

SPORT ENGLAND FUNDING PROGRAMMES - BRIEFING NOTE



Sport England currently has 5 funding programmes which are:

- Small Grants
- Sportsmatch
- Innovation Fund - (launched 12 May 2009)
- Rural Communities (this is the first of the themed funding rounds)
- Sustainable Facilities Fund - (launched 12 May 2009)

For full information visit: <http://funding.sportengland.org/default.aspx>

Applications to all funds is via the above website

Sport England is committed to the creation of a world-leading community sport system. This means focusing investment on organisations and projects that will **GROW** and **SUSTAIN** participation in grassroots sport and create opportunities for people to **EXCEL** at their chosen sport.

Successful project bids will need to be directly linked to at least one of Sport England's strategic aims of:

- **Grow:** getting one million people doing more sport and working with the Youth Sport Trust to enable young people to access at least five hours of sport a week
- **Sustain:** increasing participants' satisfaction with their sporting experience, and reducing the number of young people aged 16-18 who drop out of sport
- **Excel:** improving talent development

SMALL GRANTS

Aim of the Programme

This programme has been set up to support local community sport projects which seek to increase participation, sustain participation or develop opportunities for people to excel at their chosen sport e.g.

- assist a sports club to expand its age range by helping it to buy extra team kit or pay additional coaching fees
- help youth clubs work together with local sports clubs to get more young people playing sport

Eligibility - Who can apply?

All bona fide not-for-profit clubs or association, statutory bodies or educational establishments but WILL NOT fund individuals or organisations established to make a profit and distribute that profit to members.

Guidelines to be considered:

- Awards are for amounts from £300 to £10,000
- The total project cost should not exceed £50,000
- Projects must be deliverable within 12 months and provide a monitoring report within 13 months of the date of the offer letter
- Projects must seek to increase participation in sport, sustain participation in sport or provide opportunities to excel at a chosen sport.
- Sporting outcomes must be the main focus of the project. Applications for projects using sport as a means to an end are acceptable, but there must be a clear sporting benefit
- Projects must be focused only on sports currently recognised by Sport England and delivered to beneficiaries based in England

What will not be funded?

The following are examples of projects that will not be funded:

- More than £10,000 to the same organisation in any single year period, from the date of the award letter
- The general running costs of an organisation e.g. rent, gas, electricity, water bills, and maintenance costs (including maintenance of equipment)
- Projects that do not support Sport England's strategic outcomes
- Sponsorship
- Projects for sports that are not recognised by Sport England
- Repeat or regular events and existing activities (except the extra costs of involving new participants)
- Items which only benefit an individual e.g. bursaries or kit and equipment that is not shared. Team kits and shared equipment can be funded
- Salaries, except for coaching costs or fixed term positions needed to meet a specific project requirement. Funding of coaches must be clearly additional to usual club expenditure
- Activities that the state has a legal obligation to provide
- Endowments, loans or interest payments
- Used road vehicles
- Projects involving building or refurbishing property (including temporary buildings), or land improvement (e.g. drainage)
- Projects that take place or start before the date of the offer letter
- Costs incurred or expenditure committed (including deposits) before the date of the offer letter
- Contingency costs.

Assessment Criteria

Sport England will look for evidence of the following points:

- Eligibility and your organisation's governance arrangements being suitable to manage the grant
- Your project must meet the aims of the Small Grants Programme, have clear aims and objectives and stand a good chance of achieving those aims
- The budget for the project must represent good value for money
- Your application must present clear evidence of the need for the project.

Timescale

Applications can be submitted at any time and you should receive a decision within 6 weeks. But do remember to submit with your application your organisation's:

- Constitution / governing document
- Most recent annual accounts
- Last three bank statements.

SPORTSMATCH

Aim of the Programme

This programme is set up to increase investment in community sport by matching sponsorship money pound for pound. It will support the development of grassroots sport in England and makes awards to organisations running projects aimed at increasing participation in sports at community level.

How does it work?

If a business gives £1,000 in sponsorship to its local rugby club to organise coaching in local schools, Sportsmatch could match that with £1,000 of government money - thereby doubling the amount of money available to the club. Sportsmatch can match sponsorship which has been given to an eligible sports body by a company, trust, charity or private individual to fund projects that promote new participation at grassroots level.

What to do?

