Stage 2 - Business Proposal

Guidance Notes for Online Business Case Form

SECTION 1: EXECUTIVE SUMMARY

Checklist for Section 1

- ✓ The Exec Summary should provide the reader with a clear understanding of the reasons for the project and its outcome by outlining the “Why, What, When, Who, How and Where” of the project.
- ✓ The Exec Summary should only contain information that is included in the main body of text.
- ✓ The reader should be able to treat the Exec Summary as a stand-alone document.

SECTION 3: BACKGROUND AND SITUATION (THE NEED AND DEMAND FOR YOUR PROPOSAL)

Checklist for Section 3.1

To strengthen this section, provide evidence wherever available by including relevant sources to show the need for this proposal. These could include:

- ✓ Local evidence of need and consultation.
- ✓ Information from Users - *consultation, beneficiary involvement and ownership*
- ✓ Data - From you and your partners – *consultations, case studies, data from previous projects, evaluations, data from online resources which could include:*
    - http://opendatacommunities.org/deprivation/map
    - *http://www.wigan.gov.uk/Council/Data-Statistics/Borough-Story/KnowledgeLibrary.aspx*
- ✓ Is the problem of opportunity clearly defined?
- ✓ Does it evidence the need for the proposal and is all relevant evidence documented?
- ✓ Are the relevant facts outlined so that the reader has a clear understanding of:
    - The relevant history?
    - Current situation?
    - Resulting problems or opportunities?
- ✓ You may wish to refer to political, economic, social or technological issues

Checklist for Section 3.3

- ✓ Have you included evidence from potential users?
- ✓ Think about surveys and letters of support.
- ✓ Have you evidenced existing demand or waiting lists which your project can alleviate?
- ✓ Can you include assurances of referrals from partners’ agencies etc.?

SECTION 4: OUTPUTS, OUTCOMES AND MONITORING

Checklist for Section 4.1

- ✓ Is it clear what the proposal will accomplish?
- ✓ Have you linked your outputs and outcomes to the Deal for Communities ‘Priorities and Outcomes for the Investment Funding’ document?
- ✓ Are the timelines of the project clearly outlined?
- ✓ Have you mentioned consultation with stakeholders in your activities?
- ✓ Identify which outputs you will monitor to keep track of activity.
- ✓ Document timescales for the delivery of outputs.
- ✓ How will you gather output data and information?
- ✓ Try and quantify your outputs where possible, estimating number of users and explaining how you will set these targets - For example; no. of service users per annum, number of sessions delivered, number of volunteers recruited.
- ✓ What changes will occur to your beneficiaries to lead to the intended outcomes?
- ✓ How will your outcomes be captured, monitored and progress reviewed?

See the *Theory of Change* template on the next page for more ideas on how to structure your response.

Define Need

E.g. Wigan has a higher than National average percentage of NEETS for the academic year 2014/15
Published figures show that the percentage of 16-24 year olds NEET are as below:
England 13.1%
North West 14.3%
Wigan 15.3%

Describe Your Project

E.g. working with young people to help them become engaged in further education, apprenticeships or gain employment by providing links and pathways to support them on their journey to no longer being NEET

Mapping Outcomes

Activities

E.g. To provide workshops for various subject areas, to gage young people's interests and strengths
To provide workshops to help with employability skills

Initial Outcomes

E.g. Young people will participate in the workshops, showing interest in either further education, gaining an apprenticeship or employment.

Intermediate Outcomes

E.g. Young people will enrol on further education courses, gain an apprenticeship or employment

Long Term Outcomes

E.g. Young people will no longer be NEET therefore reducing unemployment figures and those claiming benefits in the future also increasing the number of people in the Borough with skills needed for employment

Measuring Change

Outcome Indicators	Outcome Indicators	Outcome Indicators

SECTION 5: BUDGET AND CASHFLOW

Checklist for Section 5

- ✓ Indicate if you have obtained quotes and where from
- ✓ Factor in costing for staff time, include the salary, on costs, and number of hours / days costed.
- ✓ Don't forget hidden costs such as National Insurance and volunteer expenses

SECTION 7: COMMUNICATION

Checklist for Section 7

- ✓ If you have already engaged with stakeholders to design your proposal, please mention this in this section.
- ✓ Have you made it clear how your service users and local community members will be engaged in your organisation and your proposal?