Grant proposal: neighbourhood feedback and reporting pilot, Northlight Civic Data Fund

November 23, 2026

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Grant proposal: neighbourhood feedback and reporting pilot, Northlight Civic Data Fund

Worked example. Northlight Civic Data Fund, Larkfield Analytics Ltd, the three neighbourhood associations, every person, client, project and figure referenced in this application are fictional and are used solely for a worked example.

Funder: Northlight Civic Data Fund (fictional)

Applicant: Larkfield Analytics Ltd (fictional)

Proposal: Eight-month neighbourhood feedback and reporting pilot

Funding request: £81,290 excluding VAT

Award ceiling: £90,000 excluding VAT

Commercial validity: This proposal is valid for 60 days from the date of issue.

Legal effect: To be confirmed: the legal effect and submission authorisation of this application.

Abstract/Executive Summary

We submit this worked-example application to support an eight-month pilot for three fictional neighbourhood associations. The pilot scope is to help the associations collect resident feedback and receive one shared reporting dashboard. We propose, subject to bid-team approval, to begin with a two-week discovery process, agree a written sampling and weighting method, design and field a resident survey, build and test one accessible dashboard, provide monthly narrative summaries, and deliver quarterly reporting and a final learning report.

The available brief establishes the pilot scope but does not establish a current feedback gap, baseline response rate, resident population, demographic profile, survey volume, or current reporting burden. **To be confirmed:** need statistics, inclusion priorities, participating-association requirements, and the measures by which you will assess pilot outcomes.

We request **£81,290 excluding VAT**, within the funder's £90,000 excluding-VAT maximum award and within the requested £80,000 to £90,000 range. The budget includes 10 Engagement Director days, 15 Lead Data Engineer days, 30 Senior Survey Analyst days, 18 Dashboard Developer days, eight months of dashboard hosting and licence, and three units of 1,000 survey invitations. VAT treatment is **To be confirmed:** VAT applicability and amount.

We would collect outcome measures rather than guarantee impacts: invitation volume, response rate, response distribution by agreed neighbourhood or ward, dashboard access and use, accessibility defects identified and resolved before launch, monthly reporting completion, quarterly reporting completion, and stakeholder feedback on the usefulness of the reporting process.

Statement of Need

The funder brief identifies an eight-month pilot to help **three fictional neighbourhood associations** collect resident feedback and receive a shared reporting dashboard. It specifies survey design, online fielding, one dashboard, monthly narrative summaries and a final learning report as the intended service components.

The affected population is described only as residents whose feedback the three associations will collect. The brief does not state the number of residents, the neighbourhoods involved, the associations' current feedback channels, response levels, protected-characteristic data, language needs, digital-access needs, current reporting arrangements, or the consequences of any existing evidence gap.

TO BE CONFIRMED:

baseline need statistics, participating-resident population, inclusion requirements, existing feedback and reporting processes, current performance measures, and documented consequences of unmet information needs.

We would use discovery to establish these facts before survey fielding. This approach would enable you to distinguish the pilot's measured results from assumptions about current resident participation or decision-making.

Project Goals & Objectives

Subject to approval of the discovery findings, we propose the following SMART objectives for the eight-month pilot.

Objective	Measure to collect	Target period	Acceptance evidence
Establish an agreed survey and sampling basis for the three associations.	Completion of a written sampling and weighting method and survey instrument.	Discovery and design period.	Written client approval before personal data moves and before fielding.
Field resident feedback using the funded invitation capacity.	Three units of 1,000 invitations; invitations issued; completed responses; response rate; response distribution by agreed neighbourhood or ward.	Eight-month pilot.	Fieldwork record and agreed reporting outputs.
Provide one shared reporting dashboard.	One dashboard configured; named-user access configured; daily-refresh status where agreed source data supports it; accessibility test results.	Launch during the pilot, subject to discovery approval.	Demonstration to the nominated approver and written acceptance against discovery criteria.
Provide regular reporting for pilot governance and learning.	Monthly narrative summaries, quarterly written reports, quarterly reporting completion, and one final learning report.	Monthly and quarterly during the eight-month pilot; final report at pilot close.	Reports issued and presented as agreed.
Assess pilot usefulness without claiming a guaranteed impact.	Stakeholder feedback on survey process, dashboard usability, accessibility, reporting usefulness and potential next steps.	Throughout the pilot and at close.	Final learning report records findings, limitations and recommendations.

