Successful Bid Writing: why bids can fail

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Common reasons why bids are turned down

• The applicant/s
• The project
• Technical reasons
Issues with the applicant/s:

• Eligibility
• Ability to deliver (including ‘reach’)
• Trust
• Isolation (not ‘outward-facing’)
• Viability
• Need for money
The project – a lack of:

• Planning (including safeguarding)
• Need and demand
• Outcomes
• Involvement
• Inclusion
• Value for money (or realism)
• Sustainability
Technical reasons

• Timing (missed deadlines or retrospective funding)

• Incomplete applications

• Tone