

Successful Bid Writing: why bids can fail

Sally Deith



Common reasons why bids are turned down

- The applicant/s
- The project
- Technical reasons



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

