

BUSA Development Fund 2024/25 – Round 2 – Project Bidding Guide

This document is designed to be a helpful guide to aid you with the creation of your bid. **Please note that this is not the actual bidding document which requires filling in and submitting!**

The Development Fund is designed to support **creative** and **innovative** projects that demonstrate sustainability, both in terms of longevity and/or environmental impact. Funding is intended to facilitate initiatives that contribute to the continued **growth** and **development** of university sailing. **Consequently, bids for recurring expenses, such as boat maintenance, event entry fees, and travel costs, do not align with the fund's objectives and will not be considered.** Instead, applicants are encouraged to propose projects that introduce long-term value, promote inclusivity and access, or enhance the provision of sailing related opportunities within university sailing communities.

The maximum sum that one USC can apply for is **£200**, unless the proposed project spans over multiple USCs or BUSA regions. Any application for more than the maximum amount, or for non-financial support, requires discussion with the BUSA Development Officer prior to submitting an application. The Development Fund is limited, but alternative funding mechanisms may be available for larger and more complex projects, as are other non-financial support mechanisms.

*Round 2 funding will be prioritised to those who were unsuccessful in Round 1. However, applications are encouraged from **all** BUSA clubs and will ultimately be awarded to the **best bids**.*

What to include in your bid

Project aims (maximum 50 words): A summary of the aims of the project. A simple outline which can be understood by any university sailor.

Project justification (maximum 200 words): Why is your project necessary? Why will this project be more effective at achieving your aims compared to an alternative model? Why does your target audience require this project? What would happen without your project?

Project mechanisms (maximum 300 words): How will this project be delivered? Who, what, when, where? The more information you provide the better. Particularly focus on *what* you are planning, *who* will be delivering it, *when* will you deliver it and the *timescale* of the project. Ideally, longer projects should be self-sustaining financially, after an initial cash injection by BUSA, so please indicate how this will occur and what other support you may need.

Project costs: Please provide a budget for all of the anticipated costs involved in your project.

Project funding: How do you intend to fund these costs? Please include the contribution that you will **ideally** receive from BUSA if this application is successful.

Conclusions (maximum 150 words): Please write a high level summary of your project.



Project ranking criteria

BUSA's goal is to allocate development funding in the most fair and impactful way, ensuring that the projects we support contribute meaningfully to the growth and development of university sailing. To achieve this, we take a wide range of factors into account when evaluating bids.

While I cannot share the exact scoring criteria, I have outlined the areas of evaluation below. Each category is scored out of 10, and funding is awarded based on a total score out of 60, to ensure the most deserving projects receive support. To help applicants create strong and compelling bids, each category includes some thought-provoking questions that are designed to guide applications.

Project Viability /10 – How achievable is the project? Will it be implemented in a reasonable timeframe? Is it sustainable in the long term?

Project Significance /10 – How many sailors will benefit? Will it cause a noticeable change? Does it work in conjunction with other projects, clubs or organisations? Will it have a lasting impact?

Impact of Requested Funding /10 – To what extent will BUSA funding help this project? Could the project succeed without BUSA funding? Will the funds maximise value relative to the investment?

Financial Situation of Uni /10 – Does the USC "need" funding? What other funding opportunities are available? What would happen without the funding?

Alignment with BUSA Goals /10 – Does it align with BUSA goals? Is it "developing" the club or the sport? What benefit does it bring to BUSA?

Innovation & Creativity /10 – What's new/different? Thinking outside the box? Could it inspire/work with initiatives in the wider community?

Please send completed bids to development@busa.co.uk and secretary@busa.co.uk **by Friday 21st February 2025.**

If you have any questions about filling in this form, or any other development related questions, then please email me on development@busa.co.uk

Good luck with your application!

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