



Securing funding to improve your clubs  
equipment and facilities

# Agenda

- Introductions
- Session aims
- Sport England priorities / background
- Sport England funding for clubs
  - Community Asset Fund
  - Small Grants
- Other funds

# Introductions

- Howard Nelson
  - RYA Sailing Development Officer
  - Club Chairman, many successful bids both in sailing and outside
  - Training background RYA Coach/Assessor & Powerboat Trainer
  - Past regional Chairman

# Introductions

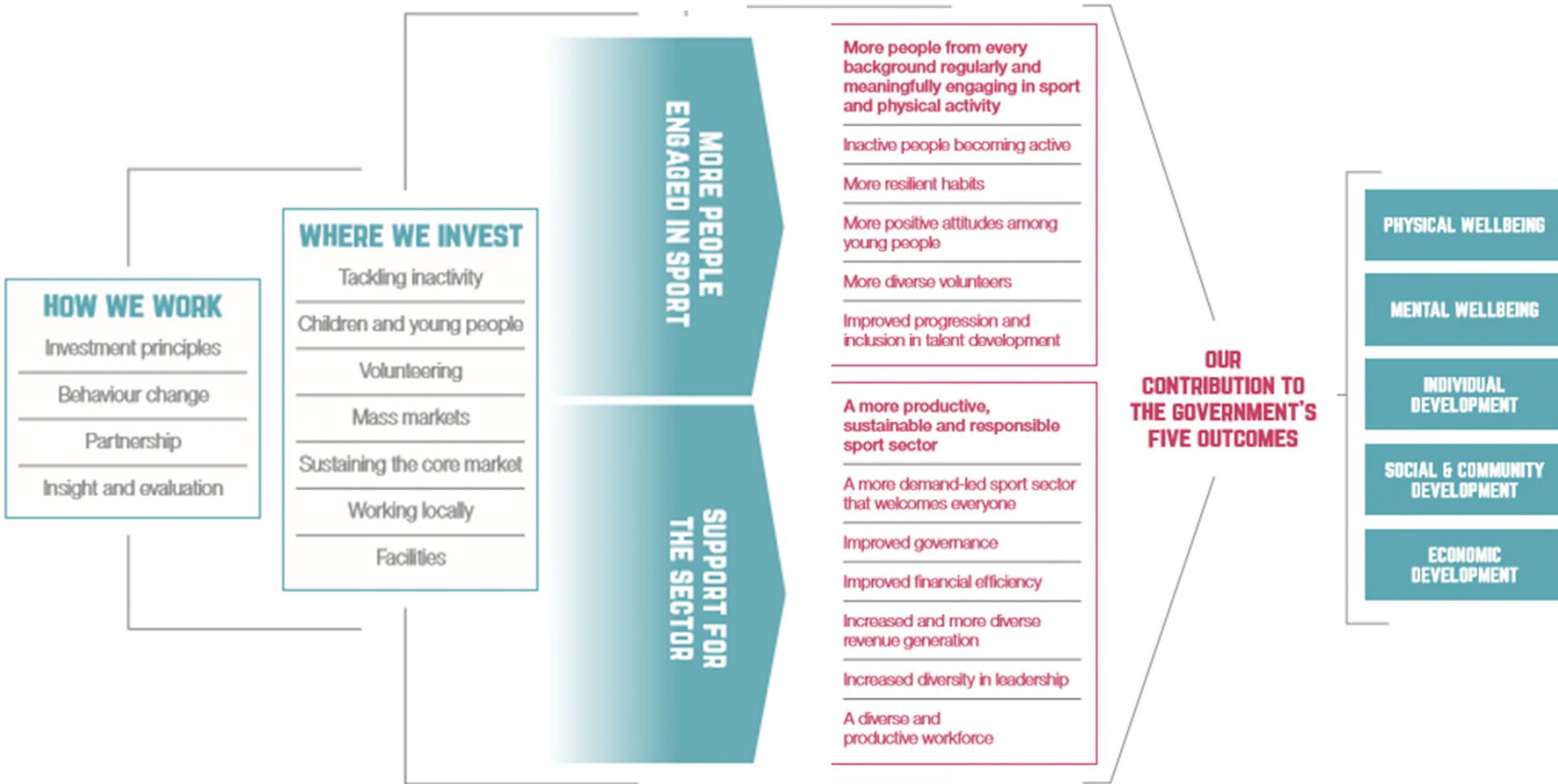
- Your self
  - Background, Club, role
  - What funding you have previously had
  - Club objectives for funding

