DEVELOP
Knowledge Bank Factsheet

FUNDING:

Evidencing the Need

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Evidencing the need

Evidencing the need for your work or project plays an important part of any funding application. You must be able to demonstrate why your project is needed in a clear way. Many funding applications are rejected due to a lack of evidence showing that a project is needed.

What evidence should you include?

Remember that you are trying to paint a picture of your community, the issues they face and why they are important. Depending on the size of your project, you can use a combination of the following:

- **Statistics** - population data and the breakdown of your local area in terms of ethnicity, age, religion, gender, unemployment, education, deprivation, etc.

- **Research** - about your particular specialism. This might include things like parish plans, waiting lists, lack of local facilities or services in the area, petitions or campaigns, newspaper articles, or local authority information.

- **Local priorities** - even when you are not seeking funds from statutory agencies, it can be useful to show how your proposal fits in with Community Strategies, Joint Strategic Needs Assessments (JSNA) and other priorities of statutory organisations.

- **Local, regional and national reports and needs analyses** - to highlight evidence already gathered by other organisations or show your work ties into larger trends.

- **Local consultations** – make sure you show the views of local people and beneficiaries. Make sure consultations have been done recently. Make sure you keep a record of the numbers of people who attended and the dates that the consultations took place.

- **Your own experience** - the work you have already done and contact you've had with the community can also provide valuable evidence of need.

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Be sure to show:

Your work is filling a gap:
Make sure your project is unique and that it addresses a gap in service provision in your area.

You are not duplicating work already being done:
Make sure your idea isn't already being delivered by another organisation. Talk to local organisations and projects so you can show that no one else is doing the work you are proposing. If something similar already exists, see if you can work with another organisation instead of starting something new.

What is the best way to consult with the local community?
Funders want to see that the users of your service have been involved in project development and that their views have helped shape the project. User involvement will make your project more effective and responsive, as well as show funders that it is meeting the needs of the community.

Ways of consulting include:
1. Surveys, questionnaires or interviews
2. Focus groups
3. Informal discussions
4. Consultation events

You can include quotes and case studies to back up your findings.

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Where can I find statistics and data?

The Wiltshire Intelligence Network

http://www.intelligencenetwork.org.uk/

This website has been developed to bring together key data and reports from organisations in Wiltshire who are involved in the collection and analysis of local data. Here you can find links to local strategies, indices of deprivation and a range of local information, including:

Consultation (Wiltshire Voices)
Local area profiles
Population and Census
Health and wellbeing
Education and skills
Economy
Crime and community safety
Community
Planning and Housing
Transport and Communications
Environment, Climate Change, Waste and Recycling
Culture, Leisure and Tourism

For more information:
The Big Lottery Fund: Identifying Need

About this factsheet

This is one in a series of fact sheets produced by DEVELOP on subjects of interest to Voluntary, Community and Social Enterprise (VCSE) organisations. It is intended for guidance only and is not a comprehensive statement of the law.

Factsheet produced by:

DEVEL**O**P

DEVELOP is the support service for VCSE organisations in Wiltshire. It is also the NCVO accredited volunteer centre for the county.

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