These objectives define proposed measures and deliverables. They do not guarantee response-rate improvement, service improvement, resident satisfaction, operational savings, or any other outcome.

Methods & Approach

Proposed delivery method

1. **Discovery and governance.** Subject to approval, we would conduct a two-week discovery comprising stakeholder interviews, a data inventory and a written data protection impact assessment. The client would sign off the assessment before any personal data moves. We would establish the steering arrangement, nominated approver, delivery dependencies, risk register and acceptance criteria.
2. **Sampling and survey design.** Subject to discovery approval, our Senior Survey Analyst would develop a survey instrument and a written sampling and weighting method. The proposed method would enable response rates to be reported by agreed ward or neighbourhood where the available sample data supports this. We would use plain-language reporting. **To be confirmed:** questionnaire content, sampling frame, weighting variables, inclusion and accessibility requirements, and required response-rate target.
3. **Fielding.** Subject to approved survey design and data availability, we would field three units of 1,000 postal-and-online invitations. We would record invitations issued, responses received, fieldwork dates and agreed response breakdowns. The supplied price covers postal and online fielding per 1,000 invitations. Paper comment-card digitisation is not included in the budget; if required, it is priced at £0.85 per card. **To be confirmed:** whether paper comment cards form part of scope and, if so, the required card volume and funding approval.
4. **Dashboard configuration.** Subject to approved data definitions, we would load agreed sources into one reporting store in a common layout and document the agreed layout in a data dictionary retained by the client. We would configure one browser-based dashboard with role-based access and named-user access. The platform licence covers up to 40 named users.
5. **Data synchronisation and resilience proposal.** As an unapproved technical proposal, we would use a scheduled file export, database view or API as available, with a proposed daily refresh interval. Where a source offers none of these options, we would propose building a read-only export during discovery at no extra charge. We would propose encrypted backup copies of the reporting store, client-approved retention settings, client ownership of exported data, and a

documented restore test before launch. **To be confirmed:** source-system access, interface availability, backup-retention requirements, recovery objectives, data ownership arrangements and technical approval.

6. **Accessibility and quality assurance.** We would build dashboards to WCAG 2.2 level AA and test against that standard before launch and at each major release. We would record each accessibility defect found in testing and fix it before the dashboard goes live. Tomasz Wren owns accessibility testing against WCAG 2.2 level AA.
7. **Reporting, training and learning.** Subject to attendance and diary agreement, we would provide monthly narrative summaries, quarterly written reports within 15 working days of each quarter end, and a final learning report. We would propose two half-day in-person training sessions for service managers, at launch and at month six; a recorded walkthrough of the dashboard; and, where applicable, one 90-minute briefing for elected members each year. The Engagement Director would present a quarterly report to a cabinet or board on request.

Proposed governance and risk controls

We would deliver through fortnightly sprints, with a written progress report and a risk register reviewed at every steering meeting. Imogen Farrow would provide the named escalation route, followed by Larkfield's managing director.

Risk or dependency	Proposed control	Owner
Unclear survey population or sampling frame	Agree sampling and weighting method during discovery before fielding.	Senior Survey Analyst
Delayed system or data access	Complete data inventory; agree interface, scheduled export, database view or API; track dependency through steering governance.	Lead Data Engineer
Personal-data handling risk	Complete and obtain sign-off for the data protection impact assessment before personal data moves; minimise data to the agreed purpose.	Lead Data Engineer
Accessibility defect	Test to WCAG 2.2 level AA before launch and at major releases; record and resolve defects before go-live.	Dashboard Developer
Low or uneven response	Measure invitation volume, completed responses and response distribution; report limitations rather than infer representativeness without an approved method.	Senior Survey Analyst

Proposed support model

The buyer brief does not specify a support service level. The following is an unapproved proposal for agreement and does not represent a confirmed service commitment.

