

## ASH003 ASH Business Opportunity Process SCORING CRITERIA

<b>Section 1: BUSINESS PROPOSAL &amp; VISION</b>	<b>WEIGHT SCORE TOTAL</b>	
<b>1. A) Business Plan 50%</b>		<b>Business Proposal and Vision 80%</b>
Proposed Season & Opening Hours meet HT vision for Hynish Shore Station project	15%	
Proposed Offering (including pricing) aligns with HT activity, meets expectations and inspires	15%	
Staffing levels support proposed service levels, and address staff accommodation	20%	
Set up costs are realistic	20%	
Financial projections are realistic	20%	
Marketing and expansion ideas are achievable	10%	
<b>1.B) Employment Strategy 20%</b>		
Evidence of Fair Work First policy	25%	
Commitment to Living Wage	25%	
Consideration of local employment	25%	
Plans for employee development & training	10%	
Experienced employer with understanding of current employment regulations	15%	
<b>1.C) Alignment with Local Strategy 15%</b>		
Evidence of alignment with Hynish Trust Vision, (ASH004 attached)	35%	
Evidence of alignment with Hynish Trust Values (ASH004 attached)	35%	
Evidence of alignment with Tiree economic, environmental, cultural and heritage plans	30%	
<b>1.D) Community &amp; Environmental Impact 15%</b>		
Considers other island businesses; shows vision for inclusive, collaborative and mutually supportive ways of working	75%	
Evidence of achievable sustainability and environmental proposals	25%	
<b>Section 2. PERSONAL ABILITY 20%</b>		<b>Relevant experience and suitability  20%</b>
Evidence that the proposed Business Plan is achievable by the proposer	50%	
Experience in similar business or transferable experience is evident	20%	
Understanding of island life and logistics	15%	
Proposed operator is already resident on Tiree, or has identified secure plans for relocation including housing	15%	

Each question will be scored from 0 – 5 as per the table below:

<b>0</b>	The response is not relevant and contains no supporting evidence.
<b>1</b>	The response is partially relevant, but generally poor. It contains poorly evidenced or un-evidenced points which somewhat support the statement, but demonstrate no meaningful impact.
<b>2</b>	The response is relevant, and contains evidenced point/s which somewhat support the statement, demonstrating minor meaningful impact. The response lacks detail.
<b>3</b>	The response is relevant and contains evidenced point/s which largely support the statement, demonstrating some meaningful impact.
<b>4</b>	The response is clearly relevant and detailed, containing well evidenced point/s which support the statement and demonstrate clear meaningful impact.
<b>5</b>	The response is completely relevant and detailed, containing multiple clearly evidenced points which clearly support the statement and collectively demonstrate a major meaningful impact.

## **Weighting**

To create a non-biased and transparent scoring system which will reach a realistic score to represent the scale of importance of each element in the delivery of the Operating Agreement, and allow the panel to choose the most suitable applicant - scores are weighted as follows: -

- Each question is weighted according to its importance within its sub-section.
- Each Sub-section is weighted according to its importance within its section.
- Section 1 and Section 2 are weighted according to importance within the over-all score.