

Short pitch followed by Q&A - ½ hour interview. **Interviewee:** _____

	QUESTION	NOTES	SCORE 1- 5 (1=low 5=high)
1.	<i>Quality</i> In your opinion, what makes your business stand out?		
2.	<i>Perspectives on the space</i> What excites / interests you about being part of the space?		
3.	<i>Ambitions and business development</i> What do you aim to achieve during your time in the space? What are your top two objectives during the period? These should be specific and measurable so it is possible to look back to see whether you achieved what you set out to do.		
4.	<i>Attitude to sharing space</i> Can you give us an example of where you have had to share space and facilities before and how you have found the experience?		
5.	<i>Viability</i> How confident are you that you can meet the costs of your proposal and make the most use of the space on offer?		
6.	<i>Localness</i> How are you connected to the local area? (2 points) Do you have a good understanding of the area and how do you think your business could contribute to / fit in with the local community? (2 points) Can you think of any political sensitivity related to your proposal? (1 point)		

7.	<i>Have you got any questions for us?</i>		
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Scoring – interviewee’s answers to be scored as follows:

0	No answer given or answer completely irrelevant.	1	Unsatisfactory response, a few good points but main issues missing.	2	Some points covered, not all relevant.
3	Relevant information given. Some examples given.	4	Good answer. Relevant information. All or most points covered. Good examples.	5	Perfect answer, exceeding expectations. All points addressed. All points relevant. Good examples.

Criteria for selection:

- High quality product, service or idea
- Confidence in your ability to keep up with rent payments and make good use of the space not leaving it sitting empty
- The benefit to your business from renting the space
- Unique offer, not directly competing with existing businesses in the area
- Demonstrable local demand and contribution to the local area

Assessing localness

Meanwhile Space’s strength is that we are not a local organisation but we create access to spaces locally. The term local is subjective and everyone you ask will have a different definition. E.g. borough, postcode scale, where you live, family live, used to live, want to live and so on. Our marketing and tenant recruitment processes naturally work in the favour of local people with a prioritisation of place based marketing. We consider it important to both improve the offer for local people and offer opportunities to local people.

In our assessment localness may be scored when considering the following criteria holistically:

- Want to put roots down in the area
- Live / from the local area
- Quality of offer
- Attitude
- Demonstrating a superior knowledge of how their proposed use is required locally / there is demand / does not compete with existing local businesses / understanding of local context