

# What does an Application Form look like?

## External Funding Factsheet 2

The size and scope of an application form will vary from funder to funder but most forms developed for use by the public sector now have a similar format (see below), the question order will vary and some sections may be combined.

### 1. Executive Summary

Requires you to provide a brief summary of the project and explain how it is organised, delivered and potentially funded.

### 2. Lead Partner

Seeks further information on your organisation and its activities? Experience? Track Record? Previous bids?

### 3. Description of the Project

This section provides you with the opportunity of providing a clear explanation of your project.

### 4. The case for the project?

You will need to provide evidence that supports the basis for your project? Statistics? Local Analysis? Probably will also require links to strategies at a national, regional and/or local level?

### 5. Marketing/Promotional Strategy

Funders will sometimes ask how you target beneficiaries, how you plan to inform wider community of the projects existence and how you will disseminate the results of the project.

### 6. Project Delivery

Provide a detailed description of how you will deliver your project. Including key dates (e.g. start date), staffing levels and partner involvement.

### 7. Project Management Team

This section requires you to identify the key people in your organisation involved in project delivery and explains how and why, based on their past experience, they will contribute to the success of your project.

### 8. Budget

How much do you need and what you will do with the money (see [Factsheet 4](#) Preparing a Budget).

For further information contact:

## 9. Exit Strategy

Most funders will want to see a clear plan for the continuation of the project after the end of the financial support. Applicants often pay little attention to this section but given the increasing pressure on budgetary resources bidders need to be realistic on the long term financial options.

Some application forms will require the attachment of supplementary annexes. However, this is not common and the applicants Guidance should be followed at all times (See **Factsheet 3**)



### For further information contact:

**Martyn Riley, External Funding Officer, External Funding Unit, Room G.50, Kent County Council, Sessions House, County Hall, Maidstone, Kent ME14 1XQ Tel: 01622 694384 Fax: 01622 694448, Email: [martyn.riley@kent.gov.uk](mailto:martyn.riley@kent.gov.uk)**