



# Wind Expert Support Toolkit (WEST) Programme

Supporting companies to become more competitive  
within the Offshore Wind Supply Chain

## Scope & Guidance Document

Programme Launched to applications 12/10/2022  
Scope & Guidance update 24/01/2025



[owgp.org.uk](https://owgp.org.uk)

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## 1 Offshore Wind Growth Partnership

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The Offshore Wind Growth Partnership (OWGP) is a long-term business transformation programme that has been established as part of the UK Offshore Wind Sector Deal. It will promote closer collaboration across the supply chain, implement structured productivity improvement programmes and facilitate shared growth opportunities between developers and the supply chain.

From 2019 until 2030, the OWGP will invest up to £100 million in projects and activities that provide direct support to companies seeking to enter into or grow their presence in the UK offshore wind supply chain. The programme will provide Grant Funding and Business Transformation programme opportunities to grow existing companies, drive greater collaboration, increase business competitiveness, champion innovation and attract new entrants.

The OWGP is a national programme that encourages companies from all sectors and locations to participate.

**This Business Transformation opportunity focuses on supporting companies in the areas of Business Competitiveness and Building New Capacity.**

## 2 Aim

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In line with the overall OWGP objectives, the purpose of this business transformation opportunity is to help companies become more competitive by providing structured business improvement activities and also to encourage more UK businesses into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.

WEST is a short term intervention activity which aims to support growth of offshore wind supply chain companies through specialist advice, market intelligence and strategic business support.

WEST includes the assessment of a company's needs, provision of support, feedback and recommendations of next steps. WEST will be delivered by Expert Consultants and will provide a needs-focused approach to business support.

The WEST Programme will additionally provide OWGP with a greater understanding of the needs of the supply chain to better inform future intervention activities and business transformation offerings.

## 3 Target

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This business transformation opportunity is targeted towards companies in the following categories:

- Companies with at least 1 year of available financial accounts, based in the UK who wish to work in the offshore wind sector.
- Established UK companies who work in other sectors (such as Aerospace, Oil & Gas, Nuclear, Defence or Automotive) who wish to transition into the offshore wind sector.
- UK companies already working in the offshore wind sector requiring more strategic input to enhance their future direction and growth opportunities.

## 4 Opportunity Summary

Supporting companies to become more competitive within the Offshore Wind Supply Chain	
Objectives	<ul style="list-style-type: none"> <li>To support growth of offshore wind supply chain companies through specialist advice, market intelligence and business planning activities.</li> <li>To provide OWGP with a greater understanding of the needs of the supply chain to better inform future intervention activities and business transformation offerings.</li> <li>Support growth of the UK offshore wind sector by increasing turnover, jobs, exports and IP of UK supply chain companies.</li> </ul>
Eligibility	<ul style="list-style-type: none"> <li>Applicants must be a UK-registered company of any size.</li> <li>Applicants must provide evidence as part of their application of a desire to work within or have an existing foothold in the offshore wind supply chain with <b><u>senior leadership buy-in and engagement</u></b>.</li> <li>Applicants must be able to provide at least 1 year of financial accounts as part of OWGP's due diligence process if requested during assessment.</li> <li>Applicants who have been awarded support from an OWGP business transformation programme launched in the last 12 months <b><u>are not eligible to apply to this opportunity</u></b>.</li> </ul>
Scope	To help companies become more competitive by providing structured business improvement activities and to encourage more UK businesses into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.
Activity Duration and Expectations	<p>Intervention activities with selected companies will be delivered by Expert Consultants on a rolling start basis.</p> <p>OWGP will endeavour to meet a minimum of two (2) top needs of each successful applicant company through the WEST programme.</p> <p>As the support will be bespoke, the effort and duration of activity will be determined by the depth and breadth of support requirement and agreed shortly after kick-off by all parties including supported companies.</p> <p>Participating companies will be required to facilitate calls, face to face meetings (where possible) or online meetings with Expert Consultants and OWGP to allow detailed understanding of their business and needs to be conveyed.</p> <p>Building of a relationship and effective communication is essential for the successful delivery of the WEST Programme.</p>
Support Type	<p>This opportunity will provide successful applicants with a selection of specialist advice, market intelligence or strategic insight as appropriate to meet the needs of the applicant company.</p> <p>Company needs will be established from both the Expression of Interest Application responses and from discussions during the kick-off and subsequent meetings to form the basis of the "Intervention plan".</p> <p>OWGP and expert delivery partners will endeavour to support a minimum of 2 needs of each successful applicant. Applicants may receive support on further identified needs following review between OWGP and the expert delivery partner which will be subject to funding availability.</p>
Applications Open	<p>Wednesday 12<sup>th</sup> October 2022</p> <p>Applications will be assessed and onboarded on a rolling basis – see Section 10 for further details.</p>

