





Mastering Grant Applications

Includes application support for the Vibrant and Sustainable High Streets Fund

 Online
 Wednesday 2 July
 10am to 11:30am



Presented by Richard Lanning
Enterprise CUBE

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Vibrant and Sustainable High Streets Fund Phase Two



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York & North Yorkshire
GROWTH HUB

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Strive.

the nicest place to start something...

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Mastering Grant Applications

Agenda

- General Grant Advice
- (sprinkle of specific points)
- Specific Application Advice
- Q&A...



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Grants

vs

Tenders

- Strategic Goal
- Gift (limited claw-back)

Bid Focus

- Need Evidence
- Your Solution
- Competency (limited claw-back)

- Specific Need/Solution
- Purchase

Bid Focus

- Competency
- Pedigree

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FREE MONEY!!!

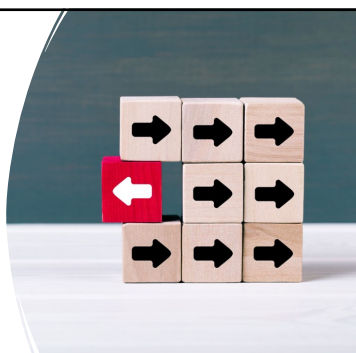
WOW WE'LL NEED TO CONVINCE THEM

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Grant Opportunities

To Bid or Not to Bid?

- Time
- Effort
- Resources
- Uncertain Outcome
- Resource
- Opportunity Costs



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Qualifying the Opportunity

- Strategic Goal Fit
 - Check objectives, suggested outcomes, example projects.
- Scale Fit
- Eligibility
 - Organisation Type
 - Fund Use
- Effort : Return
 - Word/Question Count : Pay Off
 - App Prep-work : Pay off
 - Applications : Pay off
 - Timeframe Achievability



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Key Objectives and Outcomes

- Support town centres and high streets to improve their resilience and expand their local offer.
- Increase the number of events and activities attracting people to use their local town centres and high streets.
- Support activities aimed at reducing the number of vacant units (where it's an issue) and increase footfall (where it is currently low).
- Improve perceptions of town centres and high streets within local communities and for visitors.



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VSHSF – Opportunity

Strategic Goal Fit

- Events, Pop-ups, Vacant Spaces, Support, Visits & Dwell Times

Scale Fit

- £30,000 - £150,000

Eligibility

- Collaboration at core
- Need an established lead

Reward vs Risk

- 12-15 pages means a per page of £2,000 - £12,000
- ?? Partnership 2-6 days means 1 – 3%
- 20/42 Successful with ambition to approve more means high odds
- 4.5 weeks left, means need to watch the clock/ambition

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Digital Adoption Grant

Strategic Goal Fit

- Bespoke digital feature implementation.

Scale Fit

- £1,000 - £3,000

Eligibility

- Any business up to 250 staff

Reward vs Risk

- Business plan & Cashflow – 5-10 pages, £200-£300
- ?? Partnership 1/2-1 day means 12.5% - 8%
- Demand seems high for £70,000 pot but applicant: success rate unknown
- 12 days left, easy if you have a business plan and cash flow...

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OK.

IT'S A GO!

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GOAL & OBJECTIVE SET

We're aligned!

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WORK BACKWARDS...

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TIMELINE... of your bid... backwards

SCOPING	NOW...
RESEARCH <small>INITIAL MEETING</small>	4 th - 18 th July 2025
OUTLINE DRAFT <small>FEED-IN & AGREE PLAN</small>	18 th July 2025
FULL DRAFT <small>PARTNER AGREEMENT</small>	25 th July 2025
FINAL APPLICATION	29 th July 2025
SUBMISSION	31 st July 2025

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PROJECT... delivery plan... backwards

- Theory of Change
- OBJECTIVE IMPACT
- OUTCOME [Measure]
- OUTPUTS [Measure]
- ACTIVITIES [Funded work]
- INPUTS [Fund, Resources, Match]
- PROBLEM [Assumptions, Evidence]



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APPLICATION... back to Answers, to Plan

- Ambition, budgets, examples > scale
- Application Length & Amount > plan detail
- Question Spread & length > focus
- Question Specifics > planning action list
- Evidencing Problem > research plan
- Evidencing Impact > evaluation plan
- Budget > accurate & confidence
> quotation requirements

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VSHSF... Backwards

- Ambitious Programme**
 - More than business as usual
 - More than one event
- Sustained Impact**
 - Co-ordinated longer drives
 - More Monitoring & Evaluation
 - Base line ?? We're impacting
- Business & Community**
 - Shared or at least consulted
- All of Highstreet benefit**

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VSHSF... Backwards

- Outcomes & Outputs
 - Select at start
 - Flow through project
 - Link Activity to Each
- Sustainability
- Equal Ops
- HighStreet Area

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APPLICATION PITFALLS...

SUPER COMMON

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EVIDENCE NEED

CHATS	<i>Interview Key Stakeholders, Community Leaders</i>
SURVEYS	<i>Quick and easy QR Code 5 multichoice Q's</i>
GET CLICKING	<i>Footfall, visits etc.</i>
MINE CUPBOARD	<i>look at stats available across your collab'</i>

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IFTT BE SPECIFIC – DOING X MEANS Y HAPPENS

Inputs -> Outputs -> Outcomes

What will each beneficiary get?
How many

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SCALE & Ambition

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WRITING STYLES

SMOKE	<i>Drop the vague jargon. Short specific easy to read.</i>
SPEECHES	<i>Bravehearting every page; answer the question.</i>
SHOTGUNS	<i>Shotgun approaches fail. Tailor for the opportunity.</i>

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Match Funding Example

Total Project Cost	= £200,000
VSHSF Funded	= £150,000
Match	= £ 50,000

Volunteer time can be counted as
gift in-kind.
£20/hour up to a 50% maximum in-
kind (£25,000)



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Match Funding Example

Total Project Cost	= £130,000
VSHSF Funded	= £104,000
Match	= £ 26,000

Volunteer time can be counted as
gift in-kind.
£20/hour up to a 50% maximum in-
kind (£13,000)



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Added Social Value

Beyond the inherent value of your primary objectives...

...volunteering, training opportunities, jobs



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Interview with VSHSF Team

Blow by Blow whizz through the app – with focus on tricky questions

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