Proposed parameter	Proposed approach
Support period	Eight-month pilot, subject to agreed support scope.
Coverage	Proposed business-hours coverage in the United Kingdom time zone. **To be confirmed:** coverage hours, staffing availability and support contact method.
Priority 1	Proposed definition: dashboard unavailable to all named users. Proposed response target: acknowledgement within one business hour and updates every two business hours during agreed coverage.
Priority 2	Proposed definition: material degradation affecting a significant function or group of named users. Proposed response target: acknowledgement within four business hours and daily updates during agreed coverage.
Priority 3	Proposed definition: non-critical defect, access request or reporting query. Proposed response target: acknowledgement within two business days.
Escalation	Proposed escalation: delivery contact, Imogen Farrow as Engagement Director, then Larkfield's managing director.

To be confirmed: support-service approval, service-level targets, named operational contacts and authority to commit the proposed support model.

Timeline & Milestones

The following kickoff-relative schedule is a planning assumption requiring approval. It fits the supplied eight-month pilot duration. No calendar kickoff date has been supplied.

Planning period	Proposed activity and deliverable	Responsible role	Predecessor or dependency	Observable acceptance criteria
Weeks 1-2	Discovery pack: stakeholder findings, data inventory, draft governance plan, draft risk register and data protection impact assessment.	Engagement Director and Lead Data Engineer	Kickoff; stakeholder availability; access to relevant process and data information.	Client sign-off of discovery criteria and data protection impact assessment before personal data moves.
Weeks 3-6	Survey design, written sampling and weighting method, and fieldwork plan.	Senior Survey Analyst	Approved discovery findings and sampling-frame information.	Client approval of survey, sampling method and fieldwork plan.
Weeks 5-10	Reporting-store design, data dictionary, dashboard configuration and accessibility testing.	Lead Data Engineer and Dashboard Developer	Approved data definitions; source-system access or agreed export.	Dashboard demonstrated to nominated approver; accessibility defects found in testing fixed before go-live.
Weeks 7-28	Three units of survey fielding, subject to agreed fieldwork schedule; monthly narrative summaries.	Senior Survey Analyst	Approved survey and invitation data or agreed distribution process.	Fieldwork records and monthly summaries issued in accordance with agreed timetable.
Weeks 11-32	Shared dashboard operation, proposed daily refresh where agreed data sources support it, user support and governance.	Dashboard Developer and Lead Data Engineer	Written acceptance of launch deliverable; named-user configuration.	Role-based access tested; dashboard acceptance confirmed in writing or material issues listed for correction.
Quarterly during pilot	Quarterly written report and governance review.	Engagement Director and Senior Survey Analyst	Quarter-end data and stakeholder availability.	Written report delivered within 15 working days of each quarter end.
Month 6	Second half-day service-manager training session.	Engagement Director and Dashboard Developer	Agreed attendee list and venue or delivery arrangements.	Session delivered and recorded attendance or feedback captured.
Month 8	Final learning report and pilot closeout.	Engagement Director and Senior Survey Analyst	Completion of agreed evaluation activities.	Final report delivered, documenting measures, findings, limitations and proposed next steps.

Organizational Capacity

Larkfield Analytics Ltd is a fictional data and survey analytics consultancy founded in 2014 and based in the invented city of Larkfield. It has 31 staff across Survey Design, Data Engineering and Decision Dashboards practices. It works mainly for local authorities, housing associations and regional retailers.

Larkfield is a registered data controller and processor. It holds the invented Clearfield Data Practice assurance mark, renewed in March 2026. It holds public liability insurance of 5 million pounds and professional indemnity insurance of 2 million pounds, both renewed each January. Larkfield has never been the subject of a contract termination for default and discloses no conflicts of interest with any buyer in this sample set.