## 5 Definitions

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The following terms shall have the meaning as described in the Definitions shown below:

Term	Definition
Applicant	A UK-based company that makes an application to the OWGP for support.
Assessor	An OWGP appointed assessor that reviews the Applications.
Support Offer Letter	An agreement which will be signed between the successful Applicant and the OWGP. Under this agreement, the Applicant will agree to support the delivery of the needs focused activity against the Intervention Plan which is set out after the kick-off meeting. The OWGP will agree to make available to the Applicant an Expert Consultant to deliver against the Intervention Plan.
Needs List	The agreed set of specific needs and associated activities which will be delivered as part of the intervention.
Expert Consultant	A service provider who will be paired with successful Applicant(s) to provide specialist knowledge/expertise to the Applicant to meet needs agreed between OWGP, the Assessor and the Applicant.

## 6 Eligibility

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To be supported through the WEST Programme, the Applicant must meet the following criteria:

- Be a UK-registered company of any size. (Please note, academic institutions and RTO's are not eligible for this opportunity)
- Have at least 1 year of financial history as an operating UK-registered business.
- Show a clear intent to diversify their business into offshore wind or demonstrate existing capability in the sector.
- Can clearly articulate their desire to enter / grow their presence in the offshore wind market.
- Understand their own needs and deficiencies as a business and have a proactive attitude to business improvement and constructive feedback.
- Provide detailed information to an Expert Consultant and OWGP to allow support delivery.
- Demonstrate how the intervention would impact their business and the additionality it would provide by having identified needs met.
- Have not been awarded support from an OWGP business transformation programme launched in the last 12 months.

Applicants who receive support in this opportunity wave are expected to develop their company in the offshore wind sector based on the support received prior to receiving further funding or support from OWGP.

## 7 Scope

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The aim of the WEST Programme is to support companies to become more competitive by providing structured business improvement activities and to encourage more UK businesses into the offshore wind supply chain by helping potential new market entrants to overcome barriers to diversification.

Companies are invited to submit an application for support against a range of possible needs to support their establishment and/or growth in the offshore wind sector.

Applicants will complete the application form, identifying their top three (3) company needs and provide further information about their company, products / services and ambition within the offshore wind sector.

During the delivery phase, a minimum of two (2) company needs will be addressed by the Expert Consultant and OWGP.

OWGP will monitor successful Applicants and track progress in line with key performance indicators for the programme (jobs, turnover, exports and IP in Offshore Wind). Intervention activities led by Expert Consultants will be delivered over a period to be agreed after the kick-off meeting.

Applicant companies should ensure they have suitable bandwidth and capability to support activities as a condition of application and should ensure they make their Expert Consultant aware of any holidays or business commitments which may affect their ability to align with proposed timelines.

Please note: The WEST Programme will operate a rolling application and start date process. See Section 10 for further details.

## 8 Application Process

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The WEST Programme has a one-stage application process. Applicants may submit their application on a rolling basis via **Microsoft Forms**. You can access the Application Form [here](#).

Please refer to Section 10 for further details on application wave closure and proposed kick-off timescales.

**PLEASE NOTE: You will NOT be able to save and return to your application within the online form. We strongly recommend that you draft responses to the questions below before copying into the online form for submission.**

The WEST Application consists of 5 Sections with a total of 54 short questions. Sections 2 – 5 of the Application will be assessed against the evaluation criteria set out in Section 9.

