

Reducing Parental Conflict - Challenge Fund

Application questions and guidance - Digital Support

Last updated 6 February to include information on how applications will be scored (updated text is in red).

This guidance is intended to complement, and not replace, the Fund Guidance. These questions and the corresponding guidance are intended to

- a. Give potential applicants a further understanding of what would be required if they decided to apply.
- b. Give applicants invited to apply guidance on how to complete each section of their application.

Applications to the Challenge Fund should be made online through the application portal. For further information on how to apply, please see the Fund Guidance.

The application form is split into a series of sections which will be assessed and given a total score out of 100. These sections are differently weighted to reflect the focus of the Challenge Fund.

All applications will be scored using this assessment framework, though we reserve the right to fund a portfolio of initiatives which will provide a greater variety of evidence.

Question	Word count/ format	How to answer the question
Applicant organisation details		
<ul style="list-style-type: none"> · Organisation name · Organisation address · Contact details · Organisation type and legal status · Description of organisation (day to day, regular work) · Organisation turnover · Upload copy of most recent approved accounts 	50 words for organisation description	<p>Provide basic information about your organisation and how we will contact you.</p> <p>Provide a description of your organisation to help us understand what it is you're set up to do. Later on you'll have a chance to tell us about what relevant experience you have delivering similar initiatives.</p>
Summary		
Please provide a summary of your initiative.	300	This is our introduction to your initiative. Your answer should make it clear what you're aiming to do, its innovation and how it will add to the evidence base, including what key activities will take place, and who your project is targeting. Keep this section succinct where possible – you can expand on what you've told us here later on.
Rationale and strategic outline (this section is weighted at 35% of your overall assessment score)		
Describe your delivery model / digital strategy.	500	<p>Provide a brief overview of your delivery model / digital strategy.</p> <p>You may also upload a support document for this question, if you want to include a diagram to show your model / strategy. This must be limited to one page of A4.</p> <p>We will expect to see that your delivery model reflects the findings of the DWP research findings and the key factors which it is believed are important elements to delivering effective and engaging digital support to the target user group.</p> <p>Your answer should provide an overview of your Online User Journey Strategy and project lifecycle.</p> <p>Please include how you will set objectives/goals, how you will conduct research on your user base to define their needs and how you will on an ongoing basis optimise their experience to ensure it meets their needs using an iterative (agile) response to user feedback. Please be clear how you will engage target users earlier in the relationship conflict.</p> <p>Include in your response which digital devices or channels the materials you produce will be shared, how you will identify other online spaces where you can post materials and which techniques (i.e. gamification) you will use to engage target users.</p>