Proposed role	Named individual	Relevant supplied experience
Engagement Director	Imogen Farrow	16 years in public-sector research; leads every contract and signs off every report.
Lead Data Engineer	Dev Okonkwo	11 years building reporting stores; owns data protection impact assessments for Larkfield projects.
Senior Survey Analyst	Sunniva Hale	9 years designing resident and tenant surveys; holds a postgraduate diploma in survey methodology; writes the narrative summary in every monthly and quarterly report.

Proposed role	Named individual	Relevant supplied experience
Dashboard Developer	Tomasz Wren	7 years building dashboards; owns accessibility testing against WCAG 2.2 level AA.

To be confirmed: bid-team approval of named-person availability and authority to allocate the proposed delivery team for the eight-month pilot.

Illustrative, fictional past-performance examples

- **Wexcombe District Council, 2023 to 2025:** Larkfield replaced four separate feedback forms with one survey and a weekly dashboard. The response rate rose from 9 percent to 23 percent over 18 months. The £212,000 contract was delivered on time and 3 percent under budget. This is an illustrative, fictional example and does not predict pilot response rates.
- **Tavistone Housing Association, 2024:** Larkfield redesigned an annual tenant survey around required measures and built a quarterly board dashboard. The first quarterly dashboard reached the board six weeks after contract start. The contract value was £96,500. This is an illustrative, fictional example and does not guarantee pilot delivery timing.
- **Ardmoor Borough Council, 2023 to 2024:** Larkfield joined three complaints and compliments data sources into one dashboard for 14 service managers. Median quarterly-report production time fell from 11 working days to 3. The £148,000 contract was delivered on time. This is an illustrative, fictional example and does not predict time savings for this pilot.
- **Hollin & Rye Stores, 2025:** Larkfield connected till, stock and loyalty data and produced a weekly dashboard per shop manager. Stock-outs reported by shop managers fell from an average of 14 per shop per month to 6 within four months. The contract value was £58,000. This is an illustrative, fictional example and is not comparable evidence of neighbourhood-feedback outcomes.

Evaluation Plan

We propose an evaluation plan that measures delivery, data quality, access, usability and learning. It does not claim or guarantee community, service or financial impacts.

Evaluation area	Measure	Collection method	Reporting point
Reach and participation	Invitation units purchased, invitations issued, completed responses, response rate and response distribution by agreed neighbourhood or ward.	Fieldwork records and agreed sample data.	Monthly narrative summaries, quarterly reports and final learning report.
Survey quality	Approved sampling and weighting method; survey completion patterns; stated limitations.	Survey-design documentation and analyst review.	Discovery sign-off, quarterly reports and final learning report.
Dashboard delivery	One dashboard configured; access requests completed; named users configured; refresh status where agreed data supports it.	Configuration records and dashboard administration records.	Launch acceptance and quarterly reports.
Accessibility	Accessibility defects identified in testing and defects resolved before go-live.	WCAG 2.2 level AA testing record.	Launch acceptance and major-release records.
Reporting discipline	Monthly narrative summaries issued; quarterly written reports delivered within 15 working days of each quarter end; final learning report delivered.	Report issue record.	Monthly, quarterly and pilot close.
Usefulness and learning	Stakeholder feedback on clarity, accessibility, usability, confidence in interpretation and proposed next steps.	Structured feedback method to be agreed during discovery.	Quarterly reports and final learning report.

To be confirmed: baseline values, outcome thresholds, evaluation participants, consent approach, analysis plan, and your approval of the proposed feedback method.

Budget & Justification

The eligible-cost budget below uses supplied fixed rates excluding VAT. The full-scope request is within both the requested £80,000 to £90,000 range and the £90,000 excluding-VAT award ceiling. No intermediate phase subtotals, discounts, pro-rated averages or monthly instalment amounts are included.

