HM Government

CROSS-WHITEHALL PROSPERITY FUND

GUIDANCE FOR POTENTIAL IMPLEMENTERS FOR CALLS FOR BIDS

Financial Year 2016/17

CONTENTS

INTRODUCTION

What is the Prosperity Fund?

The 2015 Strategic Defence and Security Review announced a £1.3bn Prosperity Fund over the next 5 years to promote the economic reform and development needed for growth in partner countries. Our priorities will include improving the business climate, competitiveness and operation of markets, energy and financial sector reform, and increasing the ability of partner countries to tackle corruption.

As well as contributing to a reduction in poverty in recipient countries, we expect these reforms to create opportunities for international business including UK companies.

The role of the Fund is also set out in the UK aid strategy, Tackling Global Challenges in the National Interest.

Much of the Prosperity Fund will involve multi-year programmes. As part of the first year of the Fund, initial competitive bidding processes will be administered in a number of countries for project initiatives, where organisations are invited to submit bids to Posts for individual projects in support of Fund objectives.

The following central guidance sets out the arrangements for the bidding process for these projects, including rules governing ODA expenditure under the Fund. Decisions on initial country allocations will be taken in early 2016.

Whilst this will follow the call-for bids model, it should be noted that the core aims of the new Prosperity Fund are to support sustainable economic growth leading to a reduction in poverty in recipient countries. Over time, we expect these reforms to create opportunities for international business, including UK companies.

Who is this bidding guidance for?

This document provides comprehensive bidding guidance for:

- prospective implementers; and
- project teams at British Embassies and High Commissions.

Before bidding you should also familiarise yourself with:

- the objectives and metrics for this programme set by the British Embassy/ High Commission;
- the standard grant contract; and
- the project concept form.

Please read all guidance and ensure that project proposals are designed and submitted in accordance with the guidance. Proposals that do not meet the criteria and follow the guidance will be rejected.

WHAT YOU NEED TO KNOW

All project proposals will need to demonstrate how they support the Embassy's/ High Commission's objectives.

The Prosperity Fund is not an appropriate source of funding for small tactical activity. As a general guide, we would expect successful proposals to be around the value of £100,000 plus to reflect the ambitious and strategic nature of the Fund and the need for high impact.

Priority Countries

Priority countries for 2016/17 are listed on [gov.uk](gov.uk)

Official Development Assistance (ODA)

The Fund will form a small but integral element of the UK's total ODA commitment of 0.7% of GNI. It will primarily be focused on ODA eligible middle income countries, contributing to poverty reduction alongside existing economic development work undertaken by the Department for International Development and FCO. In this way, the Fund will contribute towards meeting the new Sustainable Development Goals. ODA spend under the Fund will be fully consistent with OECD DAC criteria.

Eligibility

The Prosperity Fund accepts project proposals from civil society, governments, think-tanks, commercial organisations and other UK government departments.

STEP-BY-STEP GUIDE TO MAKING PROJECT PROPOSALS

STEP 1 – Project Concept form

For single-country proposals: submit project concepts by the agreed deadline.

Potential implementers are advised to discuss project ideas in advance with the Embassy/High Commission.

Successful concept proposals will be invited to submit a full proposal; those who submit unsuccessful concept proposals will be notified.

STEP 2 – Full Proposal Submission

A full proposal comprises a project proposal form and an Activity Based Budget (ABB).

Full proposals must be submitted to the Embassy/High Commission by the agreed deadline. They will be assessed by a Programme Board against the objectives. The Board will consist of thematic leads and independent experts.

The Programme Board will agree a final list of successful projects.

STEP 3 Project Approval

All implementers will be informed of the outcome of the Programme Board. Feedback on unsuccessful proposals will be returned by the Embassy/High Commission.

All projects must have an appropriate contract signed by both parties prior to commencement.

HOW TO WRITE A PROJECT CONCEPT

Before writing a full proposal, implementers should submit a completed concept proposal. The template is available on gov.uk.

Guidance on what we look for in the key sections of the concept proposal:

- **Project title:** a clear and concise title.

- **Project purpose:** in no more than one sentence, clearly state the change that the project will deliver. This is the reason the project should go ahead *(you will expand on this in the section "what change the project will deliver").*

- **Implementing agency:** provide full contact details and the name of the agency's lead officer for the project.

- **What change the project will deliver:** in one paragraph, explain what the project will achieve in measurable terms, and how. Summarise the project outputs or expected results, and the main activities that support each output. Include a sentence describing the proposed steps to ensure the sustainability of project.

- **Background:** in one paragraph, explain the country context and the problem that the project addresses, and how this relates to objectives in the detailed thematic guidance. Explain why the UK is the best donor for this project.

- **Risks:** provide brief details of any serious risks to the success of the project and how these will be mitigated.