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		<p>If your content will be targeted at a particular demographic within the target user group, set out here how you will ensure it engages them specifically.</p> <p>Include how you will ensure your initiative meets the accessibility requirements set out in the Fund Guidance.</p>
Describe who your digital initiative is aimed at.	300	<p>Tell us about which group(s) of parents your initiative is targeted at, why you are targeting them and your understanding of their needs in relation to your initiative.</p> <p>You should outline your knowledge of your target audience's online behaviour and their needs in relation to your initiative. Please see the Fund Guidance and Digital Support Supplementary Guidance for further information.</p> <p>Include how you have involved / will continue to involve your target audience in developing your initiative.</p>
What impact will your initiative have?	300	<p>Describe the impact your activities will have on reducing parental conflict. Tell us why you think your initiative will work, and include in your response why you think it is needed, and why you think it will reduce parental conflict.</p> <p>Include in your response specific detail about the need you are trying to address, and the proposed impact on reducing parental conflict. We do not want to see broad statements on parental conflict that are unrelated to your initiative.</p>
What evidence do you have to support your initiative?	300	<p>Tell us the theory or evidence behind what you are planning to do. If there is limited evidence, you should say that in your response. We want to understand the rationale behind your approach.</p> <p>Please also include in your answer how you know your initiative isn't duplicating existing provision.</p>
Learning and evidence (this section is weighted at 25% of your overall assessment score)		
How will you monitor and learn from your initiative on an ongoing basis and ensure that what you are learning is incorporated into your initiative delivery?	350	<p>In practical terms, please describe how you will record what you are learning through each iteration of your initiative. Describe the methods or tools you will use, for example, data analytics, social listening, user need feedback (not exhaustive).</p> <p>Include in your response how you will incorporate what you are learning into your initiative delivery on an ongoing basis (i.e. a test-and-learn approach, multiple iterations).</p> <p>Tell us about any ethical issues you may encounter and how you will manage them. Please also include an appreciation of your responsibilities as Data Controller in relation to the General Data Protection Regulation (GDPR).</p>
Describe your approach to evaluating your initiative, and the learning and evidence you expect this to generate.	300	<p>Please describe your proposed approach to evaluating your project. If you plan to conduct the evaluation internally, please demonstrate that you have appropriate expertise amongst your staffing.</p> <p>We would like to know what learning and evidence you expect to gather from the evaluation of your initiative. It may help you to include in your response any key research questions you have identified. Include what form this might take, i.e. qualitative, quantitative, what format/media will be used.</p>
What contribution will your initiative make to the evidence base?	300	<p>We are interested in understanding the potential impact of your learning and evidence, and particularly how this could be useful/ of interest to policymakers and practitioners. This should include how sustainable and/or easy to replicate elsewhere your initiative is.</p>
Experience and capability (this section is weighted at 15% of your overall assessment score)		
Are you delivering on your own or in a partnership/consortium?	Table	<p>If delivering in a partnership/consortium, please complete the following table listing each partner and a brief description of their role in the partnership.</p> <p>Organisations listed here should be playing a substantial delivery role or involved in the strategic management of your project. You should not include your regular organisational partners.</p>

