

I'm writing a bid

If you're looking for funding for a digital service, these principles can help you write an effective bid. The funders involved in this work all recognised the value of these principles in delivering effective digital services.

Four principles in particular are helpful when pulling a bid together. Use them as a checklist of things that show your funder you have completed the right research and have the right approach to deliver a successful digital project.

Start with user needs and keep them involved. All funders have more applications than funds, so they need to know that your proposal is really meeting a service user's need. Can you articulate the evidence from user research that identifies a need among your service users?

Understand what's out there already. Funders need to make the best use of their money, so they need to know what they are funding is really needed, and isn't duplicating what's out there already.

Build the right team. You need to give the funder confidence that you will be able to deliver the project through having built the right team of technical, subject and user expertise.

Build for sustainability. Do you have a clear and realistic understanding of the costs of your proposal – taking into account now just the costs to launch the project but ongoing costs?

1

Start with user needs, and keep them involved

2

Understand what's out there first

3

Build the right team

4

Build for sustainability