



Active Local

herts
 sport & physical activity
 partnership





Funding 4 Sport and Herts Sport & Physical Activity Partnership

Active Local Conference



Welcome



The Funding Workshop will cover;



Main Funding Streams 'not-for-profit organisations can apply to



Examples of what you can receive funding for



Fundamentals of bid writing and getting funding



Fund 4 Sport – Who we are and how we can support you with funding through the FREE Active Local Bid Writing Service



Sharing Experiences

Examples of successful and unsuccessful application

Sharing good practice

Who can apply for funding?

- voluntary and community organisation constituted group or club
- registered charity
- charitable incorporated organisation (CIO)
- not-for-profit company
- community interest company (CIC)
- school (as long as your project benefits and involves the surrounding community)
- statutory body (including local authorities, town, parish and community council)
- community benefit society

Who can't apply for funding?

- Individuals
- Sole traders
- Organisations based outside the UK
- Companies that can pay profits to directors, shareholders or members (including Companies Limited by Shares)
- A commercial/for-profit entity
- Organisation with less than three people on its governance or committee

However, you can get round this by partnering with a not-for-profit organisation.

Funding Streams

National Lottery's Awards for All

Amount you can apply for: £300 - £20,000

This funds £20k for projects up to 2 years or £20k for projects over a 12-month period.

12-to-16-week turnaround of your application.

No deadline

Funding Priorities

- Bring people together and build strong relationships in and across communities
- Improve the places and spaces that matter to communities
- Enable more people to fulfil their potential by working to address issues at the earliest possible stage
- Support people, communities and organisations facing more demands and challenges because of the cost-of-living crisis.

What will be funded?

- Coach and Assistant Coach
- Small unfixed equipment
- Coach Education
- Young leader Awards
- Healthy Living training and resources
- Costs towards a community event
- First Aid, Safeguarding
- Building and refurbishment work
- Sessional workers
- Training
- Volunteer expenses
- Transport costs
- Venue hire
- Marketing and Promotion

What won't they fund?

- Routine repairs and maintenance
- Existing activities and repeat or regular events
- Salaries of permanent or fixed term staff
- Day-to-day running costs
- Projects or activities that the state has a legal obligation to provide e.g. Council should provide this
- Larger equipment
- Political or religious activities
- Fundraising activities
- Items that mainly benefit an individual

Projects where the main purpose is to increase participation in sport, arts or heritage

Stronger applications are those that;

- 1) Focus on the benefits of the community rather than the organisation or sport/physical activity
- 2) Clearly highlight the wider issues the community are facing, those that hit one of the lottery's 3 priorities, explaining how your project hits one or more of the priorities
- 3) Show the project is people led e.g. how the local community or target beneficiaries have influenced your project and why they think it is needed e.g. consultations surveys, talking to people, meetings etc.

Awards for All Advice Line: 0345 4102 30

Email: general.enquiries@tnlcommunityfund.org.uk

Website;

www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england

Sport England's Small Grant

Key Information about the fund:

- Awards of £300-£15,000 are available to not-for-profit organisations.
- Multiple applications can be submitted, but organisations can only have awards of up to £15,000 in any 12-month period.
- Awards are to help inactive and less active people become more active.
- The priority is to support projects working with people living in areas of disadvantage as defined by the Indices of Multiple Deprivation areas 1 to 3.
- Applications should explain why there's a need for the project and how end users have been involved in developing the project.

- Applications should consider how the project adds value to services currently available in your local community and work collaboratively with other groups to maximise the impact of the project.

To find out more click here: <https://www.sportengland.org/funds-and-campaigns/our-funds/small-grants-programme>

Sport England Help Line: 08458 508 508

Email: funding@sportengland.org

Website: www.sportengland.org/funding/small-grants/

Most Small Grant Funders expect that you have:

- At least 3 unrelated people on your governing body
- A UK bank account in your organisations name with at least two unrelated signatories
- A written governance document
- Membership open to all

.... and can complete your project within one year of your grant being confirmed (or 2 years if it's Awards for All).

Sport England Places and Spaces: 'Crowdfunding'

Places and Spaces is a Sport England crowdfunding initiative that can match fund, up to £10,000.

This investment aims to help community sport and physical activity organisations fund sports projects.

With expert advice and guidance to support you, this will help local clubs and organisations to run their own crowdfunding campaigns, fundraising

They offer free 1-2-1 coaching by experts, advice and guidance on campaign improvements, access to free online courses and free monthly 30-minute webinars.