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		<p>The organisation listed in section one of your application must be willing to take on full responsibility for the grant terms and conditions and manage the grant funds on behalf of the partnership.</p> <table border="1" data-bbox="1044 361 2347 527"> <thead> <tr> <th data-bbox="1044 361 1478 424">Organisation name</th> <th data-bbox="1481 361 1804 424">Website address</th> <th data-bbox="1807 361 2347 424">Role in partnership (30 word limit each line)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1044 426 1478 489"></td> <td data-bbox="1481 426 1804 489"></td> <td data-bbox="1807 426 2347 489"></td> </tr> <tr> <td data-bbox="1044 491 1478 527">Add lines as required</td> <td data-bbox="1481 491 1804 527"></td> <td data-bbox="1807 491 2347 527"></td> </tr> </tbody> </table> <p>Please tick this box to confirm you will have a terms of reference or partnership agreement in place before you start your initiative. []</p>	Organisation name	Website address	Role in partnership (30 word limit each line)				Add lines as required								
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Add lines as required																	
<p>What experience does your organisation/partnership have of working with disadvantaged families at risk of parental conflict?</p>	250	<p>Please include in your response a summary of your organisation/partnership's relevant expertise and relevant examples of previous work. Include examples of working in partnership, if applicable.</p>															
<p>What understanding/experience does your organisation/partnership have of providing effective digital support to people with low literacy and digital skills?</p>	250	<p>Please include in your response a summary of your organisation/partnership's relevant expertise and relevant examples of previous work. Include examples of working in partnership, if applicable.</p> <p>Include your organisation/partnership's experience of delivering digital projects with an agile or test and learn approach.</p>															
<p>Delivery (this section is weighted at 15% of your overall assessment score and will be assessed alongside your budget)</p>																	
<p>Milestones table</p>	<p>Table – 50 word limit for description</p>	<p>You should include the key milestones along your project timeline - such as iterations, blocks of activity, deliverables or outputs. We will use this information to better understand what you are going to do and determine the timing of your grant funding. You need to ensure the amount of grant you are asking for (in Section 19) is split accordingly across your deliverables and the total matches the amount you are requesting.</p> <p>The start and end dates cannot be before 1 April 2019 or later than 31 March 2020.</p> <table border="1" data-bbox="1044 1167 2184 1341"> <thead> <tr> <th data-bbox="1044 1167 1353 1230">Key milestone</th> <th data-bbox="1356 1167 1644 1230">Description (50 word limit)</th> <th data-bbox="1647 1167 1768 1230">Start Date</th> <th data-bbox="1771 1167 1908 1230">End Date</th> <th data-bbox="1911 1167 2184 1230">Amount from us (£)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1044 1232 1353 1268"></td> <td data-bbox="1356 1232 1644 1268"></td> <td data-bbox="1647 1232 1768 1268"></td> <td data-bbox="1771 1232 1908 1268"></td> <td data-bbox="1911 1232 2184 1268"></td> </tr> <tr> <td data-bbox="1044 1270 1353 1306">Add lines as required</td> <td data-bbox="1356 1270 1644 1306"></td> <td data-bbox="1647 1270 1768 1306"></td> <td data-bbox="1771 1270 1908 1306"></td> <td data-bbox="1911 1270 2184 1306"></td> </tr> </tbody> </table>	Key milestone	Description (50 word limit)	Start Date	End Date	Amount from us (£)						Add lines as required				
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Risk table	Table – max 300	<p>Please complete the risk register template below detailing the top five risks of your initiative, the likelihood of the risk occurring (high, medium or low), the impact on your initiative if the risk does materialise (high, medium or low) and your plans to mitigate these risks.</p> <table border="1"> <thead> <tr> <th></th> <th>Risk</th> <th>Likelihood</th> <th>Impact</th> <th>Mitigation</th> </tr> </thead> <tbody> <tr><td>1</td><td></td><td></td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>		Risk	Likelihood	Impact	Mitigation	1					2					3					4					5														
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Planning and management (this section is weighted at 10% of your overall assessment score)																																										
Describe how your digital initiative will be managed.	300	<p>You should include in your response a description of day-to-day operational management, any project/programme management methods or tools (e.g. agile methodology), governance arrangements and how you will meet applicable legal requirements (e.g. safeguarding, GDPR)</p> <p>If you are working in partnership, as the lead applicant include how you will manage the partnership.</p>																																								
Tell us about the key people involved in delivering your initiative.	Table – 300 words	<p>Please complete the table below to tell us about the key people involved in your initiative. You should include key staff in both management and delivery including the gathering of evidence and learning.</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Organisation</th> <th>Role in initiative</th> <th>Experience</th> <th>FTE on initiative</th> </tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Name	Organisation	Role in initiative	Experience	FTE on initiative																																			
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What planning or development has already taken place	200	We want to understand how ready-to-go your project is, given the short time available for delivery. Clearly set out what planning work you have already undertaken and what is left for you to do.																																								
Budget and resources (assessed as part of Delivery section)																																										
Staff salary costs – direct (include both employed staff and freelancers)																																										
Staff – itemise each role separately	FTE salary or day rate for freelance staff	Number of days	Total cost £	Grant request £																																						
Add lines as required																																										
Other costs - direct																																										
Item	Cost calculation to explain how total cost is arrived at	Total cost £	Grant request £																																							

Question	Word count/ format	How to answer the question	
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Accommodation and utilities			
Travel and subsistence			
Evaluation			
Add lines as required			

Overhead costs

Item	Cost calculation – e.g. annual cost and apportionment rate	Total cost £	Grant request £
Staff			
Add lines as required			

Do you have funding from other sources?

If your budget includes funding from other sources, please tell us where this will come from and if it is secured.

Please include in-kind contributions such as goods and services that you will get for free, and tell us their approximate monetary value.

Source	Amount	Is this secured?	Is this in-kind?
Add lines as required			

Declaration

The responsible submitting the application will be asked to agree to the following grant agreement terms and conditions (but not sign an agreement at this point):

You are authorised by your organisation's governing body to submit this application and agree to the terms and conditions of the grant.

All of the information provided is accurate and true to your knowledge, and you will notify us if anything changes.

You understand that the personal data you have provided will only be used under the terms of the Data Protection Act.

If information about this application is requested under the Freedom of Information Act, we will release it in line with our Freedom of Information Policy.