover lost income or to re-inflate your reserves.
- Projects which depend on, or encourage, free labour
- Costs incurred which are not specific to the key deliverables of your project
- Expenditure deemed excessive or unnecessary to the project
- Funding cannot be used to manage and balance accounts within different operations of the same business
- Please note - We cannot accept 'other' as description of costs / line item in applications.

4.3 Types of projects we will not support:

- Projects which do not meet at least one of the recommendations outlined in *Of and For Wales: Towards a Sustainable Future for Public Interest Journalism*.
- Projects for sectors other than Journalism.
- Projects which are the first venture for a new start up with no track record unless the company founders or Directors have a previous demonstrable track record of projects in a similar field.
- Projects which primarily consist of marketing or capital costs.

In addition, applications cannot be made from businesses that have been earmarked for closure, or at a high risk of closure. Successful applicants must remain operational for a minimum of 12 months following receipt of any funding. If a business is sold or repurposed, Welsh Government reserves the right to reclaim any funding that has been provided.

All applications will need to submit relevant business accounts as part of the application process. The information supplied here, and in other relevant documentation, will be used to determine whether the business is ineligible for funding because of their financial circumstances.

4.4 Outputs

Applicants will be expected to commit to delivery of outputs that align to the objectives of their project proposal and the relevant recommendation(s) of *Of and For Wales: Towards a Sustainable Future for Public Interest Journalism*. These will be agreed during the application process, noted on the offer letter and monitored during delivery through the claims process.

Example outputs include:

- Spend on Wales based products, services and workforce
- IP created / retained
- No. jobs created
- No. of individuals / freelancers supported
- Outputs related to addressing sector underrepresentation
- Outputs related to promoting Welsh language
- Outputs associated with an increase in skills levels
- Outputs linked to the improvement of sustainability

In addition, at a Fund level, we would expect projects to contribute to delivery of outcomes such as:

- Growth of the journalism sector in Wales (turnover, employment, businesses etc.)
- Increased plurality of public interest news in Wales

5. UK subsidy control

You must ensure that the use of the funding is compatible with the applicable agreements contained in the World Trade Organisation rules, UK-EU Trade and Cooperation Agreement, any Free Trade Agreement involving the UK the Northern Ireland Protocol and any relevant domestic legislation. As part of your application, you will need to provide details of any previous funding your business has received.

Your application, if successful, will count as Minimal Financial Assistance (MFA) in line with Part 3 Chapter 2 of the Subsidy Control Act 2022 previously known as (SAFA)* / de minimis aid, as per Article 3.2 paragraph 4 of the UK-EU Trade and Cooperation Agreement. This aid limits the amount of aid a business can receive from the state.

If you have received MFA, SAFA or de minimis in the past, you should have been notified in writing when you received that aid. You will need to add this award to your overall total of MFA over the last three fiscal years which needs to remain under approximately £315,000 and for any future MFA declarations or claims and declare the amount to us at application stage.

You are responsible for ensuring that the Purposes are delivered in line with the State Aid criteria upon which the Funding is awarded.

If you exceed the limit, you will be responsible for any action as a result, including repayment of the support you have received.

For more information please refer to [Statutory Guidance on the UK Subsidy Control Regime](#)

6. How will the application process work?

Timescales

4 June 2025	Grant scheme application opens
15 July 2025	Application deadline 12:00 (midday)

Our team can provide advice on eligibility and the application process but discussing your project with a team member does not imply approval. This is a competitive fund where all projects will be assessed and scored to the standard criteria. To request an application form, or for advice on applying, please contact Creative Wales.

Applications for this initial round of the Fund will open on 4 June 2025. Applications should be submitted to creativewalesfundingsupport@gov.wales no later than 12:00 (midday) 14 July 2025. No late applications will be considered. We welcome applications submitted in the Welsh language. Any further rounds will be subject to funding.

