



Enterprise
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Writing strong funding applications

Robert Smith & Sophie Satchell

Enterprise Support Alliance

On behalf of High Peak Borough Council



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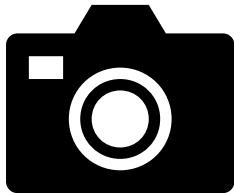
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Housekeeping



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Agenda



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- 9:30 Welcome and introductions
- 9:55 What makes a good funding application
- 10:50 Break
- 11:00 What makes a good funding application con't
- 11:40 The search for funding
- 11:50 Quick quiz
- 12:05 Support
- 12:10 HPBC UKSPF grants
- 12:20 Q&A
- 12:30 Close



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Aims & objectives



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Objectives for today's session

Develop your understanding & knowledge of applying for grant funding

Increase preparedness of organisations to apply for grants

Increase knowledge of grant search techniques

To identify provision of the toolkit to assist with future funding activities

Aim for the programme

Strengthen the ability amongst attendees and their organisations to make strong and successful grant applications



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Partners and funding



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Tell us about you!



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Introduce yourself

Tell us your name, who you are representing today and briefly about your experience of making grant applications!

Sophie and I will start!



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What makes a strong funding application - Fundamentals



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Let's explore some of the basic or fundamental steps – **what do you think is going to appear below?**

Have you read the criteria?

Have you read it thoroughly?

Do you understand what the funder wants to invest in?

Can you demonstrate that your project a good fit?

Can you develop an urgent, compelling, clear case for funding?

Can you demonstrate (evidence) the need?

Can you demonstrate innovation?

Can you show and measure your impact?

Can you demonstrate a good track record?

Can you resource the project?

Do you know what it costs?

If your answer to these questions is yes – carry on



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What makes a strong funding application – What is it going to do?



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Aim and objectives – know the difference

Explain, demonstrate, describe **very clearly – the fit!**

- what the project is going to do
- how it works
- how it will be delivered
- who does what and who is responsible for what
- when things are going to happen
- Are you going to use Co production/design

What difference it is going to make?

Action

Draft a programme of work

Start to identify your impacts/outcomes



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What makes a strong funding application - Need



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Explain, demonstrate, describe **very clearly** –

Evidencing both need and demand

What is the difference?

Research

Indices of deprivation

Umbrella bodies

Reports and/or examples from other agencies

Surveys/Data

Feedback from users and partners

Co-design/Production

Remember to source!

Actions

Collate all research to back up what you want to do – it is your evidence that is key



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What makes a strong funding application – Output & Outcomes



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Outputs and outcomes – what is the difference?

Outputs can be counted

Outcomes need to be measured – reflect the difference or impact that a project has made

Think Aim & Objectives

The outcome of a project is key and a significant part of what the funder will want to see

- Can be metric and/or anecdotal
- Show **what difference it is going to make**
- Show service sustainability
- How it is going to stop the issue happening in the future

Action

Work out what difference a project is going to make carefully



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What makes a strong funding application - Outcomes



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Outcomes

Demonstrating the outcome is key - **it is really the impact that your project has, what difference will it make?**

Think carefully about which outcomes matter most to the evaluators.

How does your project effect relevant change?

They need to be logically presented – ‘x’ will lead to ‘y’ which means that ‘z’ will be achieved, (with ‘z’ being something that you know the funder is seeking to do).

Impacts are most effective if firmly evidence-based – demonstrate by using examples if possible, or provide rationale but be very realistic.

Taking advice on the scope of the required outcomes could be a good approach to informally discussing the project with the funder



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What makes a strong funding application - Costs

Costs

As with every other part of a funding application these need to be very clear - itemise everything

If you can, use a spreadsheet to show your costs and contributions – *toolkit version*

Get quotes – any reputable supplier will provide quotes – discuss chronology as some will be timebound

Will a Procurement process be required

Match funding – this varies e.g., HPBC-UKSPF 20% match required – another programme we are working on requires 50% match - this can be make or break

Almost always in cash and you will have to have it before grant – check what funder allows

Worth exploring ‘match in kind’ i.e., – usually worked out by calculating staff time

Action

Work out and present costs accurately

Work out how much match you need and how you are going to source it

Category	Sub-category	Amount	Comments
Travel	Travel	£ 1,000.00	
Accommodation	Accommodation	£ 2,000.00	
Staff	Staff	£ 5,000.00	
Materials	Materials	£ 1,000.00	
Other	Other	£ 1,000.00	



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What makes a strong funding application – The applicant



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Your organisation

Funders will want to see that you are a 'well managed' organisation

That you can demonstrate a good track record

You are being innovative

You involve the beneficiaries in designing project (Co Design & Co Production)