If you have a project which you think qualifies for Sportsmatch funding, follow these steps:

- Read the guide to what makes a good application and look at what will not be funded to make sure your project matches the criteria
- Check the advice on finding a sponsor and once you have found one, check their sponsorship is eligible
- Work out a budget for the project, including a breakdown of all the costs involved. The budget should be based on the total amount of the sponsor's money and the amount that you are applying for
- Consider when you want the project to start. The panel meets to consider awards approximately every eight weeks so you should submit your application at least 12 weeks before you want your project to start
- Complete an online application form. Sport England will only accept applications submitted via the online application form. No hard copies will be accepted

Please note that as Sportsmatch is an Exchequer-funded programme, you must spend all funding awarded and deliver the entire Sportsmatch element of your project in the same funding year by 31 March.

What makes a good application?

To ensure that your application is strong and eligible, follow these recommendations:

- Comply with the criteria
- Demonstrate the project's benefits
- Show thorough planning
- Include a development plan
- Provide letters of support
- Target priority groups, where relevant - Sportsmatch is especially interested in targeting the following priority groups:
 - Women and girls
 - Black and minority ethnic groups
 - Disability groups

What will not be funded?

The following are examples of projects and costs that will not be funded:

- Individuals - awards are only made to organisations
- Programmes aimed at elite or international level or events taking place overseas
- Large capital projects involving construction or refurbishment. The panel can award funding for smaller capital projects (up to £25,000), but these decisions are taken on a case-by-case basis and are directed more towards fixed sporting equipment (e.g. artificial wickets, basketball nets, bowling machines, sight screens or boats). All capital projects must be focused on growing and sustaining participation
- Projects which have already begun as funding cannot be applied retrospectively to events which have already taken place
- A club's normal running costs e.g. if you receive £1,000 from a local business which you want to use for a club's administration costs, or to purchase or upgrade existing equipment, it will not be matched.
- Projects that have been funded by the Football Foundation. This is because Sport England funds the Football Foundation to deliver its own grant programmes. Visit the Football Foundation's website for the latest information on its schemes.

Timescale

The panel meets to consider awards approximately every eight weeks so you should submit your application at least 12 weeks before you want your project to start.

INNOVATION FUND

The Innovation Fund is set up to create innovative sporting opportunities enabling existing participants to do more, or to bring sport to those people who currently play sport only occasionally, or not at all.

Aims of the Programme

The overall aim is to find and nurture genuine breakthroughs that will transform the way community sport looks and feels in the future. The fund will invest in new ideas and solutions which will reach a whole new audience and provide better, more exciting opportunities to a wider range of people, some of whom, perhaps, think that sport is not for them.

Investment will be in small-scale but groundbreaking innovations which have the ability to become the scaled-up, widespread activities that deliver high quality community sport in future years.

The total funding available is £5 million but this is a competitive fund and it is anticipated that only a small number of awards of between £10,000 and £500,000 will be made to approximately 10 to 20 projects.

Eligibility - Who can apply?

Applications will need to meet the following National Lottery criteria to be eligible for this funding:

- All bona fide and legitimate organisations with a written constitution (such as a Memorandum and Articles of Association) or statutory powers can apply - this includes sports clubs, voluntary or community organisations, local authorities, education establishments (such as schools, colleges and universities) and national governing bodies of sport.
- Private sector organisations are also eligible to receive funding, provided they can demonstrate that the project is for the public good or a charitable purpose and not intended primarily for private gain
- If the applicant is an unincorporated body, you will need to provide your constitution to ensure that it does not contain unnecessary restrictions on membership and representation
- Applications from an individual, sole trader or partnership are not eligible for funding
- Please note that in this context "partnership" means an organisation that is legally constituted as a partnership, not an organisation which simply happens to use that term in its name, for example a County Sports Partnership
- If you are applying for a capital grant, please note that the management of Lottery-aided facilities (unless they are publicly-owned e.g. by a local authority) should be in the hands of the users, with all playing members eligible for election to the managing body
- Applicants to the Innovation Fund must also meet the following additional eligibility criteria:
 - Be genuinely innovative as defined in the assessment criteria section
 - Relate to a recognised sporting activity
 - The project for which funding is sought must not have started

Lastly, do think about whether your application can include an element of partnership funding in cash or in kind. This is not essential, but is a useful indication that others support your idea and are prepared to back it.

