



Sources of Funding - A Guide for RYA Clubs

Are you looking for grant funding for your RYA club or centre to purchase equipment, improve your facilities or pay for training?

In the following document we aim to give you some tips on putting together a funding bid and point you in the direction of some of the key funding sources that sailing clubs have been successful recently.

Contents

Ten Steps to Unlocking Grant Funding	2
Key National Funds - Equipment and Training.....	6
Small Grants	6
Awards for All	7
John Merricks Sailing Trust	8
Eric Twiname Trust.....	9
Sportivate	10
Inspired Facilities	11
Additional Facilities Funding from Sport England	12
Funding for Coaching	13
Community Foundations.....	13
Websites offering Further Advice.....	13

Ten Steps to Unlocking Grant Funding

Preparing and writing a successful funding application relies on a few important factors coming together well. You may have a great sailing project but unless you can demonstrate a need for the project and a benefit for your members/community which matches a funder's criteria it is unlikely to attract funding.

Where should you begin? It's a bit like rigging a sailing boat. Take your time, get everything in place and put it together in a clear and structured manner. With all the essentials in place the application process should be plain sailing. Have a read through of the following ten essential steps which offer a brief overview and advice:

1. Project title and description

Have a title that is clear and captures what your project is about. Ideally it should incorporate the project aim and outcome. This will make it easy for people to understand and support your project, and ideally catch their attention early on.

2. Demonstrate that there is a need/demand for your project

You will need to be able to prove that there is a real need for the project and that it will have a lasting benefit. Use your project description to initially canvas support and identify need. Go on to identify and evidence this need and how you have gathered this information.

A strong application will detail this research and can include information from consultation with key partners and club members through for example club surveys, waiting lists for membership or courses.

For larger scale projects use sport participation research to identify and quantify your potential participants (see [Knowing Your Customer](#)¹) plus you can obtain people statistics on your local area from the website neighbourhood.statistics.gov.uk. Consult with your Local Authority and County Sports Partnership to show how the project might meet wider needs identified within their strategic plans. Evidence this consultation and the identified need within the funding application.

3. Detail the benefits of your project

This is all about identifying what difference your project will make. This detail might include:

- Range of project partners who are taking part.
- Who the project will engage with in the community.
- How many participants will take part and how often.
- The resulting benefits of participants taking part.
- Show that you can measure the results of the project to demonstrate its success over its lifetime.

¹ www.rya.org.uk/coursestraining/resources/Pages/Knowingyourcustomer.aspx

- Match this to the funder's key questions with regards to the projects benefits. Be realistic in showing how your project provides value for money in meeting the funder's objectives.

Detail the positive outcomes of funding the project. A strong project will be very clear as to what it will achieve. Include any supporting statements with regards to the identified benefits from key partners such as the RYA Regional Development Officer, County Sports Partnership and the Local Authority.

4. Project Delivery Plan

Projects that have been carefully thought out, planned and described are more likely to succeed. Detail this within a project delivery plan.

The size of this document will depend on the complexity of the project. This document should be part of your Club Development Plan which will help prioritise the project in relation to other funding bids. Key headings for the project delivery plan might include: description of project; demand and benefits; who will take part; when the sessions will run; who will deliver the project; what will happen after the project ends to ensure participants stay within the sport.

Focus on your outcomes keeping them simple and straight to the point. Think about what can be achieved and measured in the lifetime of the project. Make sure the summary is brief; do not swamp it with unnecessary information.

Ensure that this document paints a clear picture and tells a good story detailing how it will really help people. Sections from this document could be copied and pasted into relevant funding applications.

5. Project leader

Your project will need a leader who pulls all the parties and information together needed for the application. Depending on the size of the project you may consider forming a small steering group to assist with its development.

6. Timetable

It takes time to gather the information and support needed for an application. Make a note of key dates for submitting applications, especially how long the application process can take. If an application is successful it still takes time to get up and running e.g. ordering boats, developing a facility. Take this into account throughout the application process, especially when overlaying with the project costs.

7. Project costs

Funders will be looking at the project costs closely so it is important to make them clear and transparent. Draw up a list of all the associated costs and agree what this money will be used for.

Most funders will only fund new projects and will not fund projects retrospectively. It is important to differentiate between existing and new costs. When you have a clear idea of the costs this will help in selecting the appropriate funder(s). Most will also want to see a minimum of three months accounts from the club.

It will often strengthen an application if you have partnership funding. This may only be a small amount from a range of supporters but it will show community support for the project. It will also show that other partners will be keen and supportive of the long term success and outcomes of the project.

Contributions in kind may be taken into account by some funds. Make sure that you list them in the initial breakdown of the project costs.

Other factors to consider will include the management of the costs and possible cost increases during the project lifetime and how these may be covered.

