

# Tips for Preparing Funding Bids

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## Funding is changing

Different funders

Different requirements

Different processes

## Competition is harder

Less funding available

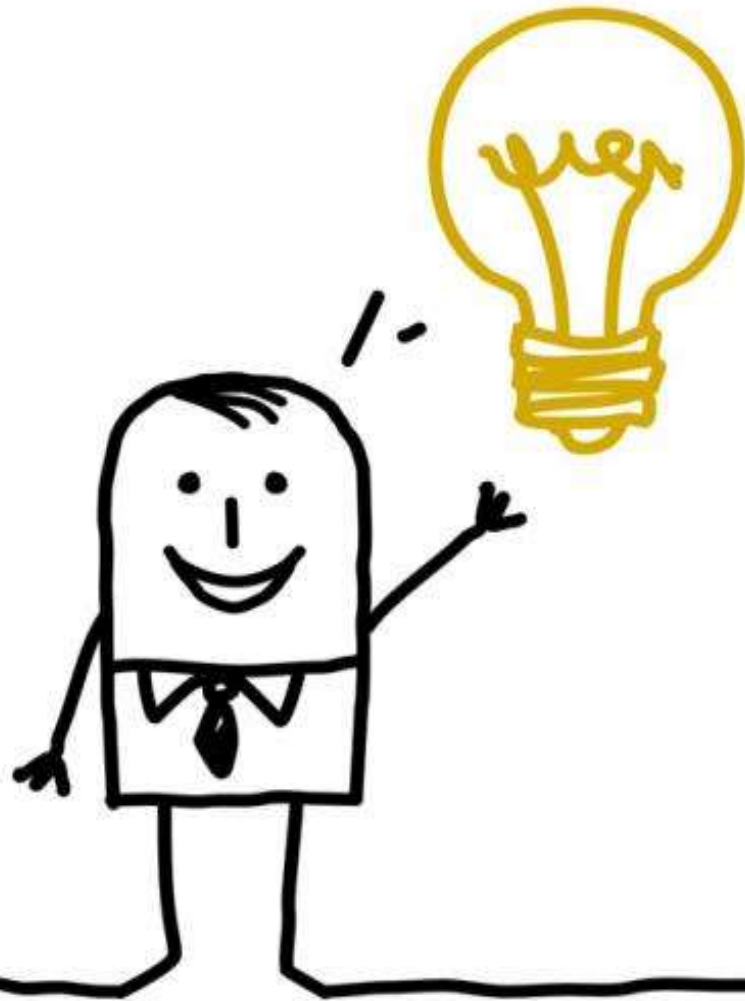
Funding not ring fenced

Capital and revenue

## Increasing need to bid

Internal bidding

External grants



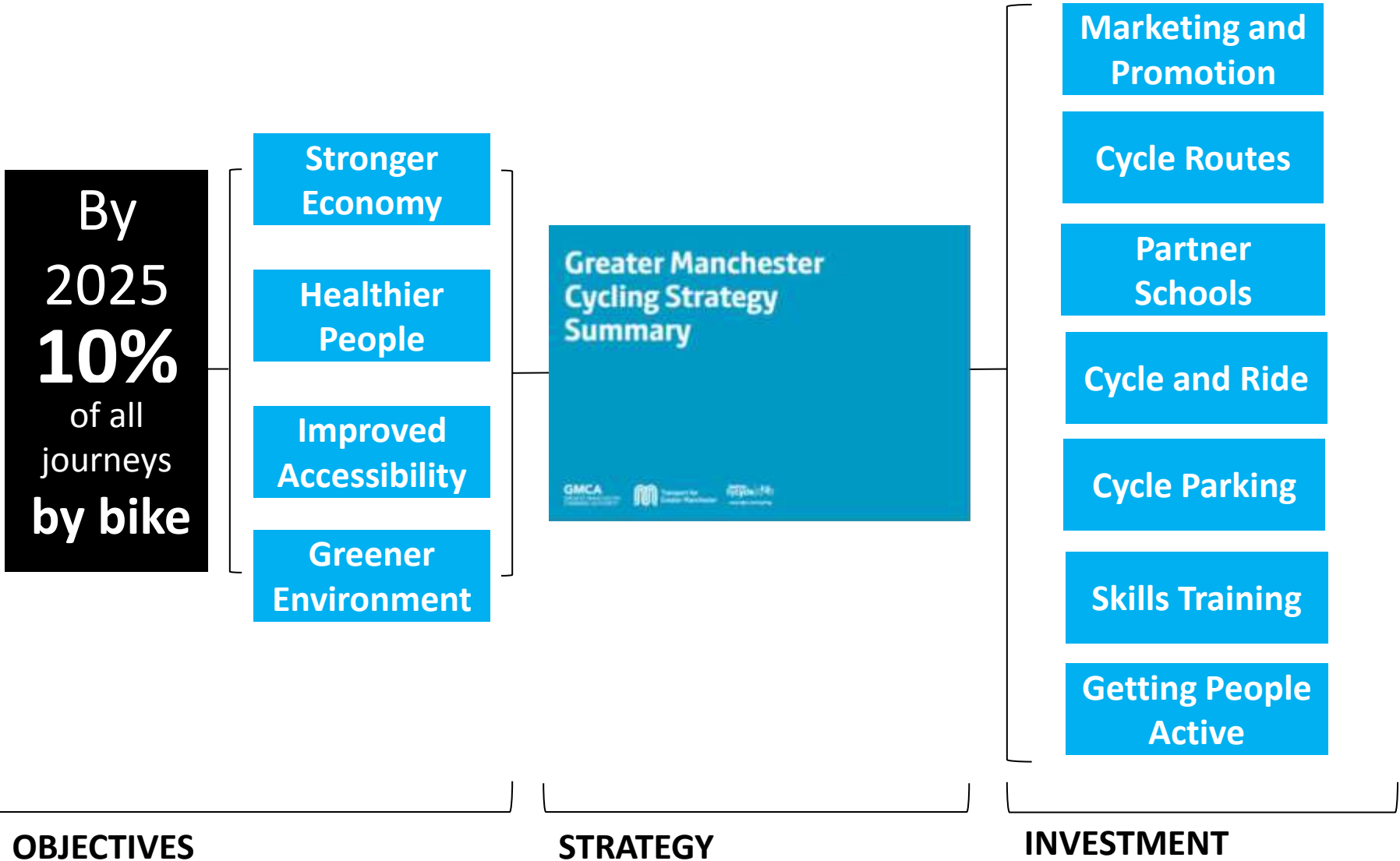
Know what  
you are  
selling





## **Tip 1: Build A Strong Case**

- Have core narrative – tell a story