Capital and Revenue Funding

Given the limited resources available, it is unlikely that new capital building projects will be considered. However, projects with a capital element for the innovative adaptation of sports equipment or facilities to enable greater participation, are likely to be considered.

NB The Innovation Fund has been established to discover and nurture innovative ideas and solutions that will improve our objectives of growing participation and creating a world leading community sport system. With this in mind, Sport England will configure the Intellectual Property to realise the maximum benefit of the Fund and its recipients and over the coming months this will be formalised as the Intellectual Property policy is developed. The policy will determine provisions such as access rights and ownership for those projects supported by the Innovation Fund.

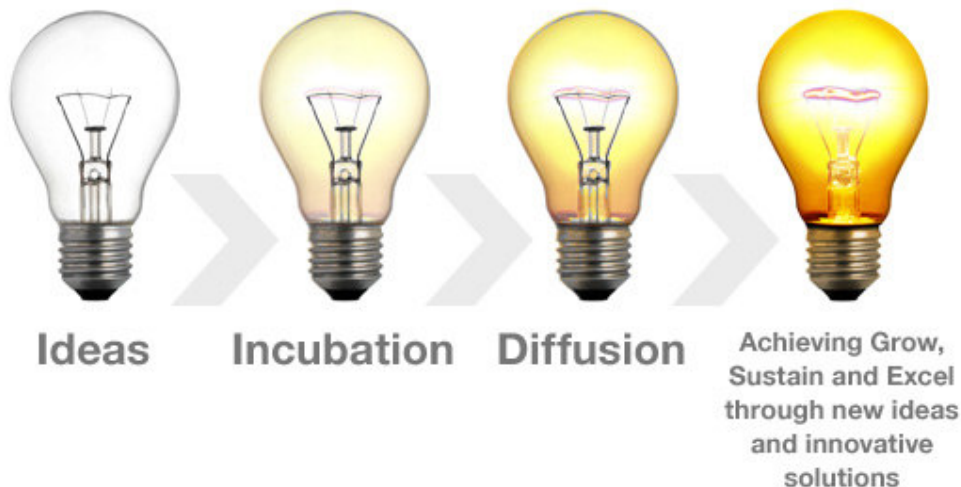
Assessment Criteria

Applications will be assessed against the following criteria:

1. Novelty

Applicants will need to demonstrate that their project involves a new solution, rather than just a marginal improvement. The application should also show whether the project is innovative in relation to a particular setting or population, or whether it is completely new, or new to the sport sector.

Applicants should identify whether their proposal is at the idea, incubation or diffusion stage



- **Ideas** - These will need a lot of work to develop and then implement, so are unlikely to be invested in at this stage unless they have genuine potential to make a very high impact on participation. These are likely to take the longest time to deliver participation outcomes.
- **Incubation** - These should be fairly well advanced in terms of project development, but either need additional support and development to produce a product that is ready to be piloted, or need support to pilot it effectively.
- **Diffusion** - These will be for projects that are ready, or nearly ready, for scaling up, and are expected to show more or less immediate impact. Investment by us will support and improve the scaling up process and sustainability.

2. Impact

Applicants should demonstrate how their project will help grow or sustain sporting participation, or improve talent pathways, and what the impact will be (e.g. achieving a particular goal such as reducing drop-off or enabling a specific sport to increase participation). Applications will need to be clear as to both the nature and scale of the impact. It is recognised that the robustness of this information may differ depending on the stage of development of the innovation proposal.

3. Value for money

Projects will be assessed on the basis of value for money in terms of the numbers of people who will benefit. What will be taken into account is both the cost of the project as a whole and the size of the grant requested. For those project ideas that are still in the early stages, include projections of numbers.

4. Evidence

You will need to provide evidence your innovation is likely to work. This will vary according to the stage of development your idea has reached, but it is expected all projects will be well thought through, clearly explained and to have some persuasive evidence that they have a decent chance of working. Views of partners and expert stakeholders could be helpful and evidence based on the views of current or potential participants will be particularly persuasive.

5. Sustainability

You will need to show how - at some point - your project could be scaled up or replicated for cost-effective and sustainable delivery. Applications must provide information to demonstrate that the project could be scaled up or rolled out cost-effectively. This may include information on future delivery partners, stakeholders, funding sources, etc.

6. Deliverability

Investment in projects will be for those beginning during 2009/10.