## Section 1: Contact Details & Company Information

Question Number	Question	Response Type
1	Applicant First Name	Text Response
2	Applicant Last Name	Text Response
3	Applicant Position	Text Response
4	Applicant Email Address	Text Response
5	Applicant Contact Telephone Number	Text Response
6	Company Name	Text Response
7	What is the ownership structure of the company?	Text Response
8	UK Company Registration Number	Text Response
9	Number of Employees	Text Response
10	Company Turnover	Text Response; Please provide most recent turnover
11	Company Address Line 1	Text Response
12	Company Address Line 2	Text Response
13	Company Address – Town / City	Text Response
14	Company Postcode	Text Response
15	Company Website	Text Response
16	Have you or other(s) in your organisation applied to OWGP programmes in the past?	Drop-down Selection: - <b>Yes</b> - we made an application and we received support from OWGP - <b>Yes</b> - we made an application and we were unsuccessful - <b>No</b> - we have never made an application to OWGP for support
17	To which programmes have you previously applied?	Text Response - required if <b>Yes</b> to Question 16 Dependent on previous question response



## Section 2: Tell us about your company and your plans for growth in the Offshore Wind Sector

Note: We are looking for applicants to demonstrate their ambitions for growth in offshore wind and how OWGP support will accelerate this growth.

Question Number	Question	Response Type
18	What does your company offer and what are your core capabilities?	Text Response (Max 200 words)
19	How would you describe your organisation's maturity in relation to understanding of the Offshore Wind Sector	Select one option from the following:  <ul style="list-style-type: none"> <li>- <b>Low</b> - We have little understanding about the sector / where our organisation might fit and would benefit from help knowing where to start</li> <li>- <b>Developing</b> - Developing - We have done some research and have some understanding of where our products or services might fit, but we would benefit from further insight</li> <li>- <b>Mature</b> - Mature - We have been operating in the sector for some time and know what is necessary to win work, we need deeper insight to accelerate our growth</li> <li>- <b>Expert</b> - We have been operating in the sector for some time and are very familiar with the landscape and where we fit - we would benefit from strategic help</li> </ul>
20	Do you have a track record in the Offshore Wind Sector? If so, please indicate what % of your business this is.	Text Response (Max 100 words)
21	Which market sector / industry would you describe as your primary sector / industry?	Select one option from the following:  <i>Aerospace, Agriculture, Automotive, Chemical Industries, Construction, Defence, Education, Financial / Professional Services, Offshore Wind, Oil &amp; Gas, Onshore Wind, Other Renewables, Nuclear, Rail, Shipping / Ports, Other</i>
22	Which offshore wind sub-sector is your primary focus?	Select one option from the following:  <i>Development (e.g. engineering and environmental surveys), Engineering Services, Manufacture/Fabrication (turbines and balance of plant), Installation and Commissioning, Operations and Maintenance (including inspection), Decommissioning, Other</i>

23	What size is your company?	<p>We will base this definition on Full Time Equivalent (FTE) staff headcount</p> <p>Select one option from the following:</p> <ul style="list-style-type: none"> <li>- <i>Micro</i> (&lt;10 FTE)</li> <li>- <i>Small</i> (&lt;50 FTE)</li> <li>- <i>Medium</i> (&lt;250 FTE)</li> <li>- <i>Large</i> (&gt;=250 FTE)</li> </ul>
24	How many contractors do you currently have working for your company?	Value response - must be a number (can be zero / 0)
25	Describe the business need, challenge or opportunity within the Offshore Wind Sector you are addressing or hoping to address through your business / product offering	<p>Text Response</p> <p><i>We are looking to understand your intent and ambition here (Max 100 words)</i></p>
26	How big do you consider your market opportunity in the Offshore Wind Sector?	<p>Text Response</p> <p><i>Tell us what you know / don't know - this will help us understand what stage you are at (Max 100 words)</i></p>

**Section 3: Tell us about your Company Needs**

In this section, you will be asked to select your top three needs from those which OWGP recognise can add value and support a company's growth and understanding in the Offshore Wind Sector.