# Aims and Objectives

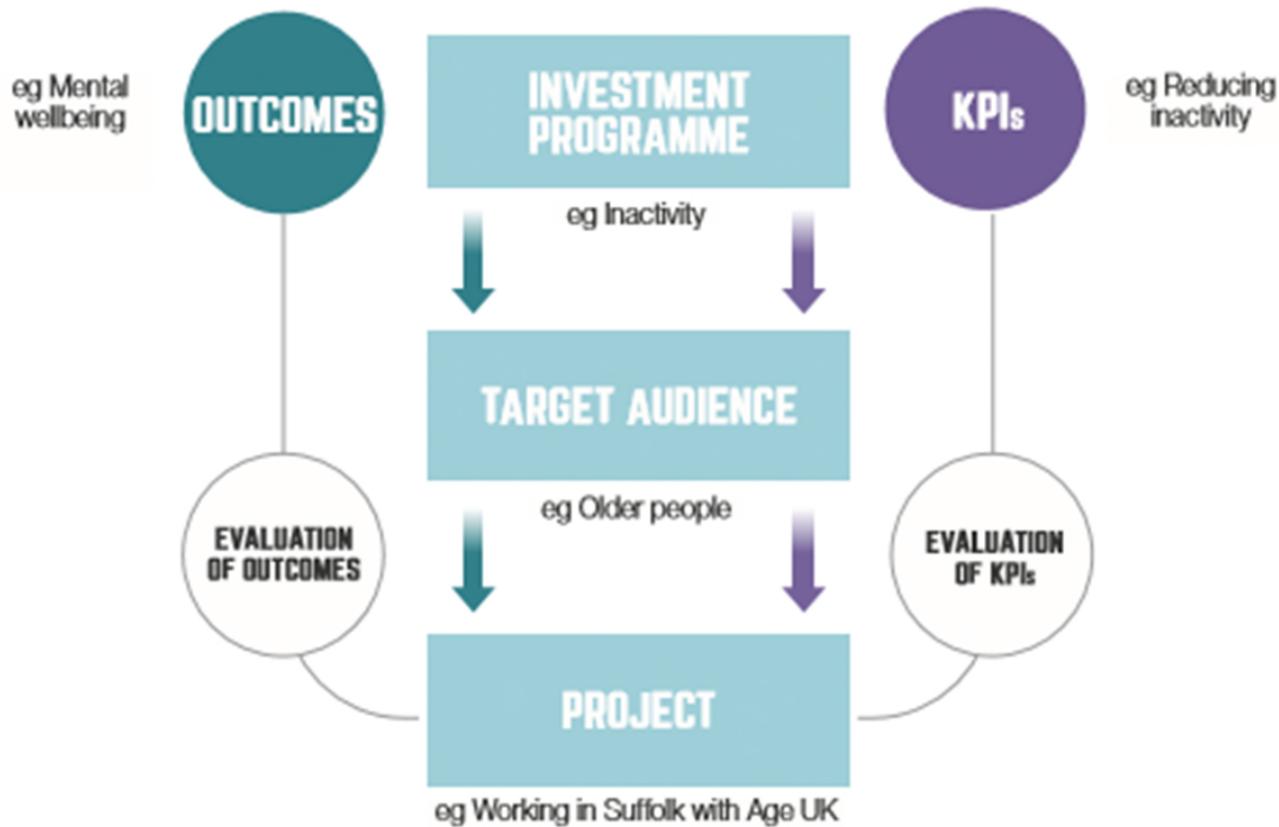
Find out the latest on Sport England and other funding streams and how to tailor your application to help ensure success.



# 2016 SPORT ENGLAND WORKING DIFFERENTLY



## LINE OF SIGHT



Sport England are looking for a clear demonstration of how your project will impact there key focus areas.

## Will your project Change Participants behaviour?



How will you promote and develop interest?

