

HISTORY MAKERS GRANT SCHEME

PROJECT BUSINESS PLAN GUIDANCE TO APPLICANTS

AIM Biffa Award requires a project-specific business plan to be submitted with all applications where the **total** project cost (Biffa Award funding plus any match funding) is £50,000 or more, and the business plan is not clearly set out within the main application form. The business plan should include:

- Objectives
- Targets
- Tangible outputs
- Marketing plan/dissemination
- Evaluation processes
- Timescales
- Full budget, specifications and costings
- Plans for monitoring the project, both during and after the period of funding
- A summary of your organisation's track record of delivering similar projects
- Future management plans

The reason that we ask for this information is that we want to be sure that you know exactly what you want your project to achieve and have planned sufficiently to ensure that the project will go ahead on time and to budget.

We use this information to complete our assessment and the quality of the application and supporting business plan will affect the overall assessment score.