You work in partnership

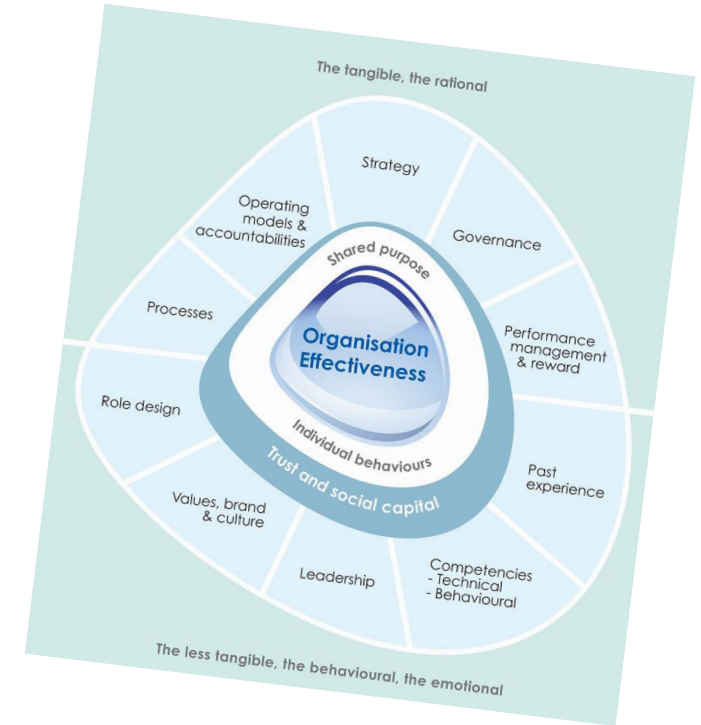
You have support

You can demonstrate resourcing

You have accreditations

Action

- Collect evidence
- Get testimonials



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What makes a strong funding application – The applicant



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You will often be asked what policies that your organisation has.

You probably have most of the policies you are required to have in place already but check what the application requires, we are seeing a lot more requirements for policies around sustainability for example

- Funders will include this as part of the due diligence testing
- Without the required policies it may be an instant fail, or in a competitive environment it may mean other applicants beat you to the funding

Action

- Check what policies you have in place
- Add commonly required policies
- Fill any gaps



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What makes a strong funding application - Funders policies



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You will often be asked how your application contributes to other policies.

These policies can and will vary but some examples include

- Net Zero, Nature Recovery or similar
- Local policies - e.g., the funder; a borough or district council's policies
- Policies that relate to the target audience or sector that you are working in
- Tendering requirements

You will need to read and understand these policies and, importantly, **demonstrate** how your application contributes to these

Action

- Identify & Demonstrate how your application aligns with funders policies
- Look at Tendering



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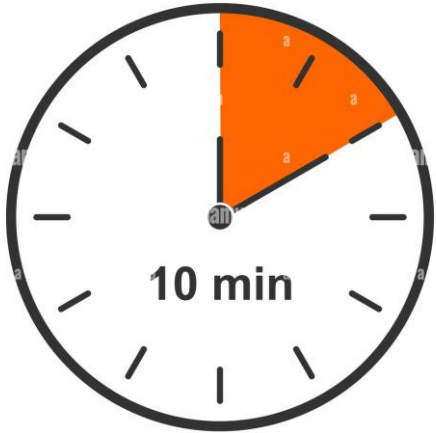
Comfort break



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Back in ten!



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What makes a strong funding application – Risk assessment



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Develop your risk assessment

It is always a good exercise to do for your own benefit

It shows funders that you have thought about the risks the project faces or may face

More importantly, it shows funders that you have taken steps to mitigate your risks

RR Example

Risk register document in the toolkit

Actions

Work through this exercise – you don't have to have hundreds of risks listed but there will always be some!



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What makes a strong funding application – The application form



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Try to visualise yourself as the reviewer

Use 'Dynamic Writing' – only the words you need! *Think who, what, why, when, how.*

Structure –

- one idea per paragraph
- Use short sentences (15–20 words maximum)

Any form of summarising such as bullets, lists or headings and other text styling, such as the use of bold text, will aid document scanning.

Avoid using technical jargon or acronyms.

The addition of a glossary can be useful.

Consistency - Important when there may be different people writing different sections of a bid.

Reviewers are time poor so the easier it is for them to understand your application, the better.



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The application form



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- Read the form very carefully
- Make sure you have supplied the information the funder wants
- A lot of forms are online – it may help to use a word format – often easier to draft and move information around
- Format it carefully
- Use a 'critical friend' to sense check content
- Make sure it can't be misinterpreted, don't let them make assumptions
- Pay attention to weighting if it is used by the funder

Actions

- Read, read, read!
- Make sure you have ticked their boxes
- Take it off-line
- Get it checked

Clarity - Make everything crystal clear!



