

Bid proforma

This proforma has been prepared to provide guidance to organisations looking to put in a bid for funding from the AHDB for projects aimed at benefiting ornamentals growers. It is **not** mandatory to submit bids for projects using this proforma, but is provided to help with the process of preparing a bid. It should be read in conjunction with the Bid Evaluation criteria published online at www.hta.org.uk/ahdbscheme

Title of your bid for funding

(Please provide a short title for the project/proposal for which you are requesting funds)

Purpose of your bid/proposal

(Please describe how the bid/proposal fits with the purposes for which AHDB allows to be released (see the scheme bid evaluation criteria online for this information – www.hta.org.uk/ahdbscheme. You may include a short description of the grower need(s) that the bid/proposal seeks to address, for instance describing any shared challenges your bid/proposal will help overcome, or any shared opportunities that will be addressed)

Benefit(s) delivered to ornamentals growers

(Please describe the benefits that successful delivery of your bid/proposal will provide to UK ornamentals growers. Please estimate how many growers will benefit from your bid/proposal, and how the scale of these benefits are proportionate to the funding you are requesting).

Objectives of your project

(Please describe the specific objectives for the bid/proposal you are requesting funds for. This should provide an indication of 'what success looks like' for the project for delivering the proposed benefits from the project).

Outputs of your project

(Please describe any specific outputs or 'products' that will be produced or delivered by your bid/proposal, including any arrangements to communicate them and/or ensure their use by ornamentals growers)

Project plan

(Please describe how you propose to deliver the outputs of your project, and key timings for delivering your project. If you foresee any significant risks to the delivery of your bid/proposal, please provide details of how you propose to manage and mitigate these risks. Please also provide details of the individual(s) or organisations that will be involved in delivering your bid).

Budget

(Please provide details of the funding you are requesting for the project. Please itemise and describe as far as practical how you have costed the funds requested for the project)

Contact details

(Please provide the name and contact details of the individual with overall accountability for leading and successfully delivering your proposal/bid).