Please note – discussing your project with a team member does not imply approval or assessment of your proposal. This is a competitive scheme where all projects will be assessed and scored to a standard criterion.

Applications for the fund will be made using the Application Form that will need to be submitted upon completion to Creative Wales, along with relevant supporting documentation (e.g. financial accounts and bank statements as well as recognised quotes for the cost of the project).

Applications must ensure that they will be able to deliver their project before 31st March 2026.

Due Diligence will be undertaken on all applications. This will include a review of your financial projections, a fraud check, and checks on Directors of your company. If you are involved in a business which is in debt to the Welsh Government, you are unlikely to be able to apply for further funding and should discuss this with us in advance of any application.

This is a competitive grant and not all applications will be approved. You should not start on the project until your application is approved and an offer letter has been issued. If you do so, you may invalidate your application completely, even if successful.

The application form

The application form is set out in 6 sections:

Section 1 – Applicant details

In this section you are required to provide detail of any jobs at the point of applications and those projected to be safeguarded or created as a result of this grant funding.

Section 2 – Project Details

In this section you are required to explain your proposed project, what impact the project will have on the sector and how it will help support the sustainability of and diversity within the industry in Wales.

You will be required to explain the planned publicity and marketing of your proposal and how they will be implemented. You must also include how the Welsh language will be included in your project and how it will contribute to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in Cymraeg 2050.

You are also asked to demonstrate how your project will align with the Welsh Government's Economic Contract Pledges & Fair Work policy.

There are 4 pledges that form the Economic Contract, and in this section, you are required to explain how your business aligns to 2 or more of these pledges. To help you understand Economic Contract pledges please see [The Economic Contract | Business Wales \(gov.wales\)](https://gov.wales/the-economic-contract).

In addition to the section on Economic Pledges, this section seeks clarity and commitment on your fair work practices. Fair work is the presence of observable conditions at work which means workers are fairly rewarded, heard and represented, secure and able to progress in a healthy, inclusive working environment where rights are respected.

The actions deployed by an organisation in their pursuit of fair work will depend on the specific circumstances of that organisation. Some actions may not be appropriate or feasible for all organisations, it is for each organisation to determine which actions are.

Please see [A guide to fair work | GOV.WALES](https://gov.wales/a-guide-to-fair-work) for further information to help you complete this section of the application.

We also ask you to describe the project timeline, resources required and any associated risks and what you can do to mitigate these.

Section 3 – Financial Information

In this section you will need to provide us with details about the project costs, the source of your match funding and the amount of funding required by you to enable the project to go ahead in order for us to determine viability of the project. Please note that you are only able to request the minimum amount of funding required to enable the project and you will be required to sign a declaration stating this, prior to submitting your application.

Section 4 – Marketing, publicity and Welsh Language

In this section you will need to provide details about what publicity will be included in the project. You will also need to confirm how the Welsh language will be included and will contribute to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in Cymraeg 2050.

Section 5 – Checklist for required information

Please check that you have included all the necessary documentation as well as the application form.

Section 6 – Declarations

It is very important that you have read this guidance document and understand the terms and conditions associated with this Grant application as this forms part of the contract between you and the Welsh Government.

If you agree to the terms and conditions within this document and you can confirm that the information provided in the application is true and accurate, then you must tick the box and submit your application.

This is a competitive grant and therefore this section is a very important part of the application as we will use the information you provide here to score the viability and impact of your project.

Once completed, please submit to submit your application form and supporting documentation to us via CreativeWalesFundingSupport@gov.wales.

Applicants should note that applications with incomplete or incorrect data or those missing the required supporting documentation **may be rejected**.

You should not start on the project until your application is approved, and an offer letter has been issued. If you do so, you may invalidate your application completely, even if successful.