Pledge Criteria

If your application is approved, you'll get match funding of up to 50% towards your initial crowdfunding target, up to a maximum of £10,000.

To receive a pledge, you will need to do two things (the 'pledge conditions'):

- 1) raise at least 25% of your initial target,
- 2) raise this from a minimum number of supporters

Following receipt of a pledge you will also need to reach 100% of your initial funding target to receive the funds from Sport England.

You can find out more here; <https://www.crowdfunder.co.uk/funds/places-and-spaces>

Other possible smaller Funds Include:

- Aviva Community Fund: <https://www.avivacommunityfund.co.uk/>
- Arnold Clark Community Fund: <https://www.arnoldclark.com/community-fund>
- Co-op Local Community Fund: <https://causes.coop.co.uk/>
- Persimmon Homes: <https://www.persimmonhomes.com/building-futures>
- Tesco Community Grants: <https://tescobagsofhelp.org.uk/>

Other Avenues e.g., Fundraising platforms:

GiveToLocal - <https://www.givetolocal.com/>

Easyfundraising - <https://www.easyfundraising.org.uk/>

JustGiving - <https://www.justgiving.com/>

SNAP Sponsorship - <https://www.snapsponsorship.com/>

Funding for Schools:

At Funding 4 Sport, we frequently get asked what funding/grants are available to schools as many organisations operate out of schools.

Although, there appears to not be as many grants as there used to be for schools, there are grant providers which award funds to schools, but it can be hard to find the right scheme and write a successful application. A&S Landscapes, have produced a web page and a range of free resources to assist schools to secure funding.

This includes, an extensive list of grant providers and a free 'Writing Successful Grant Applications' guide.

To find out more and download these resources click here:

<https://www.aandslandscape.co.uk/school-grants/>

Landfill Funding

A tax credit scheme enabling operators of landfill sites to contribute money to organisations enrolled with ENTRUST as Environmental Bodies (EBs). In turn, EBs are keen to fund community projects that help to improve open spaces, recreation grounds and sports facilities near landfill sites. This is capital funding only.

In Hertfordshire the main two operators are Biffa and Veolia. These tend to fund projects between £10,000 - £60,000.

- Biffa: <http://www.biffa-award.org/recreation/>
- Veolia: [http://www.veoliatrust.org/funding/index.php?page=Postcode Checker 1](http://www.veoliatrust.org/funding/index.php?page=Postcode_Checker_1)

Planning Gain Monies:

Section 106 Monies / Community Infrastructure Levy

Funding for Outdoor Sport and Play using section 106 housing developer contributions based on the loss of green space due to changes in land use mainly for the development of housing.

Funding varies based on the value and size of the land being built on, and the funding is for capital items only e.g. sporting and recreational facilities, where a local organisation is looking to develop or improve facilities, it needs to include appropriate arrangements for wider community use.

Sport Specific Support and Funding

- Angling Trust: Get Fishing Fund: <https://grants.anglingtrust.net/online-application-forms>
- Canoe Foundation - <https://www.canoefoundation.org.uk/online-funding-applications/>
- Cricket - ECB County Cricket Grant: <https://www.ecb.co.uk/be-involved/club-support/club-funding/county-grant-fund>
- Cricket - The Club Cricket Charity: <http://www.theclubcricketcharity.org/defib-fund/>
- Football Foundation (Various): <https://footballfoundation.org.uk/looking-for-funding>
- Football – Barclays Community Football Fund: <https://sported.org.uk/barclays-community-football-fund>

- Rowing - The Rowing Foundation: <https://www.therowingfoundation.org.uk/>
- Swimming - Swimathon Foundation;
<https://swimathonfoundation.org/about/swimathon-foundation>
- Table Tennis – Charlie Childs Coaching Grant;
<https://tabletennisengland.co.uk/coach/coaching/funding-opportunities-for-coaches/>
- Tennis (Various) - <https://www.lta.org.uk/workforce-venues/tennis-venue-support/tennis-and-padel-facility-funding-and-advice/>

Google Sport Funding Sources and highlight the specific sports you should any that are specific to your sport.

Fundamentals of bid writing and getting funding

AVOID...