What's the "Call to Action" or Offer?  
How will you remove perceived barriers?

Make starting easy, what can you provide?  
When can you provide it?

What can your club do to maintain  
interest and make there first year easy?

## Sport England's 7 key areas.

- A clear line of sight to the objectives in Sporting Future.
- Ensure investment benefits under-represented groups.
- Use behaviour change to make investment choices.
- Get maximum value from all Sport England's resources; not just our cash.
- Strike a balance between 'bankers' and 'innovators'.
- Review our investment portfolio regularly and remove funding if an investment is failing and cannot be rescued.
- Encouraging increased efficiency.

## How Sport England want to work with partners.

- Put simply, **it's what you can do that counts**, not who you are.
- Investments focus on the seven investment programmes.
- Develop new and **wider partnerships** over the next four years, as well as working with **existing partners** in **new ways**.
- Funded partners must have good standards of **governance**.
- Make their funding processes simpler.
- **Encourage venues that have already been funded to work in different ways to be more sustainable.**

# Sport England's 7 Investment Programmes

1. Tackling inactivity

Increased social sailing, making non active members active.

2. Children and young people

More equipment to deliver additional youth training programmes.

3. Volunteering

4. Taking sport and activity into the mass market

Additional equipment or facilities to create more activity from current participants.

5. Supporting sport's core market

6. Local delivery

7. Facilities

Improving the changing rooms, club room or teaching areas to attract more members & participants.

# Sport England funding

Two streams for clubs to utilise

Community Asset Fund



Small Grants



# Community Asset Fund

## Key facts:

- ✓ Applications welcome from all organisations;
- ✓ Value: £15m per annum;
- ✓ Anticipated size of bids: £1k - £150k
- ✓ Time frame: No deadline;
- ✓ What Sport England want to achieve from this investment:
  - Improve & protect existing sports facilities;
  - Invest in new & different places that meet the needs of local communities (incl. Target audience);
  - Ensure capital investment reaches organisations who have not accessed SE funding before.



# **What are Sport England trying to achieve?**

**“We want to help local clubs and groups to create high quality, welcoming and financially sustainable facilities”**

# What types of projects are Sport England interested in hearing about?

- **Looking to take over an underused sports facility or one under threat of closure.**
- **Wanting to expand or improve the sporting experience you offer your customers.**
- **Responding to an emergency or unexpected event that is stopping people from being active.**
- **Or simply have a great idea for a project.**

## HOW MUCH YOU CAN APPLY FOR

- **Small-scale** investments typically ranging from £1,000 to £15,000
- **Medium-scale** investments typically ranging from between £15,000 to £50,000
- **By exception**, investments ranging from £50,000 to £150,000.

# Small Grant



## Key facts:

- ✓ Rolling application.
- ✓ Amounts between £300 - £10k.
- ✓ Projects supporting Sport England's Towards and Active Nation strategy.
- ✓ Additional equipment – not replacement.
- ✓ Coaching costs to deliver a programme.



# Small Grants - What Sport England Want to Fund

## **Eligible organisations that get more people engaged in sport.**

Your project needs to meet one or more of the aims in their strategy,

- Get inactive people to become more active.
- Develop more resilient sporting habits.
- Lead to more positive attitudes among young people.
- Develop more diverse volunteers.
- Improve progression and inclusion in talent development.

# What Sport England will not fund

- **Replacement of equipment**
- **Items which only benefit an individual.**
- **Salaries.** *They may fund coaching costs or fixed term positions needed to meet a specific project requirement. But funding of coaches must be clearly additional to usual club expenditure and they must be appropriately qualified.*
- **Used road vehicles**
- **More than £10,000 to the same organisation.** *This applies to organisations receiving up to £10,000 in any 12-month period from the date of our award letter.*
- **Activities that the government has a legal obligation to fund.**
- **Projects involving construction or refurbishment of property.**
- **Fixed items of equipment**
- **Projects that take place or incur costs before the date of the offer letter.**
- **Contingency costs and VAT you can recover.**
- **Projects involving travel to another country.**
- **Sponsorship, endowments or loan repayments.**

# Putting together an application

# Your Application – Step one

Plan your project and talk to your RDO and County Sports Partnership early.