- **Start and end date:** all projects must be completed in the 2016/17 financial year. Projects can start at any time. The expected end date should be no later than 28 February to allow time for the project to wind down and payments to be completed by the close of the financial year.

- **Post comments:** the project officer at the Embassy/High Commission must complete this section.

The Embassy/High Commission may accept or reject the concept proposal. The bidder will be notified within a reasonable time of the decision.
ALL CONCEPT PROPOSALS MUST BE SUBMITTED IN WORD FORMAT. PDFS WILL NOT BE ACCEPTED

HOW TO WRITE A FULL PROPOSAL

The template for the full proposal is available on gov.uk.

Section A - Details of the project
This is to be completed by the implementing organisation only on approval of the Project Concept.

The bidder must also include a detailed Activity Based Budget (ABB) in Microsoft Excel; the project proposal will not be considered without this.

Section B – Post Project Officer Assessment
To be completed by the Embassy/High Commission.

Guidance on what we look for in the key sections of the full proposal:

- **Context and need for the project:** in no more than 200 words, provide background to the country context and the prosperity issue(s) that this project will address; state what the expected final outcome will be; and, where applicable, state why the UK should fund this project.

- **Short Project Summary:** in no more than 200 words, explain what the project plans to achieve and how.

- **Cost**: the Activity Based Budget should provide a full cost breakdown. So, in this section, please give headline figures: total cost of project, cost per year, and total amount requested from the Prosperity Fund.

- **Co-funding:** provide details of any co-funding, whether budgetary or in-kind. Include any funding or support from external parties, cost-sharing arrangements and self-financing.

- **Have you bid for funding from the FCO in the past three years?** Provide details and dates of any previous full project proposals you have submitted (even if unsuccessful) and/or projects implemented.

- **Project Plan:** detail how the project purpose will be achieved, clearly setting out each output and activity, along with how successful delivery of the outputs and purpose will be measured.

- **Purpose or Objective:** state the project purpose or objective – this must be identical to the purpose set out at the top of the form. You must give a clear explanation of how you will measure to what extent the project purpose has been achieved. You will also need to set out the following for the project purpose:

- o Indicator: what will be measured.
- o Baseline: the current status.
- o Sources: where information on the baseline data has come from.
- o Milestones: the key points at which progress will be tracked.
- o Target: what the project will deliver.
- o Date: the date by which the purpose will be delivered.

- **Outputs:** list the specific results that the projects will deliver. Outputs are delivered as a direct result of the related activities. The outputs must be sufficient to achieve the project purpose. Each output will also need to be measured, as with the purpose above.

- **Activities:** list all the tasks to be carried out in order to deliver each output. The activities must be sufficient to deliver the outputs.

- **Sustainability:** make it clear how the project will ensure that its benefits are sustained after the project has ended. If future funding is likely to be required, specify where it will come from.

- **Monitoring:** monitoring reports will be required on at least a quarterly basis. In this section, state how the project's progress will be monitored, how often, and by whom.

- **Project Risk Analysis:** list the key risks involved in running the project and how these risks will be managed. Consider risks at all levels of the project, for example: political; administrative; internal; practical etc. Please ensure the entire risk matrix is complete.

- **Project Stakeholders:** explain here who the main project stakeholders are, what their interest in the project is, and how you plan to engage or involve them. This is the part of the proposal where you can demonstrate existing buy-in with stakeholders.

**ALL FULL PROPOSALS MUST BE SUBMITTED IN WORD FORMAT.
PDFS WILL NOT BE ACCEPTED**

THE ACTIVITY BASED BUDGET

All budgets must be submitted in an Activity Based Budget (ABB) format. This means that your costs should be broken down in sterling, by cost per activity, per unit per month. An example of an ABB is in [Annex A](#)

For each activity in your project proposal you should:
1. Create and save the budget in Excel (pdfs not accepted).
2. Create a sub-heading in the budget.
3. List all costs associated with that activity.
4. Enter the costs in the month you expect the activities to be completed.
5. Provide as much detail as possible, (e.g. break down costs for a workshop into venue, catering, travel costs etc).

Points to Consider

Administration costs
The combined total of management fees, overheads and administration costs must not exceed 10% of the overall project cost. Administration costs should be broken down into component parts.

Co-funding
Co-funded activities should be clearly labelled within the ABB. The ABB should be separated to show the total cost to the co-funder and to the FCO (see Activity 1.1 of the example ABB at [Annex A](#)).

Equipment
Programme funds should not be used to purchase equipment, such as laptops, vehicles etc, unless the provision of the item is essential to the delivery of the project.

Local context
Please ensure that project costs are reasonable and in line with the costs in the host country/countries.

Personnel costs
Please make it clear who will be working on the project, and what staff costs will be spent on, i.e. whether overheads are included in the cost or not. Please ensure different types of staff are listed on separate budget lines.

Travel costs
Please ensure any travel is absolutely necessary for the project, and is of reasonable value. Economy travel should be considered the normal class of travel and exceptions should be clearly specified in the budget.