Eligible-cost line item	Rate-times-quantity basis	Amount excluding VAT	Activity and justification
Engagement Director	10 days × £1,150 per day	£11,500	Proposed discovery leadership, governance, report sign-off, escalation and final learning oversight.
Lead Data Engineer	15 days × £950 per day	£14,250	Proposed data inventory, data protection impact assessment, reporting-store design, data connections and technical quality controls.
Senior Survey Analyst	30 days × £820 per day	£24,600	Proposed survey design, sampling and weighting method, fieldwork analysis, monthly narratives, quarterly reporting and final learning input.
Dashboard Developer	18 days × £780 per day	£14,040	Proposed dashboard configuration, role-based access setup, recorded walkthrough and accessibility testing.
Dashboard platform hosting and licence	8 months × £1,400 per month	£11,200	Hosting and licence for the dashboard platform for up to 40 named users during the eight-month pilot.
Survey fielding, postal and online	3 units of 1,000 invitations × £1,900 per unit	£5,700	Three proposed units of resident survey invitations, subject to approved sampling and fieldwork plan.
Full-scope total	**All line items above**	**£81,290 excluding VAT**	**Funding request for the eight-month pilot.**

The supplied standard rates are fixed for the whole term of a contract, including any extension. Expenses are not charged unless you agree them in writing in advance; agreed travel and out-of-pocket costs are charged at cost.

Paper comment-card scanning and double-keying, if required, is priced at £0.85 per card and is not included in the full-scope total because no required card volume has been supplied. **To be confirmed:** whether paper comment-card digitisation is required, the required volume, and funding approval.

To be confirmed: VAT applicability and amount, matching funds, in-kind contributions, any additional required fees, and confirmation that the listed costs meet the funder's eligible-cost rules. No matching funds or in-kind contributions are stated in the supplied material.

The known-cost comparison is £81,290 excluding VAT against the £90,000 excluding-VAT award ceiling. This leaves £8,710 of ceiling capacity based on known costs; full budget compliance remains subject to confirmation of VAT treatment and any unpriced required scope.

Payment terms are invoiced monthly in arrears, payable within 30 days.

Sustainability Plan

The pilot would leave the client with an agreed data dictionary, a documented sampling and weighting method, dashboard walkthrough material, regular reporting outputs and a final learning report. Subject to approval, these artefacts would support your assessment of whether to continue, revise or discontinue the approach after the eight-month pilot.

We would measure rather than assume sustainability indicators, including dashboard access, stakeholder-reported usefulness, recurring data-availability issues, accessibility findings, reporting completion and the resources required to maintain the agreed process. The supplied material does not establish post-pilot funding, system ownership beyond the client-retained data dictionary, renewal requirements, or a continuation budget.

To be confirmed: post-pilot ownership model, continuation funding, retention and archival requirements, recurring platform requirements, and criteria for any future scale-up.

Your next step toward acceptance: please confirm the three participating neighbourhood associations, nominate an approver and governance contact, approve the proposed discovery and evaluation parameters, confirm data-access and inclu-

sion requirements, and authorise the bid team to finalise the open commercial, technical and legal items.

Appendices

Appendix A: Data protection, security and acceptance approach

Larkfield hosts client data in a UK data centre, encrypted at rest and in transit, with named-user access and a quarterly access review. Larkfield collects and keeps only the personal data required for a project's agreed purpose.

Larkfield will notify a client of a personal-data breach within 24 hours of confirming it. The notice states what Larkfield knows at that time: what happened, which data is affected and what Larkfield is doing about it.

For acceptance, Larkfield demonstrates each deliverable to the client's nominated approver. The client confirms acceptance in writing against criteria agreed in discovery, or lists the material issues Larkfield must correct.

To be confirmed: client security requirements, data-processing terms, retention period, nominated approver, acceptance criteria and any required security certification.

Appendix B: Reference contacts

All references below are fictional for this worked example. All four fictional referees have agreed to be contacted by a buyer for that purpose.