Consider whether:

- **You understand why the project is needed.**

*“Improved club house to be more applying to families”*

*“More equipment to allow more people on the water”*

*Supported by fact – use surveys of club members, potential members etc.*

- **You know what impact your project will have.**

*For example, the number of people who will benefit and the number of times they will take part.*

- **You know how you will deliver the project and measure its success.**

*You need a delivery plan that is achievable and easily measured.*

- **You can sustain the benefit of the project beyond the life of the grant.**

*Do you have the resources to support and deliver a lasting benefit.*

# Your Application – Step two

## GATHER YOUR SUPPORTING DOCUMENTS

- **Governing document/constitution.**
- **Most recent financial accounts** – if you are a new organisation, submit a three-year income and expenditure forecast.
- **Last three bank statements** – if you are a new organisation, provide evidence that you have a bank account.
- **Safeguarding Policies** (if relevant to your project).
- **letters of support** or other documents you feel may help explain why your project is needed – surveys, member/customer feedback reports etc.

# Your Application – Step Three

## REGISTER YOUR ORGANISATION

If you have not applied before, you will need to register your organisation before you can start an application. Go to the Funding page of Sport England's website and click “Apply now”.

# Your Application – Step Four

**COMPLETE YOUR APPLICATION – demonstrate:**

- **What problem you are trying to solve?**
- **How do you know your particular project is needed by those you want to attract?**
- **Does your organisation have the right skills and experience to deliver the project?**
- **How will you ensure there is a lasting benefit from the project?**
- **What difference will your project make?**
- **Will you be able to measure the results of your project?**
- **How will you deliver your project?**
- **What will be the impact?**

# Other Funds

- Awards for All (Lottery)
- John Merricks Sailing Trust
- Eric Twiname Trust
- County Sports Partnership (CSP)
- Community Foundations (e.g. Sport relief funding)
- Co-op Community Fund
- Aviva Community Fund
- Local Councillor Initiative Fund
- Landfill tax (eg.Wren, Viola EnviroGrant)

# Summary



# Top Tips

Clearly explain the basics – what, when, how, why, where, who?

- What you want to do
- How you will do it
- Why you want to do it (the need)
- When you will do it
- Where you will do it
- Who will benefit (including how many)
- What it will cost
- What difference will it make (the outcome)
- How you will know

# Top Tips

1. Be clear about your funding requirements before making an application e.g. ensure selection criteria for the funding scheme fits the aims and objectives of your project – some funders don't fund certain organisations so it's important to check
2. Be aware of funding deadlines and ensure it is submitted before the deadline. Do not start work on your project until funding has been granted – Most funding bodies do not cover retrospective funding
3. Make sure that you have a good project plan which shows that the project is
  - Costed effectively and correctly?
  - Achievable and realistic given the timescale/budget/resources?
  - A good and effective response to the identified need?

# Top Tips

4. Does your organisation/project have any internal funds it can contribute – some funders prefer organisations that can contribute something themselves
5. Check how big the overall funding pot is to analyse the potential / likelihood of success. Speak to someone from the potential funder and discuss the outline of your project to see if this is something they would consider funding.
6. Make sure you can clearly explain the need for the project. Work out what issue you are trying to address and explain how you know this is an issue in your area? Use community consultation, feedback, demand, research, statistics to show that you've involved the local community and/or participants in the development of the proposed activities?

# Top Tips

7. Read all of the guidance notes and funding criteria.
8. Be clear and concise – you only have a few words to get your project across to the funder. Include as much relevant information as possible, but do not write excessive amounts/waffle. Get someone from outside to read your project (e.g.. the RYA).
9. Ensure all relevant sections are completed and signed by the appropriate people and ensure the application has the correct contact details for the funder to get in touch with you and the project
10. Call the funder to check that they've received it, and liaise with them where necessary, completing any extra requests promptly

# Top tips

## Avoid

- Flooding application with 'buzzwords'
- Making grandiose claims – e.g. 'the refurbishment of our facility is critical to the future of sport in the UK'
- Assuming the assessor has any knowledge of your organisation/ situation/needs – everything must be CLEARLY explained and rationalised
- Applying for more money than you really need
- Rushing the application – take your time, refine and get it right!