8. Constitutions

A constitution is a set of rules detailing how a club is managed and how it is run. Although it is possible for a club to be formed without any rules or constitution, as soon as any property or assets are acquired, or any contract for goods or services is entered into, the law will imply a framework of rights and liabilities as between the members. As the activities of the club increase, and involve more dealings with outsiders, the rights and duties of the individual club members become more relevant. Applying for external funding may involve reviewing a clubs constitution. RYA Legal have produced [Common Constitutional Guidance for RYA clubs](#)² and further advice on developing constitutions or sets of rules which can be found on the [Legal Structure of your Club](#)³ pages of the RYA website.

9. Finding the correct fund and completing the application

Do -

- Read about the different funders and decide which one is most likely to meet your requirements.
- Read the pre-application guidance notes. Double check your organisation is eligible for the grant and that the project matches the funders objectives.
- Contact the funder if you have any questions – it is good, where you can, to build a relationship with the funder/case officer.
- Gather and check all your essential documents before completing the application (constitution, accounts).
- Focus on your outcomes and keep them simple and straight to the point.
- Tell them only about the project you want them to fund and why.
- Think about what can be achieved and measured in the lifetime of the project.

² www.rya.org.uk/SiteCollectionDocuments/legal/Web Documents/Legal Leaflets/Clubs/Constitution/FUNDING STREAMS COMMON CONSTITUTIONAL CONDITIONS.pdf

³ www.rya.org.uk/clubs/support/management/constitution/Pages/legalstructureofyourclub.aspx

- Keep the summary brief; do not swamp them with loads of unnecessary information.
- Ask someone else to read your bid before you submit it to ensure the information you have included is clear and relevant. Check and recheck all the figures presented.
- Detail how you will promote the project and funder if you are successful.

Do not –

- Include lengthy and unnecessary information regarding the project or your group's history. Any important details should be succinct and relevant.
- Use jargon or acronyms, particularly specific to the sport. It is best to assume the person reading the bid knows nothing about the sport.

10. A few words of caution

- Completing any funding application involves an element of risk. Usually this is based around the time that you spend on the application if it is unsuccessful. Even the best project that appears to match funder's criteria may prove unsuccessful. This could be because of a range of reasons beyond your control. For example the funding body may decide that enough funding has been spent within your county to date, or they have decided that they wish to focus on a particular age range in that round of applications.
- Be realistic in terms of what you are trying to achieve. Funders are more likely to fund realistic projects that provide value for money.
- Do not let your project's vision get hi-jacked or turned into a much larger project with unrealistic aims and outcomes. This is particularly relevant with facility developments.
- If you are unsuccessful in the first application see if the funder will give you the reasons why. You can then (if you wish and it meets your project description) reapply.
- It is very unlikely that funders will fund projects that have already started.
- Decisions on funding can take a considerable time. Check the funder's key dates - do they match your timescale?

Whilst we have endeavoured to keep this information up to date please note that we cannot guarantee that all the information is accurate. The nature of these funds is they can change; clubs are therefore strongly advised to also view the funder's web pages before starting and application.

Good luck.

Key National Funds - Equipment and Training



Small Grants

The [Sport England Small Grants](#)⁴ are awarded to not-for-profit organisations to help more people play sport. They fund equipment and some training costs.

- ✓ Small Grants uses Lottery funding to make awards of between £300 and £10,000.
- ✓ Applications must be for between £300 and £10,000 and total project costs must not exceed £50,000.
- ✓ Projects must be deliverable in a 12 month period from the date of the Sport England award letter.
- ✓ Your project start date must be at least 10 weeks after submission of your completed application and supporting documents.
- ✓ Your project must be for new activity and new costs associated with helping more people play sport.

Successful Applications in 2013

During this time sailing and windsurfing have had 22 successful applications totalling £209,350 with an average grant of £9,515. Project titles included:

- New boats, sailing opportunities and on-going training.
- Purchase of safety boat and engine to improve safety and sup.
- Double our teaching fleet for adult sailing participation.
- Increase adult participation.
- Club modernisation and development.
- Training students age 14+.
- More Sailing, More Fun, More Often.
- Increasing 14+ & adult participation in competitive sailing.

Contact your [RYA Regional Development Officer](#)⁵ who may be able to provide guidance, support and talk you through what a successful application might look like.

⁴ www.sportengland.org/funding/our-different-funds/small-grants

⁵ www.rya.org.uk/contactus/telephone/Pages/RegionalContacts.aspx



Awards for All England

Awards for All

[Awards for All](#)⁶ distribute lottery grants of between £300 and £10,000. They fund projects which address the issues, needs and aspirations of local communities and people. They will fund a wide range of community projects aimed at developing skills, improving health, revitalising the local environment and enabling people to become more active citizens. Physical activity projects can fulfil the funding criteria for this programme in particular for funding equipment, training costs and activities.