Question Number	Question	Response Type
27	Using the following needs list, please select your top (number 1) need selection, which if met you believe will support your growth / understanding of the Offshore Wind Sector	<p>Select one option from the following:</p> <ol style="list-style-type: none"> <li>1. Sector understanding including products, services and how the industry works</li> <li>2. Exploration of opportunities in relation to our own product / service offering or skills / processes in relation to the offshore wind sector</li> <li>3. Understanding of the long-term offshore wind horizon (UK / Europe / Global) and strategic decision-making points in relation to our business</li> <li>4. Understanding of delivery mechanisms and how projects and contracts are bid for and won in the sector</li> <li>5. Customer and competitor analysis and supply chain positioning i.e. Tier Level</li> <li>6. Definition of our product / service value proposition</li> <li>7. Assessment of market need and commercial potential including TAM, SAM, SOM (Total Addressable Market, Serviceable Available Market, Serviceable Obtainable Market)</li> <li>8. Technical risk of a product / service offering development</li> <li>9. Standards and certifications required for my business / product to operate / supply to the offshore wind industry</li> <li>10. Improving our business model e.g. support to review possible strategic business options and outline next steps (i.e. acquisitions, partnerships, leasing models etc)</li> <li>11. Timescales and investments required to commercialise my offering into offshore wind</li> <li>12. Support for a marketing and sales strategy</li> <li>13. None of these options describe what I need</li> </ol>
28	For your first selection, please elaborate; - What addressing this need will enable you to do? - Quantify and describe the impact on your business of not having this need met	Text Response (Max 100 words)

<p><b>29</b></p>	<p>Using the following needs list, please select your second (number 2) need selection, which if met you believe will support your growth / understanding of the Offshore Wind Sector</p>	<p>Select one option from the following:</p> <ol style="list-style-type: none"> <li>1. Sector understanding including products, services and how the industry works</li> <li>2. Exploration of opportunities in relation to our own product / service offering or skills / processes in relation to the offshore wind sector</li> <li>3. Understanding of the long-term offshore wind horizon (UK / Europe / Global) and strategic decision-making points in relation to our business</li> <li>4. Understanding of delivery mechanisms and how projects and contracts are bid for and won in the sector</li> <li>5. Customer and competitor analysis and supply chain positioning i.e. Tier Level</li> <li>6. Definition of our product / service value proposition</li> <li>7. Assessment of market need and commercial potential including TAM, SAM, SOM (Total Addressable Market, Serviceable Available Market, Serviceable Obtainable Market)</li> <li>8. Technical risk of a product / service offering development</li> <li>9. Standards and certifications required for my business / product to operate / supply to the offshore wind industry</li> <li>10. Improving our business model e.g. support to review possible strategic business options and outline next steps (i.e acquisitions, partnerships, leasing models etc)</li> <li>11. Timescales and investments required to commercialise my offering into offshore wind</li> <li>12. Support for a marketing and sales strategy</li> <li>13. None of these options describe what I need</li> </ol>
<p><b>30</b></p>	<p>For your second selection, please elaborate;  - What addressing this need will enable you to do?  - Quantify and describe the impact on your business of not having this need met</p>	<p>Text Response  (Max 100 words)</p>
<p><b>31</b></p>	<p>Using the following needs list, please select your third (number 3) need selection, which if met you believe will support your growth / understanding of the Offshore Wind Sector</p>	<p>Select one option from the following:</p> <ol style="list-style-type: none"> <li>1. Sector understanding including products, services and how the industry works</li> <li>2. Exploration of opportunities in relation to our own product / service offering or skills / processes in relation to the offshore wind sector</li> <li>3. Understanding of the long-term offshore wind horizon (UK / Europe / Global) and strategic decision-making points in relation to our business</li> <li>4. Understanding of delivery mechanisms and how projects and contracts are bid for and won in the sector</li> <li>5. Customer and competitor analysis and supply chain positioning i.e. Tier Level</li> <li>6. Definition of our product / service value proposition</li> <li>7. Assessment of market need and commercial potential including TAM, SAM, SOM (Total Addressable Market, Serviceable Available Market, Serviceable Obtainable Market)</li> <li>8. Technical risk of a product / service offering development</li> <li>9. Standards and certifications required for my business / product to operate / supply to the offshore wind industry</li> <li>10. Improving our business model e.g. support to review possible strategic business options and outline next steps (i.e acquisitions, partnerships, leasing models etc)</li> <li>11. Timescales and investments required to commercialise my offering into offshore wind</li> <li>12. Support for a marketing and sales strategy</li> <li>13. None of these options describe what I need</li> </ol>

