

Impact Jersey CXTech Programme Match-Funding Policy

Introduction

The Impact Jersey CXTech Programme aims to accelerate the adoption of Customer Experience (CX) Technology in Jersey's visitor and retail environments by providing grant funding to eligible and successful projects. To maximise the impact of the programme and encourage greater financial commitment from applicants, a match-funding element has been incorporated. This policy outlines the comprehensive guidelines and procedures regarding the match-funding aspect of the programme.

1. Definition and Purpose of Match-Funding

- a) Definition: Match-funding refers to the financial contribution made by the applicant or other sources towards the project, demonstrating their commitment and shared responsibility for its success.
- b) Purpose: Match-funding serves to:
 - i) Leverage additional financial resources for the programme of projects.
 - ii) Ensure applicants have a vested interest in the project's outcomes.
 - iii) Encourage efficient and effective use of grant funding.

2. Match-Funding Requirements

- a) Maximum funding request from CXTech programme: Impact Jersey will provide a maximum of fifty percent (50%) of the total eligible project costs.
- b) Minimum applicant contribution: Applicants must secure a minimum of 50% of the total eligible project costs through match-funding.
- c) Flexibility: While the standard match-funding requirement is 50%, applicants may contribute less than 50% if they have secured the matched funding requirement from other sources.
- d) Per tranche requirement: Match-funding must be secured and demonstrated for each tranche of the project, maintaining the required ratio throughout the project's duration. Therefore, the project funding tranches would equal up to 50% of the costs covered during the tranche activity/time period.

3. Eligible Project Costs

- a) Eligible project costs are the specific expenses directly related to the implementation and delivery of the proposed CXTech project. These costs must be reasonable, justifiable, and essential for achieving the project's objectives.
- b) The following costs are generally eligible for funding under the CXTech Programme:
 - i) Technology and equipment: Purchase or lease of hardware, software, or other technology solutions directly related to the CXTech project.
 - ii) Consultancy and professional services: Fees for external consultants or specialists providing expertise or services essential for the project.
 - iii) Staff costs: Salaries and other remuneration for additional staff required for the project delivery to a reasonable percentage of the total funding required (excluding existing staff already allocated to other duties).
 - iv) Marketing and promotion: Expenses related to promoting the CXTech project and its benefits to target audiences.
 - v) Project management: External costs associated with managing and coordinating the project.

- vi) Other direct costs: Any other expenses directly attributable to the project, subject to approval by Impact Jersey.
- c) The following costs are generally ineligible for funding under the CXTech Programme:
- i) Indirect costs or overheads: General administrative or operational expenses not directly related to the project.
 - ii) Existing staff costs: Salaries or wages for staff already employed by the lead applicant.
 - iii) Capital expenditure: Purchase of buildings, land, or other fixed assets not directly related to the project.
 - iv) Contingency costs: Funds set aside for unforeseen events or risks.
 - v) Costs incurred prior to grant agreement: Expenses incurred before the formal approval of the grant application and signing of the grant agreement.
 - vi) Any other costs deemed ineligible by Impact Jersey
- d) Applicants must provide a detailed breakdown of all project costs in their application, clearly identifying eligible and ineligible expenses.
- e) Impact Jersey reserves the right to review and assess the eligibility of project costs on a case-by-case basis.
- f) Any changes or additions to the project scope or budget must be approved by Impact Jersey in writing before incurring any related expenses.

4. Eligible Match-Funding Sources

- a) Match-funding can be sourced from various entities, including but not limited to:
- i) Applicant's own funds: The applicant's internal financial resources.
 - ii) Private investment: Funding from private companies, investors, or venture capitalists.
 - iii) Third-party grants or donations: Financial support from philanthropic organisations, foundations, or other grant-making bodies.
 - iv) Government of Jersey departments: Funding from Government departments is permissible, subject to additional scrutiny to ensure the suitability and alignment with the objectives of the Government department and to confirm there is no risk of duplication with other Government funding sources.
 - v) States-Owned Entities: Funding from States-Owned Entities is permissible.
 - vi) Arms-Length Organisations: Funding from Arms-Length Organisations is permissible, subject to additional scrutiny similar to Government departments.
 - vii) Third Sector Organisations: Funding from non-profit organisations is permissible.
 - viii) Parishes: Funding from Parish organisations is permissible.

5. Evidence of Match-Funding

- a) Applicants must provide clear and verifiable evidence of secured match-funding or a firm commitment to secure the required funding.
- b) Acceptable forms of evidence include:
- i) Bank Statements: Demonstrating the availability of funds in the applicant's or partner's bank accounts.
 - ii) Letters of intent/Memorandum of understanding: Formal letters from funding sources confirming their commitment to provide the specified amount of match-funding.
 - iii) Promissory notes: Legally binding documents outlining the terms and conditions of the promised match-funding.

- iv) Grant award letters: Official notifications of successful grant applications from other funding bodies.
- v) Investment agreements: Signed agreements with investors detailing the terms of their financial contribution.

6. Match-Funding for Consortium Applications

- a) In the case of consortium applications, the match-funding requirements and limitations will apply solely to the lead applicant.
- b) The lead applicant is responsible for securing and demonstrating the required match-funding on behalf of the consortium.

7. Demonstrating Additionality

- a) Applicants must clearly articulate in their application the "additionality" of the project, addressing the following:
 - i) Why can't the project be funded entirely by the applicant or partners? Explain the financial constraints or limitations preventing full funding from other sources.
 - ii) Why is Impact Jersey funding essential for the project's realisation? Highlight the specific ways in which the grant funding will enable the project to proceed and achieve its objectives.
 - iii) What would happen without Impact Jersey funding? Describe the potential consequences or limitations if the project does not receive grant funding.

8. Assessment and Verification

- a) Application review: During the application review process, Impact Jersey will carefully assess the provided evidence of match-funding and the applicant's demonstration of additionality.
- b) Verification: Impact Jersey reserves the right to request additional information or conduct further verification of match-funding sources and evidence as needed.
- c) Ongoing monitoring: Throughout the project's lifecycle, Impact Jersey may request periodic updates and evidence to ensure compliance with the match-funding requirements.

9. Policy Updates and Communication

- a) Policy revisions: Impact Jersey may update or revise this policy as needed. Any changes will be communicated to applicants and stakeholders in a timely manner.
- b) Enquiries and clarifications: Applicants are encouraged to contact Impact Jersey with any questions or requests for clarification regarding the match-funding policy.