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AI – Artificial Intelligence



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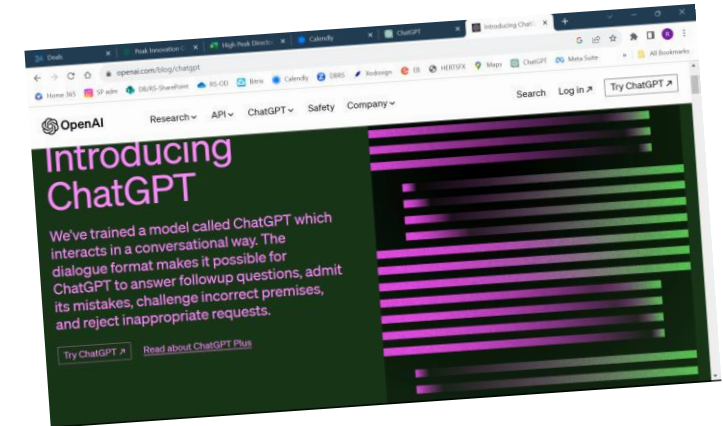
Artificial Intelligence

AI software, e.g., ChatGPT, may help with drafting

Using your original wording, it can help to make documents easier to understand and sometimes less ambiguous

E.g., We use it to draft Social Media posts – very concise and clear

It might be worth considering?



Alternatives

Claude AI

Google Bard AI

Bing AI Chat



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When not to apply



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Would there be any occasions when the best approach is not to apply?

What do you think they might be?

Application process is too onerous

Is the project realistic – can you really do it

Match funding contribution too high

Organisation lacks resource to deliver

Duplication – has this been done before or someone else is doing it now

Sketchy application – organisations reputation

Timing – is it simply the wrong time



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Success & Failure



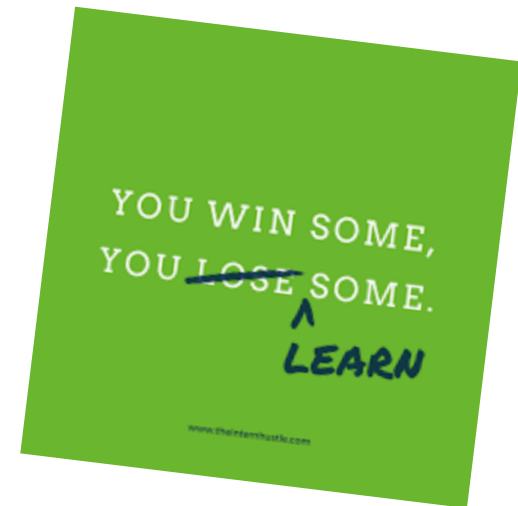
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You win some you lose some!

If you don't succeed with a grant application, always seek feedback to help you understand where your application was lacking

A good organisation (funder) will offer this but don't be afraid to ask if they don't

Turn the loss into something that you can learn from and that will help you next time!



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Collaboration



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It is always worth considering a collaboration with another organisation – it can often strengthen a funding application

- Is there another organisation doing something similar already
- Could their resources, knowledge, experience help
- Have they got any evidence of need or similar research
- Can you work together to extend reach & engagement
- Reputation - Known and trusted; good track record

Not critical but can be very useful

Supporters can you gather some influential supporters – e.g., councillors, business leaders, celebrities,

Action

Explore organisations that can help/have experience!

Look for supporters



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CSR – Corporate Social Responsibility



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This can be likened to a form of sponsorship where a corporate organisation supports smaller organisations or charitable groups

It can take many forms volunteering, contributions, gift items, mentoring

Sometimes support can be quite significant – particularly if you are looking for support in the same business area

Things to think about -

- Can take a long time to establish
- Can be very parochial
- Hard work

However

- Can make a huge difference and can be medium or long term
- Can be continuation funding – less restrictions placed on a commercial organisation



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The Search for funding



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Searching for funding is hard work, so let's explore a few things that might make it a little easier

Products

- Have all your products/plans/services developed and ready to go
- Be prepared to adapt your product
- Find funders who have similar objectives
- Explore contribution-based funding



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The Search for funding



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Some useful sites – Toolkit – direct funders & search sites

Local - **Community Foundations**

National - National Lottery

Umbrella organisations – e.g., NCVO

Register for updates

Become members

Action

Develop ideas

Use online search portals

Join membership groups

Train as many people as possible

Forge partnerships and collaborations



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We are the champions!



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Funding Champions

Can you develop a lead for funding related matters within your organisation?

Could they mentor or assist other (particularly smaller or fledgling) organisations?

Could they run workshops?

Could they write newsletters?

Not mandatory, worth exploring, often a very useful resource!



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Quick Quiz



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Let's see if you have been listening -
nothing serious just a bit of fun
revisiting the messages of the day!



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1

What is the first & most important thing to do when looking at new funding opportunities?

