

Evidencing the need for your project



Evidence of need for a project forms an important part of our assessment. You must be able to clearly demonstrate why your project is needed.

We want to make sure that we are supporting projects which will address a need that is linked to our priorities.

We have found that evidencing need is something that applicants often struggle with, and a lack of evidence is a common reason for rejection. To make your application stronger, you should think about the following:

Meeting the Need

Your evidence must be relevant to the project you are applying to us for and specific to your client group. It's important that you take the time to collate evidence in proportion to the size and scale of your project.

You should be able to show why your project is the most appropriate way to meet the identified need.

- ▶ Are you using a tried and tested method of delivering the project, or do you have a new approach?
- ▶ Are you working in partnership with other relevant agencies, or adding value to their work?
- ▶ Does your project fit with local, regional or national strategies?

User Involvement

You must be able to show us how users have been involved project development and how their views or feedback have helped to shape the project. This involvement is likely to make your project more effective and responsive, and will help you to show why your project is the best way to meet the particular needs of your target group. If it is not appropriate to involve users in this way, you must tell us why.

THE EVIDENCE THAT SUPPORTS YOUR FACTS EVIDENCE

Producing evidence

It is not enough to tell us that you have spoken to clients or had positive feedback. You must be able to produce data, literature or records to back up your statements. Our assessments can only be based on what is contained in the application form, and we are unlikely to fund projects which appear to be based on assumption or hearsay.

Evidence could include:

- good quality recent consultation internally (with participants, staff board members etc) and externally (with stakeholders, partners, wider community etc) – this should be open, inclusive and relevant to the project
- consultation through client focus groups, video diaries, feedback surveys, individual consultation, community questionnaires, user testing or a pilot project
- recent relevant research undertaken in-house or using results from research already undertaken by other organisations
- short case studies of existing or previous clients who have benefited from the project
- relevant, recent statistics (e.g. census, SIMD figures)
- showing how your project adds to existing services or fills a gap in services.

You could apply for funding through Investing in Ideas to help gather evidence, for example by carrying out a community consultation, or to run a pilot project.

For more help on what makes a good application, contact our Information Team on 0870 240 2391, or email enquiries.

Scotland@biglotteryfund.org.uk