32	<p>For your third selection, please elaborate;</p> <ul style="list-style-type: none"> <li>- What addressing this need will enable you to do?</li> <li>- Quantify and describe the impact on your business of not having this need met</li> </ul>	Text Response (Max 100 words)
33	<p>If what you think your organisation needs does not feature in the needs list provided, please provide us with further insight</p>	<p>Text Response</p> <p><i>OWGP may be able to provide support in areas not listed in the needs lists, however, no guarantees can be made to satisfy unlisted support</i></p> <p>(Max 200 words)</p>

**Section 4: Understanding your company / site commitment to improvement & growth**

Question Number	Question	Response Type
34	<p>Have you made any investments as a business to gain traction in the offshore wind sector? Please provide details</p>	Text Response (Max 100 words)
35	<p>How would support via WEST be additional to “business as usual” activities?</p>	Text Response (Max 100 words)
36	<p>As a company, do you plan to or currently invest in improvement activities? Please provide examples as / where relevant</p>	Text Response (Max 100 words)
37	<p>Have you previously gained any support through other business support mechanisms either publicly or privately funded? If so, please specify which programme(s) / mechanism(s) and when your company participated (e.g. SE / HIE Offshore Wind Expert Support (OWES) Programme, NMCL, SC21, F4OR)</p>	Text Response (Max 100 words)

## **Section 5: How do you envisage support from OWGP will support economic growth for your company?**

OWGP's activities are measured against impact made to UK companies in terms of Jobs, Turnover, Exports and IP in the Offshore Wind Sector.

Please provide a baseline figure against each measurable area in relation to your activities today in the Offshore Wind Sector.

Then provide a **realistic forecast** for each measurable area at:

- 1 year after support
- 3 years after support
- 2030

Zero values can be accepted

<b>Question Number</b>	<b>Question</b>	<b>Response Type</b>
38	Baseline - Jobs in the Offshore Wind Sector	<i>Please provide a numerical value as Full Time Equivalent (FTE) i.e. headcount in Offshore Wind</i>
39	<b><u>Realistic Forecast</u></b> - 1 year after support - Jobs in the Offshore Wind Sector	<i>Please provide a numerical value as Full Time Equivalent (FTE) i.e. headcount in Offshore Wind</i>
40	<b><u>Realistic Forecast</u></b> - 3 years after support - Jobs in the Offshore Wind Sector	<i>Please provide a numerical value as Full Time Equivalent (FTE) i.e. headcount in Offshore Wind</i>
41	<b><u>Realistic Forecast</u></b> - at 2030 - Jobs in the Offshore Wind Sector	<i>Please provide a numerical value as Full Time Equivalent (FTE) i.e. headcount in Offshore Wind</i>
42	Baseline - Turnover attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
43	<b><u>Realistic Forecast</u></b> - 1 year after support - Turnover attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
44	<b><u>Realistic Forecast</u></b> - 3 years after support - Turnover attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
45	<b><u>Realistic Forecast</u></b> - at 2030 - Turnover attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
46	Baseline - Exports attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
47	<b><u>Realistic Forecast</u></b> - 1 year after support - Exports attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
48	<b><u>Realistic Forecast</u></b> - 3 years after support - Exports attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
49	<b><u>Realistic Forecast</u></b> - at 2030 - Exports attributable to the Offshore Wind Sector	<i>Please provide a numerical value in £</i>
50	Baseline - IP attributable to the Offshore Wind Sector	<i>IP refers to the creation of a new marketable product or service to the Offshore Wind Sector.</i>

		<i>Your response should be in relation to the number of new products of services you bring to the sector as a number i.e. 1 new product or service = 1.</i>
51	<b>Realistic Forecast</b> - 1 year after support - IP attributable to the Offshore Wind Sector	<i>IP refers to the creation of a new marketable product or service to the Offshore Wind Sector. Your response should be in relation to the number of new products of services you bring to the sector as a number i.e. 1 new product or service = 1.</i>
52	<b>Realistic Forecast</b> - 3 years after support - IP attributable to the Offshore Wind Sector	<i>IP refers to the creation of a new marketable product or service to the Offshore Wind Sector. Your response should be in relation to the number of new products of services you bring to the sector as a number i.e. 1 new product or service = 1.</i>
53	<b>Realistic Forecast</b> - at 2030 - IP attributable to the Offshore Wind Sector	<i>IP refers to the creation of a new marketable product or service to the Offshore Wind Sector. Your response should be in relation to the number of new products of services you bring to the sector as a number i.e. 1 new product or service = 1.</i>
54	Finally, is there any other information you would like to include in support of your application?	Text Response (Max 200 words)

## 9 Evaluation

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Applications will be reviewed by Assessors based on the information provided by Applicants.