Supporting Documentation

Applications for the fund will need to submit the following information along with a completed application form:

1	<ul style="list-style-type: none">Financial accounts (most recent and management accounts if more than 12 months old)
2	<ul style="list-style-type: none">Bank statements for the previous 3 months to verify that the business is actively trading and as evidence of sufficient cashflow
3	<ul style="list-style-type: none">Quotations if applicable

7. Project Appraisal

Funding from Creative Wales is awarded to applications that are in line with our key principles, as set out in the table below. Whilst we would not expect individual projects to directly deliver against all of these, projects must deliver against the specific criteria for this scheme, and projects that are directly targeted at these areas will be prioritised. Your application should therefore be tailored to show where these are being met.

Key principles of funding from Creative Wales :
Funding awarded to businesses should:
Strategic Fit Deliver our priorities for the creative industries in Wales - Funding will be designed to deliver Creative Wales's ambitions for the creative industries, and the priorities set out in the Welsh Government Programme for Government. It will maximise opportunities to support

skills and talent development, diversity and inclusion in its widest sense, fair work, sustainability, and promote our culture and Welsh language. Funding will be prioritised towards those projects that make a difference to the creative industries landscape in Wales over the medium to long term.

Maximise the benefits to Wales, including economic benefits

Funding will be targeted at projects that maximise return on investment, to ensure limited budgets deliver maximum value for Wales.

Once we have received your completed application, and the call has closed, we will carry out checks and appraisals of all projects received by the call deadline. We will aim to inform all applicants of the outcome of our decisions as soon as possible after the call deadline.

All projects will be appraised in two stages:

- First stage – checks will be undertaken to ensure that all the basic eligibility criteria have been met in Annex 1, including alignment of the project with our key principles of funding as outlined in the table above. Applications / projects that do not meet all of the eligibility checks or do not meet our strategic objectives for funding, will be rejected.
- Second stage – Applications that have met all the eligibility criteria above and are in line with our key principles of funding, will be appraised according to the appraisal criteria in Annex 2. This is a competitive scheme and therefore due to budget availability only the highest scoring projects will be supported.
- All applications and supporting information will be subject to full due diligence and financial checks. This will include a review of your financial projections, a fraud check, and checks on Directors of your company.
- Where information is not available (e.g. sole traders not registered with Companies House) you will be asked to provide relevant information separately for this purpose.
- If you are involved in a business which is in debt to the Welsh Government, you are unlikely to be able to apply for further funding and should discuss this with us in advance of any application.
- Applications which do not meet all the eligibility checks (including due diligence) will be rejected, and notified, at this stage.
- Applications which have met all eligibility criteria and satisfied due diligence checks will then be assessed by Creative Wales officials and scores verified at an Assessment Panel. An official from another relevant department, external to Creative Wales, will be involved in this assessment process.
- Projects achieving a minimum pass score will be presented to Cabinet Secretary for Economy Energy and Planning and Minister for Minister for Culture, Skills and Social Partnership for approval. Should the value of eligible applications exceed the budget

available in any financial year the highest scoring applications will be prioritised for support.

- Following approval by the Ministers, successful applicants will be informed, and award letters issued.
- Applicants will be required to send applications, accounts, claim forms and reports digitally, by email to the following address: creativewalesfundingsupport@gov.wales.
- Application forms should include scanned signatures, or alternatively, must be sent by the person named on the form from their email address.
- Only one successful application per applicant can be accepted within the financial year (until 31 March 2026).

Approvals

Successful applications will be issued with a Grant Offer letter that outlines in more details the terms and conditions around our grant schemes, and particulars that only apply for the fund. Once received, applicants will need to ensure that they sign and return this to us as soon as possible, and after they are content with the terms and conditions as outlined in the grant offer.

We will agree with successful applications the timescales and deadlines for carrying out and completing their project, along with a schedule of payment.

Delivery and achievement against agreed deliverables will continue to be recorded for up to 12 months following completion of the project and will be a condition of the grant offer.

As part of our support, there will be an expectation that all applications will provide continuous feedback related information to us monthly to support the development of our business database. A standardised reporting form has been developed by Creative Wales and will be provided to successful applicants at funding offer stage for use in capturing the necessary data required for reporting to us up to 12 months after the lifetime of the funding scheme.