A

Check how easy it is to fill in the application

B

See how much you can get

C

Read & understand what the funder wants



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1

What is the first & most important thing to do when looking at new funding opportunities?

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C

Read & understand what the funder wants



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2

What should you do if there is anything in the criteria that you are unsure about?

A

Google it

B

Ask the funder

C

Ask a colleague



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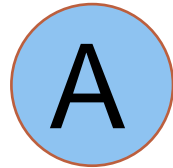


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2

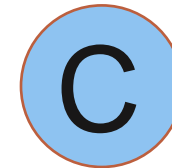
What should you do if there is anything in the criteria that you are unsure about?



Google it



Ask the funder



Ask a colleague



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3

What key information must you have when putting together a funding application?

A

Lots of time

B

Support

C

Strong
evidence of
need



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3

What key information must you have when putting together a funding application?

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support

C

Strong
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need



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4

What do we mean by Project Outcomes?

A

How many
people were
helped

B

The impact
or difference
the project
will make

C

Who will be
helped



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4

What do we mean by Project Outcomes?

A

How many people were helped

B

The impact or difference the project will make

C

Who will be helped



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5

What are the key elements to remember when writing your application

A

Tell a story

B

Add some
nice
pictures

C

Demonstrate &
be clear



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5

What are the key elements to remember when writing your application

A

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B

Add some
nice
pictures

C

Demonstrate
& be clear



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6

What can you do to be prepared to fill out a funding application?

A

Always have a project ready

B

Hire an application writer

C

Have the right policies live



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6

What can you do to be prepared to fill out a funding application?

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B

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C

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Post workshop support & Toolkit



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Ongoing Support – we will be available for ongoing support during the lifetime of the UKSPF project

Toolkit – we are supplying an electronic toolkit for all attendee's post training – scan the QR code below or use the link and it will take you to the toolkit where you can download the documents



<https://enterprisesupportalliance.com/high-peak-business-toolkit/>



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UK Shared Prosperity Fund - Community Grants



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Peak Innovation Community Infrastructure Grant

Grant for capacity building and infrastructure support for local Civil Society groups (Community Groups)

Capital funding, may be used to fund community spaces, e.g., as village halls, community buildings.

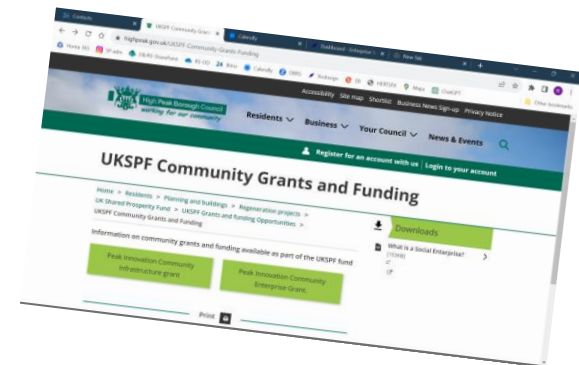
- An increase in number of individuals engaged
- Increased users of facilities or amenities
- Improved facilities and accessibility
- Improved experience of facilities

Peak Innovation Community Enterprise Grant

Grant for growing the local social economy, including Community Businesses, e.g., Cooperatives, social enterprises so called not for profits.

Capital funding to promote the growth of Community Businesses with an emphasis on innovation.

- Jobs created/safeguarded
- New social enterprises created
- Enterprises with improved productivity
- Enterprises adopting new technologies or processes
- Enterprises adopting new or improved products or services



UK Shared Prosperity Fund Community Grants



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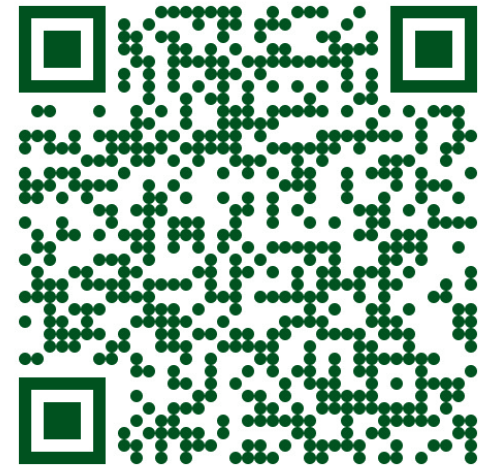
More information here - www.highpeak.gov.uk/UKSPF-Community-Grants-Funding

- Grants between £2k and £40k
- Principally capital
- 20% match funding (cash)

Closing dates for applications

- Community Infrastructure - 31/01/2025
- Community Enterprise - 31/01/2025

It is recognised that some groups and business may find support and/or guidance helpful, consequently support is provided by ESA for both grant programmes.



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Any questions, thoughts or comments

Thank you for taking part!

Please use the feedback forms

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