Assessors will be asked to score the applications against the following criteria:

Criteria	Weighting	Guidance
<b>Section 2</b> Company background and relevance to this opportunity	30%	An applicant must have clear intent to operate within the offshore wind supply chain and have some understanding of the possible challenge or opportunities within the sector they are hoping to address through their products or services.
<b>Section 3</b> Understanding of their own needs and the impact of having these needs met	30%	An applicant must show a clear understanding of the challenges it is facing (needs) and the impact of addressing these needs in relation to their business and growth.
<b>Section 4</b> Culture and approach to improvement	30%	An Applicant must demonstrate their companies' desire to embrace improvement opportunities, change and where possible provide examples.
<b>Section 5</b> Alignment with OWGP KPIs	10%	An Applicant must demonstrate how they envisage the support provided by OWGP will align with the overall programme KPIs in supporting company growth in relation to turnover, jobs, export opportunities and IP. This must be realistic based on the Applicants current engagement in and knowledge of the sector.

Applicants are expected to respond fully to all sections of the application, and are advised to acknowledge the weighting of each section of the application in the responses provided.

In addition to the online application, OWGP will conduct a due diligence process on each application. Should your company's financial history not be available through public means (GOV.UK Companies House) OWGP will contact you to obtain this. Should you not be able to provide this detail, OWGP may not be able to conclude the assessment of your application resulting in the inability to provide support.



## 10 Key Dates

The following table provides a list of key dates for this opportunity:

Event	Date
WEST Applications Open	12 <sup>th</sup> October 2022
Online Briefing Event	19 <sup>th</sup> October 2022 from 2:00pm – 2:30pm Also available on the OWGP Website
Application Assessment Wave Closure(s)	<p><b>Wave 9</b> – Friday 22<sup>nd</sup> March 2024 – 5:00pm GMT</p> <p><b>Wave 10</b> – Friday 24<sup>th</sup> May 2024 – 5:00pm GMT</p> <p><b>Wave 11</b> – Friday 19<sup>th</sup> July 2024 – 5:00pm GMT</p> <p><b>Wave 12</b> – Friday 20<sup>th</sup> September 2024 – 5:00pm GMT</p> <p><b>Wave 13</b> – Friday 22<sup>nd</sup> November 2024 – 5:00pm GMT</p> <p><b>Wave 14</b> – Friday 31<sup>st</sup> January 2025 – 5:00pm GMT</p> <p><b>Wave 15</b> – Friday 28<sup>th</sup> March 2025 - 5:00pm GMT</p>
Applicants notified	<p>Applicants will be notified within 4 weeks of their closest Assessment Wave Closure Date as below:</p> <p><b>Wave 9</b> – Friday 19<sup>th</sup> April 2024 – by 5:00pm GMT</p> <p><b>Wave 10</b> – Friday 28<sup>th</sup> June 2024 – by 5:00pm GMT</p> <p><b>Wave 11</b> – Friday 16<sup>th</sup> August 2024 – by 5:00pm GMT</p> <p><b>Wave 12</b> – Friday 18<sup>th</sup> October 2024 – by 5:00pm GMT</p> <p><b>Wave 13</b> – Friday 20<sup>th</sup> December 2024 – by 5:00pm GMT</p> <p><b>Wave 14</b> – Friday 28<sup>th</sup> February 2025 – by 5:00pm GMT</p> <p><b>Wave 15</b> – Friday 25<sup>th</sup> April 2025 – by 5:00pm GMT</p> <p><i>i.e if a company makes an application on the 20<sup>th</sup> December 2023, the application will have missed the Wave 7 cut-off and will be assessed in the Wave 8 assessment batch. The applicant will receive their feedback on or before Friday 16<sup>th</sup> February 2024 at 5:00pm.</i></p>
Indicative Wave Start Window	<p><b>Wave 9</b> – window 13<sup>th</sup> May – 7<sup>th</sup> June 2024</p> <p><b>Wave 10</b> – window 15<sup>th</sup> July – 9<sup>th</sup> August 2024</p> <p><b>Wave 11</b> – window 2<sup>nd</sup> - 27<sup>th</sup> September 2024</p> <p><b>Wave 12</b> – window 4<sup>th</sup> – 29<sup>th</sup> November 2024</p> <p><b>Wave 13</b> – window 6<sup>th</sup> – 31<sup>st</sup> January 2025</p> <p><b>Wave 14</b> – window 10<sup>th</sup> March – 11<sup>th</sup> April 2025</p> <p><b>Wave 15</b> – window 5<sup>th</sup> May – 30<sup>th</sup> May 2025</p> <p><b>Please note</b> – start dates will be allocated by OWGP based on the quality and number of applications received. Where high volumes of high-quality applications are received in an Assessment Wave, successful applicants may onboard onto the programme later than the indicated programme start dates above.</p>
Application Closure	Applications to the WEST Programme will be open on an ongoing rolling basis with new Waves launched periodically.

