Funding applications

- an aide-mémoire from Declan Baharini, Newcastle City of Languages

To create a good funding application, consider the following key points:

Understand the Grant's Purpose: Align your project with the funder's goals and criteria. Ensure your project addresses a real, evidenced problem.

Be Clear and Compelling: Use plain English, avoid jargon and structure your application to make it easy to read.

Show Your Need: Clearly articulate why your project is necessary and how it will benefit the community or beneficiaries.

Provide Evidence: Support your claims with data, case studies, and testimonials to demonstrate the impact of your project.

Include All Required Information: Ensure you have addressed all aspects of the application, including project scope, budget, and evaluation plan.

What to include in a funding application (adapted to the funder's requirements):

Project Overview

- Project title

- Brief summary of activities

- Target age groups and number of pupils involved

- Project length and format (single event, multi-session programme, whole-school initiative)

Aims and Objectives

- What the project will achieve for pupils

- Skills or experiences being developed

- Links to curriculum areas or school priorities

- How it supports wellbeing, engagement, or personal development

Rationale / Identified Need

- Why this project is important for your school community/wider target audience

- Specific challenges or gaps the project addresses

- How it supports inclusion, confidence, or attainment

- Evidence where possible (pupil voice, staff feedback, school improvement plans)

Participants and Beneficiaries

- Who will take part

- Estimated numbers

- How disadvantaged or underrepresented pupils will benefit/city or area

- Wider impact on the school community/city or area

- **Activities and Delivery**

- Description of planned sessions or events

- Teaching/learning methods used

- Opportunities for active pupil participation

- External facilitators or specialists (if applicable)

Expected Outcomes

- Knowledge, skills, or confidence pupils will gain

- Changes in engagement or behaviour

- Benefits for staff practice

- Any tangible outputs (performances, displays, resources)

- Wider outcomes across a city or area

Evaluation and Impact

- How success will be measured

- Tools for gathering feedback (surveys, observation, pupil reflections)

- How outcomes will be documented and shared

- Plans for reflection and follow-up

Budget and Value for Money

- Itemised costs

- Total amount requested

- What the funding specifically covers

- School contribution or match funding (if any)

- Explanation of value for money

Sustainability

- How learning or impact will continue beyond the project

- Staff development opportunities

- Reusable resources

- Potential for future delivery or scaling

Partnerships

- Partner organisations or providers

- Their role in delivery

- Previous experience or track record

- How partnerships strengthen the project

Sarah reminded us in the Cities of Languages meeting (Feb 26) that funding applications to a Combined Mayoral Authority need to come from a Local Authority.

Further advice welcome! We can add it to this document.