  - Be clear on what you are going to deliver - Outputs and Outcomes both are important
  - Sell a vision - know what success looks like and make it something everyone wants to be involved in
  - Understand the wider context and how you link with other strategic objectives
  - Hard hitting facts and figures can be more powerful than words
  - Getting your BCR right is important
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Pitch

Big!



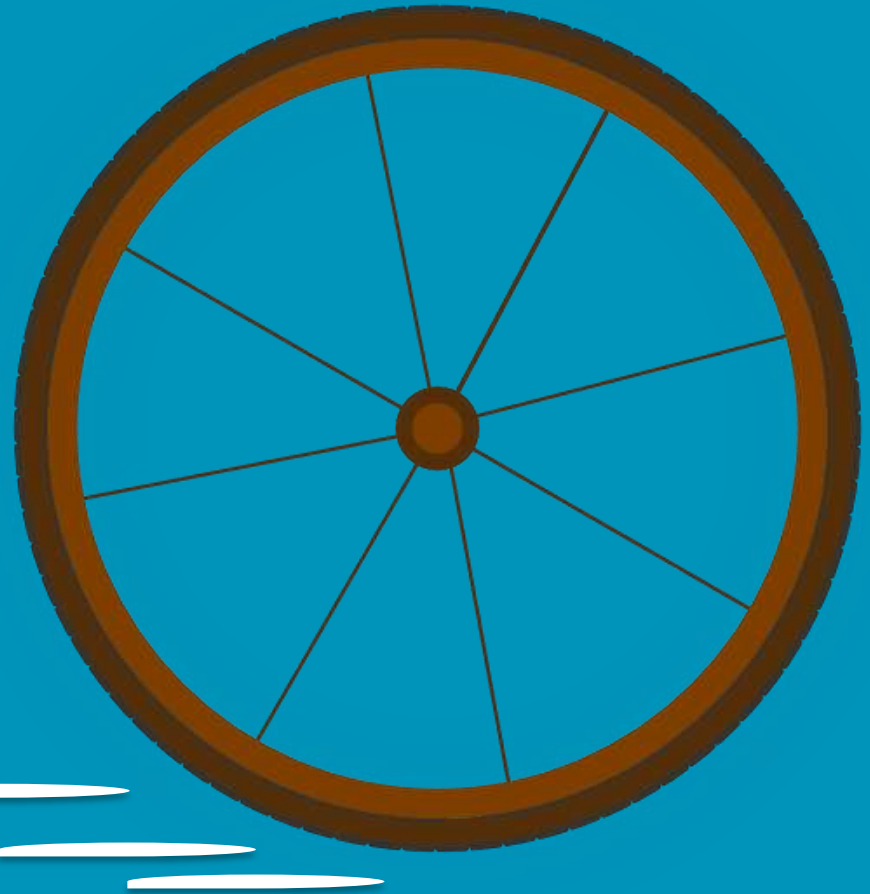
## Tip 2: Have A Long Term Plan...And Be Ambitious