- ✓ putting on an event, activity or performance
- ✓ buying new equipment or materials
- ✓ running training courses
- ✓ setting up a pilot project or starting up a new group
- ✓ carrying out special repairs or conservation work
- ✓ paying expenses for volunteers, costs for sessional workers or professional fees
- ✓ transport costs

Successful sailing applications in 2013

There have not been many applications for sailing to this fund. If your project is more about contributing to growing and sustaining participation in community sport the project may be eligible for Sport England's small grants programme.

Awards for All has a more community based focus. However, as most sailing clubs have community groups working with them some clubs may be successful with this fund. An example of this is Lincoln and District Sailing Association who are based at Hykeham Sailing Club. They were successful in 2013 with an application for £10,000. Their project will widen access for young people in Lincolnshire to water activities through the purchase of an additional safety boat and training of volunteers. This is a new activity run after school. It will also link into Duke of Edinburgh activities for the local scout group.

⁶ www.biglotteryfund.org.uk/funding/Awards-For-All



John Merricks Sailing Trust

The [John Merricks Sailing Trust](http://www.jmst.org.uk)⁷ provides grants to sailing clubs, recognised teaching establishments, community groups and individuals to help fund or part-fund a worthwhile project involving young people.

1996 Olympic silver medallist John Merricks tragically died in a car accident whilst competing at the 1997 Melges 24 European Championships in Italy. The charitable trust was set up by those closest to John to do some good in his name and further the memory of such a remarkable person.

The Trust's aim is to provide help to those young people who display similar drive, talent and commitment to sailing as John, but who perhaps themselves need support to set them on their way to fulfilling their dreams.



⁷ www.jmst.org.uk



Eric Twiname Trust

[The Eric Twiname Trust](http://www.ericwinametrust.org)⁸ was set up in an informal way in 1980 by Eric's father Alec, in order to perpetuate Eric's memory and to enable his many and diverse sailing interests to continue.

The objectives of the trust are to assist in the organisation and provision of facilities which will enable and encourage young people in full time education at schools or universities in the United Kingdom to sail or race. In following its objectives the trust provides much needed money for deserving causes, helping young sailors who might otherwise be unable to fulfil their ambitions – whether it be assisting clubs to purchase boats, or providing the means to assist in the organisation of an event.

The emphasis is directed towards youth with sympathetic consideration always being given to applications that would not attract sponsorship or aid from other organisations such as the Sports Councils or the RYA.



⁸ www.ericwinametrust.org



Sportivate

[Sportivate](#)⁹ is a Sport England Programme which aims to engage with 14-25 year olds and offer them the opportunity to find a sports activity that is attractive, affordable and accessible to them, with the ultimate aim of supporting them into life-long participation. Funding is available until March 2017. Funding is for programmes involving 6-8 weeks of activity designed to engage, motivate and retain participants.

Clubs and centres can apply for funding towards the cost of delivering a Sportivate Programme. The funds are distributed through CSPs (County Sports Partnerships). CSPs usually invite 'Expressions of Interest' from organisations, clubs and groups that would like to access this funding to deliver activities. Deadlines for the current tranche of funding vary county by county, so questions on eligibility and applications should be made to your local [County Sports Partnership](#)¹⁰.

Successful sailing applications

In February 2013 CSPs planned 47 sailing and windsurfing Sportivate sessions during the course of the year. Ten of these sessions were for windsurfing the remainder for dinghy sailing/yachting. Deliverers included commercial centres, clubs, youth services and Local Authority Centres. Grant size for this fund depends on the type of sport and the target participants.

Successful project titles included:

- ✓ Sportivate Active Nation Discover Sailing
- ✓ Sportivate Sailing Level 1
- ✓ Sail away with Sportivate
- ✓ Windsurf away with Sportivate
- ✓ Sportivate Learn to sail for people with disabilities
- ✓ Sportivate Learn to Sail for Women
- ✓ Sportivate Sail Power Watersports club
- ✓ Sportivate Windsurf
- ✓ Sportivate WOEC Paddlesport & Sailing
- ✓ Sportivate Race Sailing
- ✓ Sportivate University of Birmingham Windsurfing

⁹ www.sportengland.org/sport-you/give-sport-a-go/sportivate

¹⁰ cspnetwork.org/en/your_csp/?s=d5seGbKwoGahFiPm

Inspired Facilities

The [Inspired Facilities](#)¹¹ fund is Part of Places People Play, Sport England's programme to deliver a London 2012 legacy of increased mass participation in sport through funding improvements to facilities. Community and voluntary organisations can apply for grants worth between £20,000 and £75,000. Please refer to the Sport England website for dates of the next funding round.