If your project is unlikely to be ready to deliver for some time yet, it is recommended you consider an application for next year.

Applications must demonstrate their ability to deliver the project. This will include:

- Showing that the tasks and activities to deliver the outcomes have been carefully thought through
- Showing they have the relevant knowledge and experience within their team to maximise the chances of success
- Having regular, measurable milestones and deliverables in place, with realistic timescales, in order to track progress
- Identifying key risks and having feasible plans in place to manage them. Given the innovative nature of the fund, Sport England will be interested in projects that offer potential higher impact but are higher risk. At the same time, it is essential that risks are identified and solutions developed, both for the project, and for its scaling up.

Application process

The application process for the Innovation Fund will be two-stage and competitive.

Competition means assessing all eligible projects and identifying those which score highest against the assessment criteria, as opposed to working on a 'first come, first served' basis.

Timescales

Action	Timeline
Opening of the Innovation Fund for initial applications	12 May 2009
Deadline for initial applications	10 August 2009
Completion of initial assessment by Sport England and production of balanced Innovation Fund investment portfolio Early decision on small schemes may be made at this time	5 October 2009
Applicant development of full bid	15 January 2010
Sport England final assessment, and review of Innovation Fund investment portfolio Notification of decisions	29 January 2010

RURAL COMMUNITIES

The Rural Communities Themed Round aims both to address barriers and create new opportunities for participation in sport in rural communities.

The programme will be as flexible as possible and welcome applications either to modernise or enhance sporting facilities, or provide revenue funding for any aspect of sport development, or a combination of the two.

The total funding available is £10 million of National Lottery money

Aim of the Programme

The overall aim is to develop projects that encourage people living in rural communities to participate and/or sustain their participation in sport and help those with talent fulfil their potential.

Eligibility - Who can apply?

All bona fide and legitimate organisations - this includes sports clubs, voluntary or community organisations, local authorities, education establishments (such as schools, colleges and universities) and national governing bodies of sport.

Projects must also:

- Benefit people living in rural communities as defined in the Local Authority Classification (introduced in 2005 as a Defra initiative)
- Relate to a recognised sporting activity
- Include an element of partnership funding in cash or in kind
- Not yet have started

Capital and Revenue Funding

Applications can be for either capital or revenue funding or a combination of both.

Capital grants can be used to contribute to the costs of new build, modernisation or major fixed equipment. The purchase of sports equipment is eligible for both capital and revenue funding; however costs of non-fixed, non-sports equipment is not covered.

Revenue grants cannot be used to fund the running costs of the applicant's organisation.

Assessment Criteria

Applications will be assessed using two sets of criteria:

- The first will determine whether they are eligible for funding
- The second will be used to assess the extent to which they will achieve the outcomes Sport England is seeking.

Once the eligibility of the application is established, applications will be assessed against the following criteria, which are listed in priority order.

- 1-4 are considered core to any successful application and carry the greatest weight.
- 5-7 provide additional scoring

1. Impact - contributing to at least one of Sport England's strategic outcomes

2. Value for money - in terms of the number of people who will benefit.

3. Evidence - a sound evidence base must be provided for what you are proposing, and the impact you anticipate it will have. We will particularly favour applications which demonstrate they have solicited the views and wishes of people who live in the rural communities that will benefit from the proposed activity, and have used that information to inform the design of their project.

4. Deliverability

- Showing that the tasks and activities to deliver the outcomes have been carefully thought through
- Setting realistic timescales
- Having regular, measurable milestones and deliverables in place in order to track progress
- Identifying key risks and having plans in place to manage them.

5. Innovation

6. Sustainability

7. Local relevance

Application Process

To be two-stage and competitive.

Competitive means assessing a group of projects addressing the Rural theme and identifying those which score highest against the assessment criteria, as opposed to working on a 'first come, first served' basis.

Timescales

Action	Timeline
Opening of Rural Communities Themed Round for initial applications	24 April 2009
Deadline for initial applications	5pm on 30 June 2009
Completion of initial assessment by Sport England	31 July 2009
Applicants develop full bids	1 August - 30 October 2009
Deadline for receipt of full bids	5pm on 30 October 2009
Sport England final assessment	1 - 30 November 2009
Notification of decisions	1 December 2009

SUSTAINABLE FACILITIES FUND

The Sustainable Facilities Fund is for innovative projects capable of transforming the places where we play or take part in sport.