- Flooding application with ‘buzzwords’
- Making grandiose claims – e.g. ‘the refurbishment of our sports 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
- Asking for all the money from the funder, looking at other ways of contributing to the bid e.g. fundraising, some club budget, crowdfunding

- Rushing the application – take your time, refine and get it right!
- Be specific - on geographical areas and age groups
- Don't try to broaden things too much because you think it looks better to the funder - it doesn't e.g. we are targeting people aged 5 to 70 years
- Can someone not knowing your project understand what you are wanting to achieve – give this to some not connected to the project and see if they understand what you are trying to do
- The organisation might not always be the best applicant and a partner might be the better applicant

Top 9 Tips when Applying for Funding

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
2. Be aware of funding deadlines and ensure it is submitted before the deadline
3. Do not start work on your project until funding has been granted – Most funding bodies do not cover retrospective funding
4. Does the 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. From this information you can analyse the potential / likelihood of success
6. Once you've found a potential fund, speak to someone from the organisation and discuss the outline of your project. Check whether this would be something they would consider
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 - First impressions last!
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 organisation/project

**Know how and where to find
information on available funding**

Current Support for the sector

- Sport England: <https://www.sportengland.org/>
- National Governing Bodies of Sport
- Grantway (search engine):
<https://grantway.induct.net/search?sc=250&q=&ft=1&c=16&t=1&r=9>
- Club Matters have produced a series of resources, case studies and toolkits and guides to support clubs and organisations:
<https://www.sportenglandclubmatters.com/>
- Herts Sport & Physical Activity Partnership: <https://sportinherts.org.uk/>

Funding 4 Sport

Funding 4 Sport is a sports funding consultancy which provides a range of services to support those seeking sports funding.

The main areas funding support we offer include;

- Free Funding Advice – 1.1 over the phone or groups via Zoom/Microsoft Teams
- Looking over written bids for free
- Funding Bid Writing Service – ‘No Win, No Fee’
- Funding 4 Sport Website – www.funding4sport.co.uk

Active Local Bid Writing Offer

If you are a 'not-for-profit' organisation/group and are based within or looking to deliver a sport and physical activity project in one of the Active Local Area's, the Herts Sport & Physical Activity Partnership (HSP) have partnered with Funding 4 Sport to pull together and write funding applications for Active Local projects in Hertfordshire for FREE.

That means you can have a professionally written bid at absolutely no cost to your organisation (because HSP have already paid for it!).

The funding will most likely come from National Lottery Community Fund Awards for All, or possibly Sport England Small Grants, so recipients will need to have not received from the relevant source within the last 12 months.

However, other sources may be possible if these are not suitable.

You do not need to know the specifics at this stage as everything can be discussed further as things progress, however, before contacting the Active Local Officer please ensure that the criteria can be met.....

- You are a constituted 'not-for-profit' group or organisation
- Your project will support an Active Local Area
- You'll work alongside the Active Local Officer to access and deliver the project.
- You require (are requesting) no more than £20,000 external funding (this can be added to other funding for larger projects)
- Your project can be delivered within 12 months of the award agreement if going to Sport England or 2 years if going to Awards for All.