Funding will help refurbish or upgrade sports facilities; or convert an existing building into a venue suitable for sport and accessible to the whole community. Sport England want this to be different to previous capital funding, more simple, needs based and accessible to people that have not got the skills, experience, expertise or match funding to pursue other applications.

Successful sailing applications in 2013

In the last Inspired funding round (4) sailing had 27 successful applications totalling £1,301,638 with the average grant being £48,208. Project titles included:

- Replacement ramp
- Maintenance and upgrade of sailing-for-all facilities
- Purchase of lake
- Improvements to the club infrastructure
- Safety boat sheds
- Refurbished showers & changing facilities
- Water treatment plant for sailing club
- Construction of an additional pontoon
- A Change for the Better - new female changing room
- Central jetty

We have also produced the [Inspired Facilities Fund - A Guide for RYA Clubs](#)¹² considering applying to the fund. It covers how to apply, sailing projects that have been successful in round one, an interview with a successful applicant and more.

Contact your [RYA Regional Development Officer](#)¹³ who may be able to provide guidance, support and talk you through what a successful application might look like.

¹¹ www.sportengland.org/funding/our-different-funds/inspired-facilities

¹² [www.rya.org.uk/SiteCollectionDocuments/sportsdevelopment/Web Documents/Club Development/Inspired_Facilities_Fund_A_Guide_for_RYA_Clubs.pdf](http://www.rya.org.uk/SiteCollectionDocuments/sportsdevelopment/Web%20Documents/Club%20Development/Inspired_Facilities_Fund_A_Guide_for_RYA_Clubs.pdf)

¹³ www.rya.org.uk/contactus/telephone/Pages/RegionalContacts.aspx



Additional Facilities Funding from Sport England

There are two additional facilities funds available through Sport England. These funds target much larger but fewer numbered scaled projects. To date no sailing specific applications have been successful. We have listed a very brief overview below but would recommend visiting the Sport England web site and speaking to them direct before embarking upon an application.

Improvement Fund.¹⁴ The Improvement Fund awards grants of £150,000 - £500,000 in sustainable projects with a clear local need.

It bridges the gap between the Iconic Facilities (see below) fund which invest in large-scale, multi-sport facilities and Inspired Facilities fund which supports small-scale community projects. The fund supports projects that deliver improvements through new build, modernisation or refurbishment. Priority is given to projects that can clearly demonstrate a significant reduction in the use of energy and/or water, and reduce waste in the construction and operation of the facility. A minimum of 25 per cent cash partnership funding towards the total project costs is required. This can come from either the applicant body and/or third parties.

Iconic Facilities.¹⁵ Sport England is investing over £30 million in National Lottery funding into innovative, large-scale, multi-sport facility projects through its Iconic Facilities Fund. These facilities will deliver against local authority and national governing body facility priorities, whilst also demonstrating long-term financial viability.

Iconic Facilities is aimed at turning a small number of key local community sport facilities into some of the best in the country in order to help more people play sport.

¹⁴ www.sportengland.org/funding/our-different-funds/improvement-fund

¹⁵ www.sportengland.org/funding/our-different-funds/iconic-facilities

Funding for Coaching

[Sports Coach UK](#)¹⁶ have some funding available to support coaches and coaching across England. The [Funding Opportunities for Coaching Guide](#)¹⁷ describes these opportunities and includes a breakdown of what's available on a regional basis.

[County Sports Partnerships](#)¹⁸ (CSPs). There are 49 CSPs funded by Sport England to deliver the national strategy 'Creating a Sporting Habit for Life'. Each works with a range of local, regional and national partners to support the delivery of sport to increase the number of people regularly participating in activity, whether that be playing, coaching, volunteering or officiating. Some CSPs offer Coach Bursaries. These funds, where available, will support volunteer training courses for instructors and coaches. Further details will be available from your County Sports Partnerships.

Community Foundations

[UK Community Foundations](#)¹⁹ is the umbrella organisation for all community foundations, providing philanthropic advice to clients and delivering grant making programmes. They provide advice and support to member foundations and have one simple objective: to help build thriving communities.

Their goals include: providing finance; giving assistance, or making investments and grants, to the widest possible range of community groups, organisations, or initiatives.

Previously sailing clubs in the Midlands have been successful in accessing advice and funding through local community foundations. If your organisation is looking for funding please approach your local community foundation.

Websites offering Further Advice

[Funding 4 Sport](#)²⁰

[The Directory of Social Change](#)²¹

¹⁶ www.sportscoachuk.org

¹⁷ www.sportscoachuk.org/resource/funding-coaching-guide

¹⁸ cspnetwork.org/en/your_csp/?s=d5seGbKwoGahFiPm

¹⁹ ukcommunityfoundations.org/programmes

²⁰ www.funding4sport.co.uk

²¹ www.dsc.org.uk