**Call for Bids Full Project Proposal template**

**Notes: PART A – to be completed by project implementer**

**PART B (including proposal cover sheet) – to be completed by Post/Directorate and attached to PART A once received from project implementers**

**Use the template appropriate for the value of the project, i.e. under £10k, £10k-£80k, or £80k+ (note: points marked \* below are only required for projects £80k+; those marked with \*\* only required for sub-£10k bids)**

**PART A**

**Project Title**: This should be short and easily understood. Don’t be overly creative or write a title that may be confusing, unclear or misunderstood. It should be a simple, succinct, straightforward statement that captures the main aim of the project.

**Purpose**: This should be no more than one sentence, clearly stating the change that the project will deliver. It should not be a list of activities or outputs, or be more than a single sentence (advisory limit 15-20 words). This is what will be different as a result of the project and therefore the reason why it should go ahead.

**\*Context and need for the project:** This should be no more than 200 words. You should provide background to the issue this project will change; state what the expected final Outcome will be; and (where applicable) state why the UK should fund this project.

**\*\*Background:** In no more than 200 words, explain what the project will achieve and how.

**Short Project Summary:** In no more than 200 words, explain what the project plans to achieve and how: it will achieve it. How will the Outputs deliver the Purpose; how activities will deliver each Output; what difference will be made on the ground over the next few years; and why the UK is the most appropriate donor.

**Cost:** Provide the total cost of the project and how much you are bidding for from FCO programme funds and how much from other donors (if applicable)

**Timing:** Please provide the planned start and end dates for the project.

**Activity Based Budget:** This must be completed – the project proposal will not be considered without a detailed ABB (see separate guidance and template). Break down all activity costs into components so it is clear how they are made up and which month particular payments are due. Provide as much detail as possible, (i.e. do not state just the figure for a workshop, but break that down into venue, catering, travel costs etc.).

Administration costs must be clearly itemised in the ABB, be justifiable and kept to a minimum. They should not, in any case, exceed 10% of the total project costs. Any value attached to admin costs may be challenged.

FCO programme funds are not routinely used to buy equipment. Equipment purchases as part of a project must be essential to the policy-based outcome of the project, and will only be approved exceptionally if there is a genuine project-specific need and that a project implementer could not be expected to hold such equipment as part of its core business operations.

**Implementing Agency:** Please provide full contact details and the name of the implementing agency and the lead contact for this project

**Will the Implementing Partner be sub-contracting any other agencies to carry out elements of the project activities:** If yes, please provide full details

**\*Country/Countries covered:** Please state the countries in which the project will run.

**\*Have you bid for funding from the FCO in the past three years:** Please provide details of any previous bids you have made and/or projects implemented.

**Project Plan:** This is the section under which you need to detail how the project purpose will be achieved. Describe each Output with a list of related Activities below along with how the successful delivery of the Purpose will be measured (i.e. what are the Indicators that will demonstrate the Purpose has been achieved)

* **Purpose/Objective:** State the project purpose/objective – this must be identical to the purpose set out on page 1 of the form. Explain how you will measure whether the Purpose has been achieved, which should include the following information:
* *Indicator: what will be measured*
* *Baseline: the current status. What you know now*
* *Sources: where will information to support baseline data and targets come from*
* *Milestones: the key points at which progress will be tracked*
* *Target: what the project will deliver*
* *Date: the date by which the Purpose will be delivered*
* **Outputs:** Please list all the outputs you expect the project to deliver. These are the specific results that will be delivered as a result of carrying out particular activities. Do not write Outputs in the form of activities. Outputs are the things that remain after activities are completed. They must be relevant to the aims of the project and be sufficient to achieve the project purpose. Outputs are delivered as a direct result of the activities, and should be within the control of the project. Add more lines for additional outputs as needed.
* **Activities:** List all the things (Activities) you will do in order to deliver each Output. List each Activity under the relevant Output, in date/delivery order. Each activity should be numbered (i.e., the first activity necessary to deliver Output 1, would be activity 1.1; the second would be 1.2 etc). Activities must be sufficient to deliver the outputs, and there should be a clear linkage between Activities and Outputs. You must then complete an Activity Based Budget listing all component costs of each activity in the month they will occur with associated cost.

**Sustainability:** Provide details here of how the benefits of the project will continue to be felt after the UK’s project funding comes to an end.

**\*Monitoring:** Implementers will be expected to provide monitoring reports on (at least) a quarterly basis. State here how the project’s progress will be monitored, how often and by whom.

**Risks**: List the key risks involved in running the project and how those risks will be managed. Please note when the risk would need to be escalated to the next level in the management chain (both within the implementing organisation and the relevant British Mission). Add more lines as needed. You should consider risks at all levels of the project, for example: political; administrative; internal; and so on. Note how likely the risk is, and what impact it will have on the successful delivery of the project (Low/Medium/High)

**Stakeholders**: List the key stakeholders involved in the project (those who have an interest in the project and who will be affected by it and/or can influence its success either positively or negatively). State how engagement and communication will be managed and who is the key contact within the project; plus the stakeholder’s level of influence over and impact on the project (Low/Medium/ High)

**\*Beneficiary Groups:** State who the beneficiaries of the project are, and what level of involvement they will have in planning and delivering the project. Are they sufficiently engaged, does the plan reflect their needs?