Appeals

This is a discretionary fund with no set appeals process. Unsuccessful applications will be notified following our decision. As a reminder, this is a competitive fund with a limited budget so all projects will be assessed and scored with only the top scoring projects able to be supported.

Claiming process and conditions of fund

As a default, award payments will be made on a defrayed expenditure basis meaning applicants will need to evidence sufficient available cash flow or cash reserves to fund the total project costs at the point of delivery. Claims for the Welsh Government grant element will be paid after the delivery of the project i.e. payment is not made up-front. However, in exceptional circumstances, where a case can be made, we may consider payments in

advance, subject to the appropriate checks. [Welsh Government expectations of grant recipients \[HTML\] | GOV.WALES](#)

Claim Schedule

You are asked to give a planned payment schedule for the complete funding period for your project between 1st April 2025 and 31st March 2026. All claims will need to be submitted by the deadline of 1st March for the final claim 2026.

Payment and Monitoring

- If your application is successful, payment conditions need to be met as set out in the offer letter schedule
- 'Costs Defrayed' is the costs of goods which are discharged by payment or otherwise settled by you. Defrayed evidence will be required for all organisations
- Claim forms will be issued on request and can be submitted via E-mail to CreativeWalesFundingSupport@gov.wales. Project being paid in arrears will need to provide full evidence before any payments are made. Details of what you need to provide at claim stage will be included in your offer letter
- Once approved, payment will be made within 4 working days.

Post Completion Monitoring

Delivery and achievement against agreed outputs will continue to be recorded for up to 12 months following completion of the project and will be a condition of the grant offer.

The Welsh Government is committed to evaluating the success of this grant and intends to undertake an internal evaluation of the funding scheme. It is anticipated that this research will examine the implementation and impact of the activities that have been delivered. It will assess the extent to which the outputs and outcomes can be attributed directly to the scheme activities and examine whether wider anticipated or unanticipated effects have been realised.

The Welsh Government or a third party acting on behalf of Welsh Government may contact you for the purpose of research and evaluation and/or to give feedback on your experience of the scheme. This information will be analysed and presented anonymously in line with the Privacy Notice.

Grant Repayment

Applicants should note that the Welsh Government may require repayment of the grant in full or part if the funds are not used for the purposes stated on the application form. The applicant is entering into an agreement, and this will be enforced by requesting proof, post grant award.

The Economic Contract

Economic Contract Pledges & Fair Work

The Economic Contract is a commitment to provide public investment that prioritises the social and environmental needs of Wales whilst building a more resilient and prosperous wellbeing economy. At the heart of our Something for Something approach, an agreement

between the Welsh Government and a business on the actions we will both take which contribute to tackling the challenges we face and to improve the lives of people across Wales.

Publicity

All successful applications will need to:

- Agree to be included on all publicity, press releases and marketing material we produce.
 - As a condition of funding, you will agree to undertake up to three years of joint publicity with Creative Wales and will be asked to supply a bank of images and video, and relevant rights from the project for us to use in press and publicity. Any issues relating to this should be discussed with a Creative Wales team member. Successful applicants will be notified and informed prior to the general release of material
 - We would like to add all our applicants to our marketing database to ensure you receive timely information about further support options from Creative Wales, but this is not a condition of funding
- There will also be an expectation that successful applications will share relevant images and promotional materials with Creative Wales for our use as required.

Welsh Language

The Welsh Government is committed to promoting and growing the Welsh language. The creative industries play a key role in contributing to the Welsh Government's priorities for the Welsh language and the target of a million Welsh speakers by 2050 as set out in Cymraeg 2050. We welcome applications for projects that support our ambitions and maximise opportunities to promote the Welsh language. Welsh language priorities are one of a range of areas we will consider as part of our assessment of strategic fit when reviewing projects.

