Tomorrow’s Engineers Live

Pitch Perfect, Securing Funding For Your Programmes

Susan Falch-Lovesey, Equinor Stakeholder Manager and Skills Champion

5th Feb ’2024 (11.45 – 12.45)
About Me: Susan Falch-Lovesey

What Drives Me?:
- Environmental ethics
- Sustainability ethics
- Skills and Education Outcomes

Bid Writer
A Broad, Transitioning Energy Company

Driven by purpose, inspired by vision, and guided by values.

OIL & GAS
- Established in 1972
- Sleipner CCS in 1996
- Optimised oil & gas portfolio

LOW CARBON SOLUTIONS
- New market opportunities in low carbon solutions

RENEWABLES
- Hywind Demo in 2009
- High value growth in renewables

NET ZERO by 2050

22,000
EMPLOYEES
Across the world

30
COUNTRIES
Presence and business operations

8,000
SUPPLIERS
Working together with us

170
MILLION PEOPLE
Get access to our energy – everyday
Becoming a global Renewable energy major
Supporting the Next Generation
Who's in the room?

- School or college/ FE?
- University or HE
- Local Authority?
- Other?
- Business?
- Charity?
- Supporting Organisation?
Who’s written bids before?

Do you enjoy writing bids?

Why might you want to write a bid?

Let’s think about why a charity, company or organisation may want to give funding....
Group Activity: Diamond Ranking

Step 1: Activity

Group 1: A Team of Bid Writers
- What will make a successful bid?

1. Identify and consider 9 ideas.
2. Rank them in a diamond shape.

Group 2: A Panel of Grant Givers
- What makes a successful bid application?

1. Identify and consider 9 ideas.
2. Rank them in a diamond shape.

Step 2: Feedback

Step 3: Findings
The Bid Writing Process: A Checklist

1. Start with Why
   - Objective
   - Focus
   - The Bid Criteria
     - Your USPs
   - Demonstrate
     - Credibility & Deliverability

2. What are the Next Steps?
   - Continuous Improvement
   - Build the Budget
   - Evaluating Impact, & Case Studies

3. Financial Sustainability
   - Measure and Communicate
   - Evidence Need
   - The Sparkle Factor

Objective (outcomes you need)
A Starting Point That Keeps the End in Mind

Objective: Start with Why

Working together to inspire a diverse engineering workforce.

A Successful Bid
- It should feel like a perfect fit:
  - Match of interest and ‘energy’
  - Mutual Benefit

Long-Term Success:
- More than financial interaction
- A relationship develops, bound by common interest
- Shared values emerge and are built on
- Good honest communication between both parties helps

Ultimate Success inspires a Long-Term Position

Objective
- Continuous Improvement
- Focus
- Financial Sustainability
- Style and Impact
- Measure and Communicate
- The Sparkle Factor
- Evidence Need
A STARTING POINT THAT KEEPS THE END IN MIND

Objective: Start with Why

Working together to inspire a diverse engineering workforce.

A Successful Bid

- It should feel like a perfect fit:
  - Match of interest and 'energy'
  - Mutual Benefit

Key to Success:

- Know your grant giver,

- Know their purpose,

- Know The Bid Criteria.

Don’t be grant-led.
KEY TO SUCCESS

The Bid Criteria

Eligibility

Criteria Details

Look for Clues

Call the Bid Manager
Eligibility
- Show Stopping
- Don’t Waste Time
KEY TO SUCCESS

The Bid Criteria

Criteria Details:
- Location
- Recipient Age & Profile
- Grant Focus

Eligibility
The Bid Criteria

Look for Clues:
- Purpose
- Ethos
- Past Successes
KEY TO SUCCESS
The Bid Criteria

Call the Bid Manager:
- They want you to succeed
- Having an insight will help you meet expectations
- Is anyone else doing the same thing?
KEY TO SUCCESS
The Bid Criteria

Dudgeon Community STEM in Schools Fund

Eligibility
Criteria Details
Look for Clues
Call the Bid Manager
Delivering in Style

Credibility & Track Record

Ambitious & Practical Goals

Collaboration

High Quality, Impactful Delivery
Group Activity: Measuring Impact

Embedding evaluation methodologies from the beginning:
- Qualitative Methodologies;
- Quantitative Methodologies;
- Formative Methodologies;
- Summative Methodologies.