- Make sure your bids is supported by policy and strategy documents
- Don't be too reactive to funding opportunities
- Be shovel ready
- Think about your exit strategy





Don't  
reinvent  
the  
wheel





## Tip 3: Don't Reinvent The Wheel

- Learn from others – what works, what doesn't work
- Build on previous success and use it as a foundation - build confidence and turn a vision into reality
- An evidence based approach is critical – use local data and evidence where possible, but if not national best practice will do
- Take time to review other peoples funding submission - most funding bids are publicly available
- Understand who your competitors are...

Know  
your audience



## Tip 4: Engage With Funders And Champion

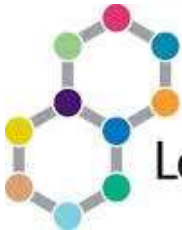
- Understand your funding landscape
  - Build a good relationship with possible funders - its not just about the money
  - Take time to understand their priorities and co-benefits
  - Finding a champion to promote your bid is critical - someone that will go in and bat for you
  - Champions in other “silo’s” can be a real help!
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Department  
of Health



Department  
for Work &  
Pensions



Greater Manchester  
Local Enterprise Partnership

**GMCA**  
GREATER MANCHESTER  
COMBINED AUTHORITY



Greater Manchester Association of  
Clinical Commissioning Groups



EUROPEAN REGIONAL  
DEVELOPMENT FUND



Public Health  
England

**new  
economy**

Growth and Prosperity for Manchester

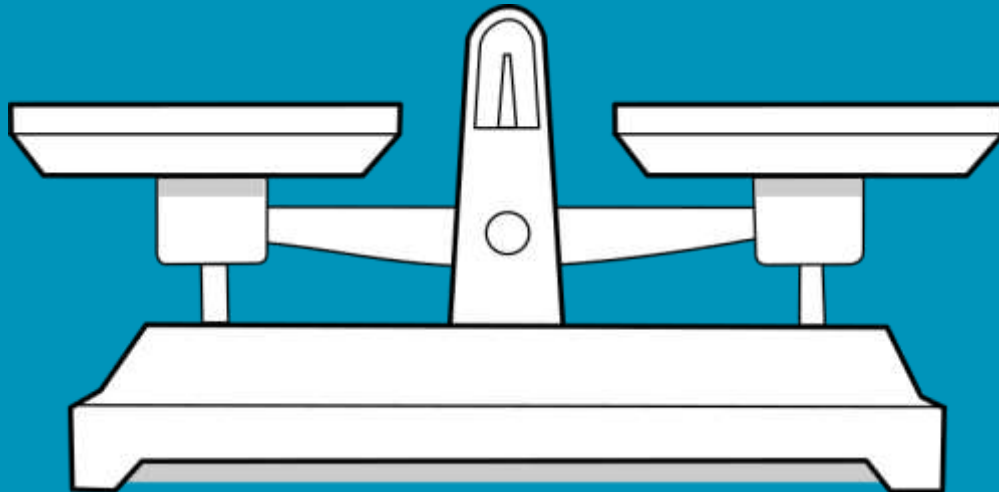


Department  
for Transport





Small details  
make a big  
difference





## Tip 5: Presentation Counts

- Presentation and language is very important in bidding
    - High level summary documents
    - Public facing material
    - Videos
    - Visual aids
    - Infographics
  - Think carefully about the language you use
  - Get colleagues to help
  - Go above and beyond what is required
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Delivering:



INVESTMENT

=



BENEFIT

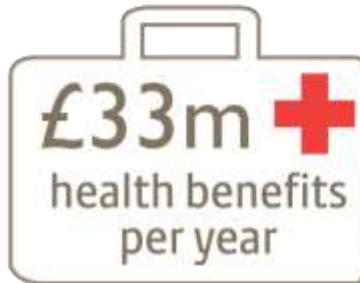
Adding   
**£28bn**  
GVA per year

  
**1000  
TONNES**  
REDUCTION  
IN CARBON  
PER YEAR

**26**  
million km

OF COMMUTER  
CAR JOURNEYS  
TAKEN OFF  
THE ROAD  
PER YEAR



  
**£33m** +  
health benefits  
per year

SAVING  
BUSINESSES  
 **1500**  
ABSENTEE  
DAYS PER YEAR

Saving  
**1,**   
person-hours  
of travel time  
per year

   
**10 million**  
extra public transport journeys and  
  
**2 million** extra cycling trips  
generated per year



**Our vision is of a city fit for the future: a healthy, safe, sustainable city that people want to live and work in.**

To do this, we will deliver a sustained and strategic programme of investment in cycling, that within a generation will deliver a cycling culture across Greater Manchester making cycling a mainstream, everyday and aspirational form of transport for all.

