

"Better Bid Writing"

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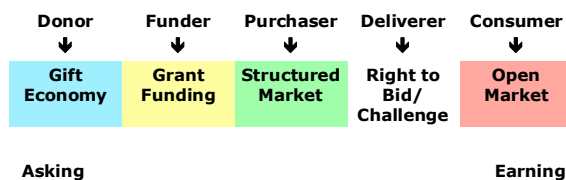
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Today is about...

Improving your chances of success!

- Why bids fail
- Evidence of Need
- Outcomes
- Highlighting sources of advice and information

Why is Bid Writing Important?



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The Basics

- Less money, more competition
- The end of grants?
- Application processes and forms vary
- Changing priorities

Why bids fail?


- Competition
- Ineligible
- Incomplete
- Evidence of need
- Planning/budget

Why bids fail?

- Innovation
- Match funding
- Long term/exit strategy
- Value for money
- Poor track record


Evidence of need 

- Consulting beneficiaries, communities and partners
- Local statistics, qualitative and quantitative data
- Research
- Own experience

Outcomes 


What are they?

- Changes or differences
- Results not the activities
- Beware funders may have their own views on what "outcomes" should look like


1. SMART Outcomes 

Tip: Ensure your outcomes are SMART!


- S – Specific
- M – Measurable
- A – Achievable
- R – Realistic
- T – Time-based

Defining SMART Outcomes 

Organisations or people who will benefit	Specific Change or difference	What is changing?
<ul style="list-style-type: none"> • Young people • Lone parent • People with learning disabilities • Older people experiencing loss of mobility 	Use words which indicate change: <ul style="list-style-type: none"> • Improve • Decrease • Reduce • Expand • Develop • Sustain 	<ul style="list-style-type: none"> • Knowledge • Skills • Environment • Ability • Relationships • Opportunities
young carers experience	improved support through	better coordination of services

Defining SMART Outcomes 

Measurable	Achievable/ Realistic	Time-based
<ul style="list-style-type: none"> • Numeric Value 	<ul style="list-style-type: none"> • This is more a matter of judgement • Can you help that many within that period of time with the resources available? 	<ul style="list-style-type: none"> • Normally the end of the project? • You do not have to use actual date!
300 young carers		by the end of the third year

2. Big Lottery Fund Outcomes 

In addition to **SMART Outcomes** there is a more long hand way of describing and showing the outcomes for your project.

- **Aims** – What is the purpose of the project
- **Outcomes** – What will change as a result
- **Outcome Indicators** - How you will measure progress

Aims	Outcomes	Indicators
To engage young people positively in the community	• Reduction in anti-social behaviour	• 5% decrease in the number of anti-social behaviour incidents reported by the end of year 1, 10% by the end of year 2 and a total of 20% reduction by the end of the project

Key points to remember



- Obtain and read the guidance
- Is this the fund for you?
- Do your research
- Proof reading and critical friend
- Double check what you need to send
- Meet the deadline!

Where should I go for advice...



- Your local CVS
- FundingBuddies

How do I search for funding?



Free grant search website
Kent4Communities
www.open4community.info/kent/