PEARTREE
WELWYN HATFIELD

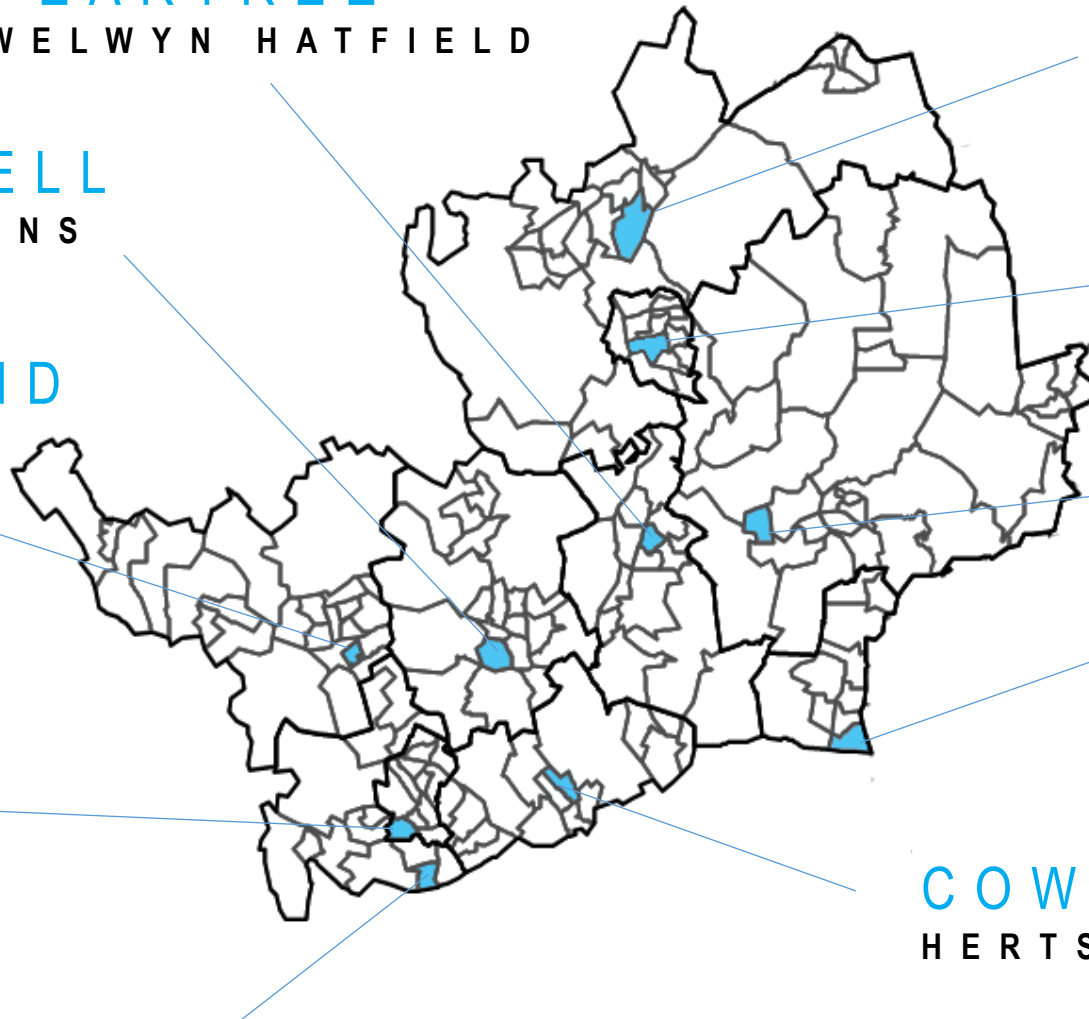
JACKMANS
NORTH HERTS

SOPWELL
ST ALBANS

BEDWELL
STEVENAGE

BENNETTS END
DACORUM

SELE
EAST HERTS



WALTHAM CROSS
BROXBOURNE

HOLYWELL
WATFORD

COWLEY HILL
HERTSMERE

SOUTH OXHEY
THREE RIVERS



Local Authority	Active Local Area	Active Local Officer
Broxbourne	Waltham Cross	Jess Baird - j.baird2@herts.ac.uk
Dacorum	Bennetts End	Kiyana Fryer - k.fryer2@herts.ac.uk
East Herts	Sele	Viki Huszar - v.huszar@herts.ac.uk
Hertsmere	Cowley Hill	Charlotte Stringer - c.stringer2@herts.ac.uk
North Herts	Jackmans	Josh Hardy - j.hardy5@herts.ac.uk
St Albans	Sopwell	TBC – Contact c.stratford@herts.ac.uk
Stevenage	Bedwell	Jess Baird - j.baird2@herts.ac.uk
Three Rivers	South Oxhey	Lily Jones - l.jones25@herts.ac.uk
Watford	Holywell	TBC – Contact c.stratford@herts.ac.uk
Welwyn Hatfield	Peartree	Charlotte Stringer - c.stringer2@herts.ac.uk

Active Local Team Lead | Claire Stratford | c.stratford@herts.ac.uk

Case Studies of Two Active Local Applications

Bedwell Community Association

- Successful with Sport England - £5,100
- Delivered in Bedwell
- Weekly structured fitness-based circuit classes, one for teenagers aged 14-18 years, followed by an adult class (18+).

Active East Herts

- Successful with Awards for All (lottery)- £6,800
- Delivered in Sele Farm
- Aimed at young women aged 16-25 years old, giving them the opportunity to participate in 24 weeks of Football Fitness activities

Next Steps

If you have an idea and would like to see if it's suitable for this opportunity, please contact your Active Local Officer who will be back in touch to discuss your idea further.

When contacting them just let them know the following....

- Your name:
- Your organisation
- Contact email address
- Briefly describe your project idea

Contact Information

Contact: Richard Sutcliffe

Email: info@funding4sport.co.uk

Tel: 07580 129369

Questions