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo Diary</td>
<td>Allowed us to track continuity and progression of opportunity and communicate that to others (a great refresher for students involved!)</td>
</tr>
<tr>
<td>Baseline Questionnaire / Distanced Traveled</td>
<td>Gives students the opportunity to self-assess their learning and for tutors to assess the distance travelled. (AFL isn’t it?)</td>
</tr>
<tr>
<td>Presentations with criteria</td>
<td>Final assessment of the students meeting the overall objectives.</td>
</tr>
<tr>
<td>Heart, Bin, Bag</td>
<td>To capture short comments gathered throughout the programme and acted upon. Also used at the end to reflect (plenary).</td>
</tr>
</tbody>
</table>
Martha’s Photo Diary

“I was excited to share what I had learnt”

“I am learning so much about things that are right on my doorstep”

“I felt so proud of myself”

“boost of confidence”

“I would want…”

“Relevant and Inspiring”

The Operations Base

The Royal Norfolk Show

Trying out the VR
Evidence of Need

How do you know there is a need or demand for your project/programme?

How can you prove this?

Can you translate this into early metrics that you could measure to demonstrate improvement?
How might you evidence ‘need’?

Offshore Wind Skills Intelligence Report 2023
People & Skills
2023/06

Offshore Wind Skills Intelligence Report
June 2023

Diversity & Inclusion Best Practice Guide 2020
People & Skills
2020/05

Diversity & Inclusion Best Practice Guide (live)
People & Skills
In the UK, engineering is a critical industry and employs...

1.7mn people
3.2mn people
6.1mn people
9.4mn people
How many new jobs are needed to support the green economy by 2050?

65k  175k  260k  500k
What proportion of the engineering tech workforce is female?

3.1%  16.5%  26.8%  49.2%
True or False?

- 20% of the energy and utilities workforce will retire in 10 years.
- A direct link to environmental sustainability increases interest in engineering roles.
- 60% don’t know what subjects/qualifications they need to become an engineer.
Evidence of Need

Linking engineering and environmental sustainability is 

x7 more interesting to students

School students who attended one of more STEM career activities are:

x3.5 more likely to know what people working in Engineering do

School students who attended one of more STEM career activities are:

x3.4 more likely to consider a career in engineering

How do you know there is a need or demand for your project/programme?

How can you prove this?

Can you translate this into early metrics that you could measure to demonstrate improvement?

Paired Activity: The Sparkle Factor

With the Tomorrows Engineers ‘Code’ and ideas about evidence of impact take a project idea you have in mind and:

❖ Describe the project which you are asking ‘us’ to fund.
❖ Why it this important to your organisation?

Rules:
• In 2 paragraphs and no more than 10 lines.
• Do what you can the time allocated.
Measuring & Sharing Impact

- Cross-reference with your impact measurement and evaluation methods that you designed in earlier in the process
  - Consider using Social Return on Investment (SROI) to help quantify qualitative outcomes or as a way of summarising the whole bid impact

- Ensure you measure the right things in the best way

- How will you be effective at communicating outcomes early?

- Cost vs Outcome: An indication of value for money.
  - Helps donors to make an easy comparison with other applications
  - Always check your cost per outcome!
The Dudgeon Community Fund
Impact Report

12,538
Young people benefited from Dudgeon STEM projects

£261 k+
awarded to STEM projects

The Dudgeon Community Fund has been benefiting communities in the project area since 2018. The fund has adapted to focus on inspiring students to study STEM subjects and to tackle the STEM skills deficit in the project area. The map above shows the wide geographical spread of the projects. There is no doubt that the fund has had a substantial impact on students with over 12,538 young people benefitting from Dudgeon funded projects.

This report will give an overview of some of the funded projects and new projects set to begin in September. This report will also suggest possible next steps for the STEM fund and highlight how the cost-of-living crisis will impact vulnerable families across the Dudgeon project areas.

IMPACT REPORTS
Communicate Progress, Outcomes & Project Impact

Your Communication Strategy:
- Where will your target audience see your project?
- What will work for you and the funder?
- describe your ‘multiple outcomes’ clearly
You really can’t have a better start to the day or end to the week;

- Witnessing 120 pupils from 4 local primary schools collaborating over a wind turbine design activity & learning about the careers on their doorstep
- Appreciating the commitment of 10 East Norfolk Sixth Form College T level Engineering students actively supporting younger pupils
- Enjoying the company of some incredibly committed people from local businesses that care about how we maximise opportunities for children; Next Geosolutions; Benthic Solutions Limited; Deutsche Windtechnik; Opergy Group

Equinor and Dudgeon Offshore Wind Farm Community Fund are very very grateful to STEMPoint East and EEGR (East of England Energy Group)’s Skills for Energy for designing and delivering an inspiring #STEM programme. Brave too - by the end of the day the 2 sessions reached 228 pupils and this will be repeated again:
- in mid October at Attleborough Academy for 11-12 year olds
- and in November at Alderman Peel High School for 11-13 year olds

Not forgetting the lessons learnt from the pilot today (the evaluation of the programme will be ably facilitated by Sophie Skipp and Helen Bailey in close partnership with the EN6thForm mentors).