## 11 Submission Guidance

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The Application form for this opportunity is available from the OWGP website or by [clicking this link](#).

Applicants will be able to complete and submit this form until the stated Application closing date and time.

**PLEASE NOTE:** You will **NOT** be able to save and return to your application responses within the form. We strongly recommend that you draft responses to the questions outlined in Section 8 before copying into the form for submission.

Once submitted, a confirmation email will inform the Applicant that the submission has been received and you will be able to save a copy of your submission in PDF format. Please contact OWGP at [info@owgp.org.uk](mailto:info@owgp.org.uk) if you do not receive a confirmation email after submitting a response. We recommend that you check your junk mail before doing this and wait 24 hours before contacting.

## 12 Delivery

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### 12.1 Applicant Responsibilities

Successful Applicants will be required to:

- Provide an internal champion or Project Manager to own the relationship with the OWGP and Expert Consultant to manage the agreed communications and activities outlined by the Expert Consultant aligned to the needs of the Applicant.
- Commit internal resource to support the implementation plan to address specified needs, as agreed by the Applicant, OWGP and Expert Consultant.
- Report to the OWGP on results and major business milestones following engagement with the OWGP.
- Provide feedback to the OWGP Programme Team on the impact of the intervention against turnover, jobs, exports and IP at least annually for up to three (3) years after their support has ended.
- Be open to publicity about participation in the WEST Programme with the OWGP and where possible, participate in case studies to promote WEST and the impact of the intervention.

### 12.2 Provision of Support

Needs based support will be provided to successful Applicants through the Expert Consultant(s). OWGP will endeavour to meet a minimum of two (2) top needs of each successful applicant company through the WEST programme. Internal resource to support the implementation plan is required by the Applicant as above.

Applicants will receive a bespoke and individual company information pack detailing the needs highlighted, information relevant to addressing the agreed needs, the potential route forward and recommended next steps.

In some instances, the support provided may take the form of workshops, training or other collaborative activities if deemed necessary and appropriate to address the highlighted needs of the company.

OWGP may at its sole discretion, provide more support to the Applicant, if it is deemed that this will provide further measurable benefit in-line with the OWGP's Key Performance Indicators.

Applicants will not receive any payment from OWGP as part of WEST Programme – all support will be provided through the outputs of the Expert Consultant(s).

## 13 Confidential Information and Intellectual Property

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The business information you provide in your online Application will be kept strictly confidential and will be used solely by the OWGP and Assessors for the purpose of this call.

It is the intention of the OWGP that a confidential and intellectually safe environment be created by the Call where Applicants will feel free to share their ideas and concepts without fear of plagiarism or impact on their secrecy. As a result, the OWGP will ensure that the Intellectual Property (IP) included in submissions to the Call and IP that will be developed during any subsequent phase is and will remain property of the provider, will be treated in confidence and exclusively for the purpose of assessing and evaluating the Call Application.

The OWGP may use your contact details to approach you about future activities and initiatives (programmes, projects, events, training opportunities, etc.).



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