- Corin Aldous, Head of Customer Services, Wexcombe District Council: corin.aldous@wexcombe-council.example, 01000 555 0101.
- Maren Ostby, Director of Operations, Tavistone Housing Association: maren.ostby@tavistone-housing.example, 01000 555 0103.
- Elspeth Rowan, Head of Corporate Performance, Ardmoor Borough Council: elspeth.rowan@ardmoor-council.example, 01000 555 0102.
- Perrin Hale, Operations Manager, Hollin & Rye Stores: perrin.hale@hollinrye.example, 01000 555 0104.

Wexcombe District Council and Ardmoor Borough Council are the two fictional local-authority references; both contracts were completed within the last three years.

Appendix C: Declarations and commercial terms

Larkfield declares that it has not colluded with any other bidder, offers no gift or inducement to any officer of the buyer, accepts the buyer's standard terms and conditions and lists no clarifications. Larkfield holds a current tax clearance certificate and will make its modern slavery statement available on request. These declarations are signed for Larkfield by Imogen Farrow, Engagement Director.

The governing law is the law of England and Wales, with disputes referred to the courts of England and Wales.

Appendix D: Compliance Matrix

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action	Responsible role
NL-01	Eight-month pilot for three neighbourhood associations to collect resident feedback and receive a shared reporting dashboard.	Proposed approach	Abstract/Executive Summary; Methods & Approach; Timeline & Milestones	Proposed discovery, survey design and fielding, one dashboard, and eight-month planning schedule.	Participating associations, resident population, access requirements and approval of delivery scope.	Confirm pilot participants and approve discovery scope.	Engagement Director

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action	Responsible role
NL-02	Provide a sampling method, survey design and online fielding.	Proposed approach	Project Goals & Objectives; Methods & Approach; Evaluation Plan	Survey-design and fielding approach; written sampling and weighting method; three invitation units.	Sampling frame, questionnaire, inclusion requirements and fieldwork schedule.	Complete discovery and obtain client approval before fielding.	Senior Survey Analyst
NL-03	Provide one dashboard.	Proposed approach	Methods & Approach; Timeline & Milestones; Budget & Justification	Browser-based dashboard, role-based access, named-user access, dashboard licence for up to 40 named users and accessibility testing approach.	Source-system access, measures, user roles, dashboard design and acceptance criteria.	Complete data inventory and approve dashboard specification.	Lead Data Engineer and Dashboard Developer
NL-04	Provide monthly narrative summaries and a final learning report.	Proposed approach	Methods & Approach; Timeline & Milestones; Evaluation Plan	Monthly narrative-summary approach and final-learning-report deliverable.	Report audience, format, content requirements and final-report acceptance criteria.	Agree reporting template and learning questions in discovery.	Senior Survey Analyst and Engagement Director
NL-05	Include quarterly reporting.	Proposed approach	Methods & Approach; Timeline & Milestones; Evaluation Plan	Quarterly written-report approach within 15 working days of each quarter end and quarterly governance review.	Quarter definitions, report recipients and any required template.	Confirm quarterly reporting calendar and recipients.	Engagement Director
NL-06	Provide need, objectives, method, timeline, eligible-cost budget, outcomes, risks, governance and reporting plan.	Addressed	All main sections	Complete proposed application structure, budget and governance approach.	Need baselines, outcome thresholds and participating-association context are not supplied.	Confirm baseline evidence and outcome-measure priorities.	Engagement Director

Requirement identifier	Buyer requirement	Status	Response location	Evidence basis	Remaining gap	Next action	Responsible role
NL-07	Request must be within £80,000 to £90,000 and not exceed the £90,000 excluding-VAT award ceiling.	Addressed subject to confirmation	Cover Page; Abstract/Executive Summary; Budget & Justification	£81,290 excluding VAT full-scope total calculated from supplied fixed rates and quantities.	VAT applicability, eligible-cost confirmation and any unpriced required scope.	Confirm VAT treatment and funder eligibility of all proposed costs.	Engagement Director
NL-08	Payment monthly in arrears within 30 days; offer valid 60 days.	Addressed	Cover Page; Budget & Justification	Supplied payment terms and proposal-validity period.	Date of issue and legal effect of application.	Insert issue date and obtain submission authorisation.	Engagement Director