The Well-being of Future Generations (Wales) Act 2015

The objectives of the Act show how each public body will work to achieve the vision for Wales set out in the 'well-being goals'. [The seven well-being goals](#) show the kind of Wales we want to see. The Act makes it clear that the listed public bodies must work to achieve all of the goals, not just one or two. Reference to and explanation as to how your project meets these goals will be important in the assessment of an application.

Privacy Notice

Welsh Government is the Data Controller for any information you provide. Full details of our privacy policy can be found on the [Privacy Notice page](#).

The information you supply will support the development of a business database. Please confirm in the section of your application form that you are happy to proceed on this basis so that you can continue to receive support and advice from Welsh Government.

Please ensure you have read, understood and accept the 'Guidance Notes' and 'Privacy Notice' **before** you start the application.

Annex 1

Eligibility Criteria

Applications will first be assessed against the following eligibility criteria.

Applications that do not meet all of the eligibility criteria will be automatically rejected and will not proceed to the appraisal stage.

Eligibility Criteria	<ul style="list-style-type: none">• Applications must be from a Wales based organisation – and where the main function or purpose of the project is supporting and/or developing a fit for purpose public interest journalism industry in Wales.• Applicants must have previous experience of delivering a project within the journalism sector, and/or the organisation's founders and/or directors have a track record of delivering a project in a similar field.• Projects must directly or indirectly contribute to the development and support of public interest journalism and offer benefits to the wider journalism sector in Wales.• Projects cannot directly duplicate projects which already exist.• Project must be delivered by 31st March 2026.• Have headquarters and employ in Wales.• Application must be made from the business.• Businesses in imminent danger of closure are not eligible to apply.• Applicants must be a registered business or charity, who have been trading for a minimum of 12 months.• Be VAT registered if the business turnover exceeds £90,000, or be sector exempt from VAT. Details of VAT exemption can be found at: https://www.gov.uk/guidance/vat-exemption-and-partial-exemption
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Annex 2

Evaluation Criteria

Projects will need to meet the funding principles detailed as described above in order to move to the second stage for assessment against the following criteria:

AC	Appraisal Criteria	Score
1	Strategic Fit <ul style="list-style-type: none"> • Fit with the overarching funding principles. • Fit with Welsh Government and policy priorities including those related to addressing under representation, diversity and inclusion, Welsh language ambitions and environmental sustainability. • How the project delivers against the recommendations <i>Of and For Wales: Towards a Sustainable Future for Public Interest Journalism</i> and Creative Wales strategic priorities. • Alignment to the Welsh Government's Economic Contract Pledges & Fair Work policy. • Alignment to the Welsh Government's Programme for Government and the Well Being of Future Generations Act. 	/5
2	Project quality <ul style="list-style-type: none"> • Overall quality of application. • Innovation. 	/5
3.	Evidence of Need <ul style="list-style-type: none"> • Why is Welsh Government funding required for this project to go ahead? E.g., Why do you need the funding? Will it accelerate project? Would it happen without support? 	/5
4.	Risks for project and delivery Quality of information provided for: <ul style="list-style-type: none"> • Management Team. • Risk to project assets. • Project Risks. • Planning permission status (if applicable). 	/5
5.	Project deliverables <ul style="list-style-type: none"> • Quality of project targets. • Outputs & deliverables, used to measure the success of the project. • Detailed information on how these will be measured. • Benefit and impact e.g. does the project deliver measurable benefits for the journalism sector in Wales • Evidence of adding value to the journalism landscape in Wales • Does your project maximise the benefits to Wales, including economic benefits. 	/5
6.	Project Costs and Value for Money <ul style="list-style-type: none"> • Overall proposal represents value for money. • Activity and associated costs represent realistic and best value. • Project costs, quotations. • Expected benefits are proportionate with costs. • Ability to have an impact on the sector over a longer period of time. • Proof of match funds if necessary. 	/5
	Final Total	/30