Vélocity 2025 will have a substantial impact in terms of economic prosperity, improved health and well-being and the environmental sustainability of our city.

It will also provide an inspirational lead for others to follow.

Our objective through Velocity 2025 is an integrated and strategically planned network of dedicated, high-quality, newly built or enhanced cycling routes that will be largely segregated from other traffic wherever possible. These will connect employment centres, schools and leisure opportunities with each other and with the regional centre.

This will be complemented by a programme of culture change inspired by that adopted in European cities, over a number of years designed to accompany and underpin the wider investment in infrastructure.

The outcome of our Velocity 2025 programme - our target - is to secure at least a 300% increase in the levels of cycling across Greater Manchester by 2025.

We want to see the proportion of trips by bicycle increase to 10% over the next 12 years, which we believe is achievable alongside additional Government funding.

Most importantly we have a long term commitment to the Velocity vision, with a continuing, planned, forward investment programme of around £10 million a year.

The Cycle City Ambition Grant funding, supported by local funding, will help us, by 2015:

Deliver 54km of largely segregated cycle route across Greater Manchester

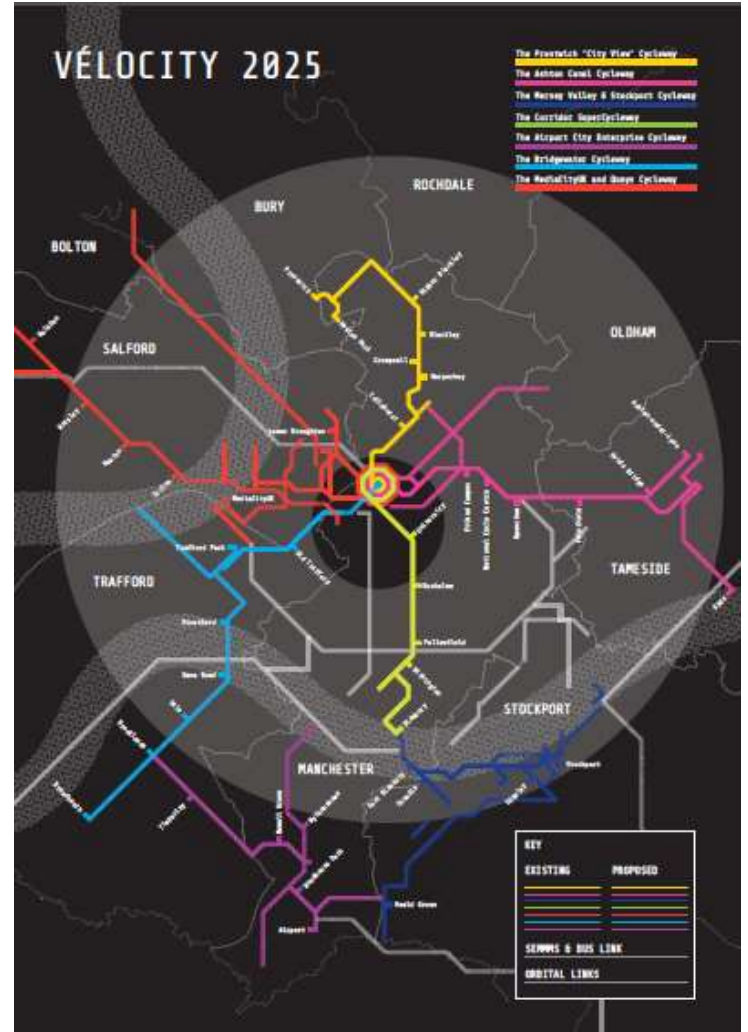
Generate 26,800 new cycle trips per day on these routes

Improve health and wellbeing to the value of £7.5m per year

Provide business financial savings by reducing absenteeism of 1,000 days per year

Remove 1.7m traffic kms per year from Greater Manchester's roads reducing congestion and accidents

**We will make our cycle city  
- our Vélocity - come to life!**



# Summary

- We are all in sales – everything we do has an element of pitching/selling
- Increasingly more important – no longer just about bidding to central government
- Success has a multiplier effect



Find out more:

[www.tfgm.com/travelchoices](http://www.tfgm.com/travelchoices)

[www.tfgm.com/cycling](http://www.tfgm.com/cycling)

[Helen.ramsden@tfgm.com](mailto:Helen.ramsden@tfgm.com)