HOW PROPOSALS ARE ASSESSED

1. **Value for money**
   All Prosperity Fund projects spend UK taxpayers' money; therefore a significant part of project proposal assessment considers whether the project is value for money. Proposals must be supported by a realistic and detailed Activity Based Budget (ABB). Projects should add to, and not duplicate, other donor activity although co-funding from co-donors or stimulating further host government expenditure is welcomed.

2. **Alignment with thematic guidance**
   Proposals should clearly align with one of the objectives. We are unable to support projects that do not fall under one of these headings. Projects should be practical and high-impact interventions that will lead to a real and timely transformation in high level policy and action on the ground. Proposals focusing purely on, eg, research or workshops will not be relevant until they lead to specific and measurable benefit and action.

3. **Evidence of local demand or need**
   The proposal must give clear evidence of local demand and/or need for the project. Evidence of stakeholder engagement and local buy-in (where applicable) is preferred. Key local partnerships should already be established.

4. **Project viability, including capacity of implementing organisation(s)**
   Projects should be realistic in the results they aim to deliver within the time of the project.

5. **Project design, including clear, achievable impact**
   It is vital that each project clearly demonstrates how its outputs will deliver real-life impact in its target area.

6. **Sustainability**
   To increase the long-term sustainability of projects and their impact, we would expect projects to have host government engagement/support, or there should be good reasons for it to go ahead without such engagement. There should also be evidence that the project's benefits will continue after funding ends.

7. **Risk and stakeholder management**
   Risks should be identified and a risk management plan put in place. Projects that can leverage host government support or engagement are more likely to succeed, and proposals should therefore demonstrate how they will engage host governments and key stakeholders to deliver expected outcomes.

ANNEX A: EXAMPLE ACTIVITY BASED BUDGET

Example of an Activity Based Budget (ABB), please note all the details below are for a demonstrative purpose only

APRIL 2015 - MARCH 2016

Activity 1.1 - 30 May - 1 June visit to the UK for 10 people

Item	Unit	Cost per unit	No. of Units	Total	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	TOTAL
Airfares	Per visitor	300	10	£3,000		£3,000											£3,000
Visa costs	Per visitor	20	10	£200		£200											£200
Accomodation in the UK	Per visitor per night	75	30	£2,250			£2,250										£2,250
Meals	Per visitor per day	15	30	£450			£450										£450
Public Transport in the UK	Per visitor	5	10	£50			£50										£50
Co-funding from MFA																	
Transfer cost to and from local airport	Per person	30	10	£300		£150	£150										£300
Total				**£5,950**	**£0**	**£3,200**	**£2,750**	**£0**	**£0**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£5,950**
Total co-funding				**£300**	**£0**	**£150**	**£150**	**£0**	**£0**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£300**
Total with co-funding				**£6,250**	**£0**	**£3,350**	**£2,900**	**£0**	**£0**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£6,250**

Activity 1.2 - 1 day seminar, 10 people

Item	Unit	Cost per unit	No. of Units	Total	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	TOTAL
Venue	Per day	150	1	£150				£150									£150
Lecturer	Per day	100	1	£100				£100									£100
Refreshments (tea, coffee & water twice a day)	Per person	5	10	£50				£50									£50
Materials	Per person	3	10	£30				£30									£30
Total					**£0**	**£0**	**£0**	**£330**	**£0**	**£0**	**£0**	**£0**	**£0**	**£0**	**£0**	**£0**	**£330**

Activity 2 - Report Production

Item	Unit	Cost per unit	No. of Units	Total	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	TOTAL
Senior Manager 50% time to write report	Per day	500	10	£5,000					£2,500	£2,500							£5,000
Assistant Manager 50% time to write report	Per day	350	10	£3,500					£1,000	£2,500							£3,500
Translation Fees	Per Translation	2,100	1	£2,100							£2,100						£2,100
Printing	Per report	3	1,556	£4,668								£4,668					£4,668
Total			**15,268**		**£0**	**£0**	**£0**	**£0**	**£3,500**	**£5,000**	**£2,100**	**£4,668**	**£0**	**£0**	**£0**	**£0**	**£15,268**

Administration Costs

Item	Unit	Cost per unit	No. of Units	Total	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	TOTAL
Utilities (electricity, telephone, internet)	Per month	41	11	£451	£41	£41	£41	£41	£41	£41	£41	£41	£41	£41	£41		£451
10% of Administrative Manager	Per day	30	96	£2,880	£176	£176	£176	£176	£176	£176	£176	£176	£176	£176	£176		£1,932
Total					**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£217**	**£0**	**£2,383**
Grand Total Cost to FCO					**£217**	**£3,417**	**£2,967**	**£547**	**£3,717**	**£5,217**	**£2,317**	**£4,885**	**£217**	**£217**	**£217**	**£0**	**£23,931**