Facilities built in the public spending boom of the late seventies and early eighties are now ageing and if Sport England is to create a world-leading community sport system, they need to be improved. But it's not just about building new facilities or refurbishing old ones as there is a need to invest in facility projects that are sustainable in the long-term, not just when they open. This means that projects invested in must be able to bring in enough revenue to maintain high standards of facility provision and customer service and a varied programme of sports opportunities and sports development outreach work. Otherwise, standards may fall leading to a decline in use and levels of satisfaction.

The projects invested in must also create longlasting partnerships between public, private and commercial organisations. They will develop and promote industry best practice and they will make an impact on one or more of our strategic outcomes.

Eligibility - Who can apply?

The fund is open to bona fide organisations, including applicants from sports clubs, voluntary or community organisations, local authorities, and education establishments, such as schools, colleges and universities.

Priority will be given to projects with a collaborative or consortia approach which can demonstrate the potential to grow and sustain participation in community sport.

Projects will also need to meet the following criteria:

- Benefit all sections of the local community
- Be submitted by an organisation entitled to receive lottery funding
- Relate to a recognised sporting activity of more than one national governing body
- Comprise capital costs only which are eligible for lottery funding
- Include partnership funding in cash or in kind.
- The sports facility provision elements of the project for which funding is sought must not have started

Guidelines to be considered:

The funding is for the development of the capital infrastructure. This can include:

- Contributions to the costs of new build, modernisation and major fixed equipment where it is an integral part of a project
- Costs of other non-fixed equipment are not covered by the fund.
- Applicants are required to supplement the resources available from both their own resources and other sources, including the private sector
- There must be revenue funding in place which demonstrates the long term sustainability of the project
- The project must be based on a site where the applicant holds ownership or long-term leasehold

Assessment Criteria

Applications will be assessed using two sets of criteria:

- The first will determine whether they are eligible for funding
- The second will be used to assess the extent to which they will achieve the outcomes Sport England is seeking.

Once the eligibility of the application is established, applications will be assessed against the following criteria:

1. Impact - Contribution to grow, sustain and excel

Reference should also be made to local priorities agreed by partners and the National Indicator 8 (NI 8) or Local Area Agreements.

They should also reference links with other relevant national, regional and local priorities that the project will help to address.

2. Sustainability

The application should set out a robust needs and evidence base which underpins the sustainability of the project.

This should include the need and demand for the facilities and services including supply and demand and needs analysis, community surveys, fit with wider capital planning strategies, evidence of partnership working and other data as necessary.

It should show how value for money considerations such as multi-use of facilities by sports and co-location with other agencies has been taken into account in planning.

Applications must show how revenue funding arrangements including the creation of a sustainable revenue fund, will be supported between the partners, as well as the initial capital arrangements.

3. Ability to deliver

Applications should clearly show that they are in a position to draw down funding in specified year(s) and deliver the facilities that are up and running by a specified date.

This should include evidence of the delivery mechanism from start to finish, including a project plan and consideration of key risks to successful delivery.

4. Additionality

Priority will be given to proposals that draw in funding from other sources in order to maximise the impact of this limited investment fund.

Exceptional stand-alone projects will also be considered.

Applicants must state how resources from the fund will make a difference to the project.

Priority will be given to applications from local authorities who have signed up to deliver NI 8 (increasing the percentage of people who take in sport and active recreation) as part of their Local Area Agreement.

Application Process

To be a two-stage competitive application process and bids will be assessed and prioritised against the criteria.

Applications will be assessed in two rounds, identifying those which demonstrate best fit against the selection criteria, as opposed to working on a first come, first served basis.

It is envisaged that 5 to 10 capital projects will be supported each year.

Timescale

Stage 1

12 May 2009 onwards initial applications can be submitted.

To speed up and simplify administration of the investment fund, applications will be considered in two rounds each financial year. The closing dates are 30 June and 31 December.

Stage 2

Applicants invited to develop a detailed bid or offered an award will be appointed a Relationship Manager who will support them. Completed Stage 2 applications may be submitted as soon as they have been reviewed and signed off by your appointed Relationship Manager. There are no closing dates for Stage 2 applications; however, your Relationship Manager will discuss with you the timing of your submission. Decisions will be made within 8 weeks of the receipt of a detailed application.