A big thank you to East Norfolk Sixth Form College for hosting today and to the many colleagues who kindly supported as STEM Ambassadors: Alison Lucas Collier; Ian Wilson; Rosie Beevor; Anthony Whales CEng ChPP; Taylor

LinkedIn & Social Media

Communicate Progress, Outcomes & Project Impact

Your Communication Strategy:
- Remember BRAND

LinkedIn and Social Media:
- You’re building a brand for your next bid and beyond.
- Tag (#/@) partners and people.
- Celebrate everyone involved.
- Remember to use the right logos and ALWAYS recognise the funder
STEMPOINT East and EEEGR Programme for Year 6 Pupils

- Pilot 1 at East Norfolk 6th Form
  - 228 ten-year olds linking with leading local offshore wind SME’s
  - Hands on activities led by EEEGR
  - Supported by 10 inspiring college mentors who also developed their own expertise & networks
- 2 more sessions planned at Attleborough Academy and Alderman Peel High
- Funded by Dudgeon Community Fund
Apprenticeship Levy Transfer

3 Level 3 Metal Fabricator Apprentices
1 Level 4 Engineering Manufacturing Apprentice

Each will study at East Coast College for 42 months (Equinor will sponsor all training)

Training in a skills gap area
- Supported by a local college
- A local, Great Yarmouth business
72 UTCN 6th Form students work on FLOW models for career events

Floating Offshore Wind Project Partnership

Sponsored by Dudgeon CBF.

An EEGR Skills for Energy designed Project

• Planned a floating offshore wind educational model to inspire the next generation.
• Replicable, impactful and relevant
NEW: Equinor Profile on ‘I can be a...’ Careers Website

Developed and led by the Ogden Trust Summer Interns, during their programme in July ’23.

Signposting, informing and inspiring students to find out more about careers in renewables.
How much will it cost to reach your objective?

- Work out and assign realistic costs to every stage.
- Understand your costs so you ask for the right amount.
- Dream big and go ambitious within the parameters of the guidance.
Budget and Costing Tips

**Themes** (Phase Bid, Categories, Work Streams)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Resource</th>
<th>Status</th>
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<tbody>
<tr>
<td>Preliminary Engineering</td>
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<tr>
<td>Site visit / file review / data</td>
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<tr>
<td>Hydrology</td>
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<td>Hydraulics</td>
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<tr>
<td>Replacement options</td>
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<tr>
<td>Preliminary Engineering Reporting</td>
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<tr>
<td><strong>Design</strong></td>
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<td>Design drawings</td>
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<td>Design check</td>
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<td>Review meetings &amp; revisions</td>
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<tr>
<td><strong>Construction</strong></td>
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<tr>
<td>Engineering support</td>
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<td><strong>Post-construction</strong></td>
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<tr>
<td>Engineering support</td>
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<td><strong>Evaluation Time</strong></td>
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<td>Materials</td>
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<td>Communication Plan</td>
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<td>Publications</td>
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<td><strong>Celebration Costs</strong></td>
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<td>Travel</td>
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**Actions over Time**

<table>
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<tr>
<th>April 2015</th>
<th>May 2015</th>
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<td>27</td>
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<td>22</td>
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**Structure:** Facilitates cuts without compromising the whole bid.

Align deliverables with costs so you can show milestones.

Spreadsheet/Gantt Chart
Budget and Costing Tips

- What is allowed? Check carefully.
- Be accurate.
- Justify your time, and others, without underselling yourself.
- Match Funding (In Kind or Money)
- If something starts to go wrong; address it honestly and quickly!
Avoiding Common Hurdles & Show-Stopping Mistakes

- Internal Factors:
  - Illness
  - Priorities
- External Factors:
  - Covid-19
  - External pulls out

Do you really want to do this?

- You’re only as good as your last bid.
- Start small; Small is beautiful.
- The principle of win-win.
- Make sure you’re having fun!
Mapping: A Useful Tool
Finding Grants: Community & Council Portals

E.g.: Norfolk County Council: Business Grants and Funding in Norfolk

Or Community Foundations:
E.g. Norfolk Community Foundation | Together, Norfolk shines brighter (norfolkfoundation.com)

E.g. Grantscape - The Experts in Community Fund Management
ChatGPT’s Input – checking we are track??!!

1. Understand the grant requirement
2. Research the funding organization
3. Develop a strong project idea
4. Create a project budget
5. Write an executive summary
6. Write a compelling introduction
7. Provide details about your project
8. Describe your team
9. Provide supporting documents
10. Edit and proofread
THANK YOU

Pitch Perfect, Securing Funding for Your Project

Susan Falch-Lovesey, Thomasina L.A. Bowyer-Bower, Holly Pattenden

MISSION 44 Katie Miller (Mission44.org; Contact Us through our Grant Inquiry/staff present here today, Jacqueline Dewar)

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