Now sign and date the form and submit to the relevant British Embassy /High Commission/Consulate General or FCO Directorate.

**Appraising Project Proposals**

Project Proposals (bids) are typically submitted in response to a “Call for Bids”. Refer to the **Delivery Options** guidance in the new [International Programme SharePoint Site](http://ubs.sharepoint.fco.gov.uk/sites/Strategy/PMO/1/INT/default.aspx) for more information about the process.

This document is a reminder of common yet important issues that are sometimes overlooked when reviewing proposals following a Call for Bids. The aim is to ensure project designs are sufficiently robust and avoid risk of failure for reasons that could or should have been identified at an early stage.

**Project Proposal Form**: Has the form been completed in full? If not, return it for completion.

**Project Design:** Is it a project (i.e. a specific intervention, not ‘business as usual’) and does it show:-

* **Change:**  Does the project purpose describe the intended change (not just a list of activities)?
* **Strategic Fit**: Does the proposal demonstrate clearly how it will contribute to delivery of the Programme Strategy/Country Business Plan and hence the relevant Foreign Policy Priority?
* **Impact:** Is there a logical flow from the project’s aim through the indicators and activities to the desired – and lasting – change?
* **Realism**: Is it too ambitious, or does it promise change without sound reasoning and a solid base of evidence? Is it something HMG should be funding at all? Is it something the Host Government (and/or other donors) could or should be funding? Are other donors doing similar activities? Do the activities look like they will definitely deliver the outputs/project purpose?
* **Sustainability**: Are the stated assumptions on sustainability too optimistic? How realistic is it that the changes will continue after the funding runs out?

**Activity Based Budget (ABB):** Is there one? If not, why? When reviewing it ask: Do the figures actually add up (some don’t)? Does the breakdown of costs across activities match up with the proposal form? Are there ‘administration costs’ which suggest we are paying for more than just the project’s delivery? Is there any proposed expenditure which merits closer attention, for example purchase of equipment (computers, vehicles, etc. *which remain the property of HMG on completion of the project and add to the Post’s asset register*); is there sufficient detail to account for the links between delivery of activities and the costs they drive – not just “Flights - £x”, or “Hotels - £y”? Also give the ABB a reality check: Would you agree to pay for similar things if it were your own money? ABB guidance and Value for Money guidance is available on the new [International Programme SharePoint Site](http://ubs.sharepoint.fco.gov.uk/sites/Strategy/PMO/1/INT/default.aspx).

**Issues to consider (and contacts to engage with) at an early stage:**

Consultancy Value Programme (CVP**):** Does the project’s delivery involve retaining consultants? If so, does it require the involvement of Commercial? Guidance is available [here](http://ubs.sharepoint.fco.gov.uk/sites/finance/procurement/policy/Procurement%20Guidance/Consultancy.aspx). Note that if the consultant (or consultancy) is engaged directly by the FCO we are obliged to put the proposal through the CVP process. Contact the [Consultancy Value Programme](mailto:cvp@fco.gov.uk) for further details.

**Professional Communications Assurance (previously Marketing and Advertising Freeze):** Is any aspect of the project’s activities covered by the Professional Communications Assurance Process? If so, an exemption must be requested. Guidance is available [here](https://extranet.fco.gov.uk/ourfco/directorates/communication/Pages/Marketing-and-Advertising-Freeze.aspx).

**Single Source Justification (SSJ):** If a project has been developed by Post, has not been open to competitive tender and its value exceeds specified thresholds an SSJ **must** be submitted to CPG. Full guidance is available on CPG’s FCONet pages [here](http://ubs.sharepoint.fco.gov.uk/sites/finance/procurement/policy/Procurement%20Guidance/SSJ%20Guidance.aspx).

**Overseas Security and Justice Assistance (OSJA):**Will the proposed project be implemented in the Security and/or Justice sectors? If so, refer to the OSJA guidance on SharePoint [here](http://ubs.sharepoint.fco.gov.uk/sites/finance/strategicfinance/oda/default.aspx)

**FCO Reputation**: Could any aspect of the project reflect badly on the FCO? Some previous projects have attracted negative publicity, despite having the best intentions. If there is a perception (or reality) that the FCO is not conducting its activities correctly it could attract criticism for, e.g. impropriety. Or might a project be considered “Novel” or “Contentious”? Guidance on “Novel and Contentious Payments” and the process of clearing them with HM Treasury is available [here.](https://extranet.fco.gov.uk/doingyourjob/resources/Pages/Anti-Fraud-Novel-and-Contentious-Payments.aspx)