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# How Project Managers Can Help You Obtain Funding

Procure Partnerships Framework spoke with James Peake, Pulse Consult, and Ian Goodman, Drees & Sommer, to gain a better understanding of how Project Managers can help public sector clients obtain funding.



# How Project Managers Can Help Obtain Funding

Securing funding for your projects can be a complex and challenging process. However, with the right approach and expertise, project managers can significantly enhance a client's chances of obtaining the necessary funds.

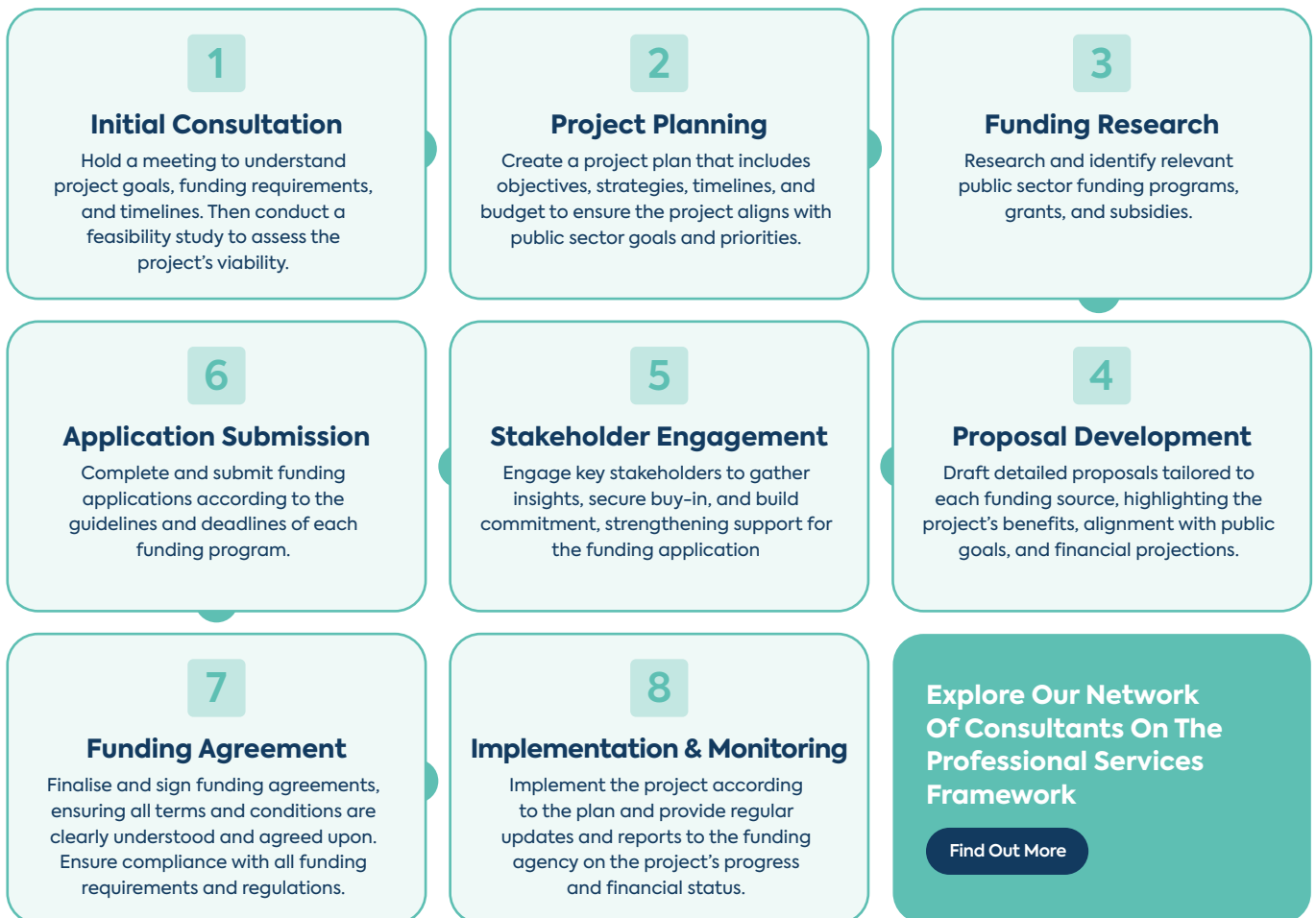
## Understanding Public Sector Funding

Public sector funding often follows specific guidelines and models such as the HM Treasury Green Book's five case model, making navigation complex. Understanding eligibility, preparing proposals, and ensuring compliance requires expertise, this is why engaging qualified practitioners is crucial.

## Why Preparation and Feasibility is Key to Obtaining Funding

The availability and type of funding differ greatly across the public sector. Therefore, researching local, regional, and national government grants is essential to identify funding programs that best align with the project's goals. Once a desired funding program is identified, the Project Manager engages with the project team to conduct thorough initial evaluations and feasibility studies in line with RIBA stages, from stage 1 design and cost estimations to also considering operational and economic feasibility.

## Key Funding Stages and Project Manager Support



## What Happens if a Client Is Unsuccessful at Getting Funding?

If a client is unsuccessful at obtaining funding, the Project Manager can help in several ways:

### Re-evaluating the project

Project Managers may revisit the project's scope, budget, and approach to make it more appealing for future funding opportunities.

### Identifying alternative funding sources

If traditional public funding is not available, Project Managers can explore private sector funding, partnerships, crowd funding, or other non-traditional funding models.

### Cost optimisation

Project Managers can identify ways to scale down the project or phase it, reducing upfront costs and making it more feasible within budgetary constraints.

### Engaging stakeholders for support

Project Managers can work with local governments, agencies, or advocacy groups to rally additional support or seek sponsorships.

### Reapplying for funding

Project Managers can assist in revising the application for funding, ensuring it addresses the feedback from the initial rejection and improves its chances for approval in the future.

