

Funding 4 Sport and Herts
Sport and Physical Activity
Partnership (HSP)

Club Conference 2025

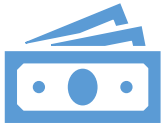
Funding Presentation





Welcome

The Funding Workshop will cover;



Who can
apply for
funding



Funding
Streams for
sports related
projects to
apply to



Environmental
Sustainability
and Funding



Funding hints
and tips
including AI



Fund 4 Sport – Who
we are and how we
can support sports
organisations with
funding



Sharing Experiences

Examples of successful and unsuccessful application

Sharing good practice

Who can apply?

- voluntary and community organisation constituted group or club
- registered charity
- charitable incorporated organisation (CIO)
- not-for-profit company
- community interest company (CIC)
- 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.

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



Organisations must be set up as not-for-profit and they won't fund Sole Traders.

Funding Streams

National Lottery Awards for All



- Amount you can apply for £300 – £20,000
- Funds projects up to 2 years
- 12 to 16 weeks 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.



Stronger applications are those that;

- 1) Focus on the benefits of the community rather than the organisation or 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 through for example, 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](http://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england)**

Sport England's Movement Fund

- Their main focus is to support projects that match our goal of getting more people active, reducing the number of inactive people and tackling long-standing inequalities.
- Awards of £300 - £15,000 are available to not-for-profit organisation
- No deadline
- Once submitted they are hoping to turnaround applications in 8-10 weeks
- Funds Capital, Revenue and sports projects that support Environmental Sustainability.

They especially want to support projects that give opportunities to groups of people who typically haven't had as many chances to be active.

These groups include:

- people living on low incomes
- disabled people or those with long-term health conditions
- older people
- people from culturally diverse communities
- pregnant women and parents with very young children
- girls aged 5-16
- LGBTQ+ people
- people who are in foster care
- people who provide care without pay.

Sport England Help Line: 08458 508 508

Email: funding@sportengland.org

Website: <https://www.sportengland.org/funding-and-campaigns/our-funding/funding-guidance>



What will Awards for All and Sport England Fund

- Coach and Assistant Coach/Instructors
- Small unfixed equipment
- Coach Education
- Healthy Living training and resources
- Costs towards a community event
- First Aid, Safeguarding
- Sessional workers
- Training
- Volunteer expenses
- Transport costs
- Venue hire
- Marketing and Promotion
- Environmental Sustainability

What will they won't Fund

- Routine repairs and maintenance
- Existing activities and repeat or regular events
- Day-to-day running costs
- Projects or activities that the state has a legal obligation to provide
e.g. Council should provide this
- Fundraising activities

Other possible smaller Funds Include:

- Arnold Clark Community Fund: <https://www.arnoldclark.com/community-fund>
- Asda Foundation; <https://www.asdafoundation.org/>
- Aviva Community Fund: <https://www.avivacommunityfund.co.uk/>
- Cash 4 Clubs: <https://sported.org.uk/cash4clubs/>
- Co-op Local Community Fund: <https://causes.coop.co.uk/>
- Parkinsons UK: <https://www.parkinsons.org.uk/information-and-support/grants-physical-activity-providers>

- Peoples Postcode Lottery: <https://sported.org.uk/peoples-postcode-lottery/>
- Persimmon Homes: <https://www.persimmonhomes.com/building-futures>
- Tesco Community Grants: <https://tescostrongerstarts.org.uk/>

There are also Sports Specific funders e.g., Football Foundation, ECB etc.

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/>

Grassroots Sports Funding - www.grassrootssportsfunding.co.uk

Funding for Schools:

At Funding 4 Sport, we frequently get asked what funding/grants are available to schools as many sports club 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/>



Capital Funding

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.

Landfill Funding

Examples Include;

- WREN
- Viridor Credits
- **Veolia Environmental Trust**
- **Biffa Award**
- SUEZ Communities Trust

Grants range from £5,000 to £100k

Each Landfill Funder has different funding deadline dates throughout the year

HS2 Funding

Key infrastructure in Hertfordshire includes the Colne Valley Viaduct, the Chiltern Tunnel South Portal, and the Chilterns South Portal Chalk Grassland Project.

If your club/organisation is in or around these areas (or your members/participants are) then you can apply.

Grants can range from £10k to £70k.



Environmental Sustainability and Funding

Environmental Sustainability is now forming part of funding streams...

- Awards for All have a specific environment small grant up to £20k
- Sport England has announced up to £16 million from their Movement Fund will be reserved to help the sector respond to the impact of climate change. To be successful, projects must now meet one of six criteria:
 - Carbon emissions: travel and facilities
 - Circular economy: supply chains, products and waste
 - Blue-green environment quality and use
 - Biodiversity
 - Adapting to climate change and extreme weather events
 - Just transition: inequalities, inclusion and participation.

Low Cost - High Benefit, Fundable Items

1. INSTALL ENERGY SAVING DEVICES & CONTROLS

Adding thermostats, energy efficient LED light bulbs, smart meters, motion sensor lights and eco-shower heads.

2. INSULATE YOUR HOT WATER SYSTEM AND FIX LEAKS

Insulating your hot water tank and pipes, and fixing dripping taps can save 17-18% of your energy costs and help to save water too.

3. INSULATE YOUR LOFT OR ROOF SPACE

Adding 270 mm of insulation to an uninsulated loft can cut energy bills by nearly a third!

4. DRAUGHT PROOFING

Draught-proofing is one of the cheapest and most effective ways to save energy and money in any type of building.

5. REPLACE EXISTING APPLIANCES WITH ENERGY EFFICIENT NEW MODELS

Do this as part of your replacement cycle for appliances and equipment.

6. INSULATING WALLS AND FLOORS

Up to a third of heat can escape through poorly insulated walls and floors.

7. INSTALLING NEW WINDOWS AND DOORS

Replacing single glazing and poorly insulated doors can cut energy consumption by up to 10%

8. REPLACE YOUR OLD BOILER WITH A MORE EFFICIENT ONE

Replacing a G-rated (low efficiency) boiler with a new A-rated (high efficiency) boiler can reduce energy consumption by 22%.

9. INSTALL AN AIR-SOURCE HEAT PUMP

An air source heat pump transfers heat from outside air to water to heat your building and water tank.

10. INSTALL SOLAR-PV PANELS

In the right conditions, solar photovoltaic (PV) panels can save you having to buy electricity from the grid.

Funding Hints and Tips

AVOID...

- Flooding application with 'buzzwords'
- Making grandiose claims – e.g. 'the refurbishment of our clubs sports facility is critical to the future of sport in the UK'
- Assuming the assessor has any knowledge of your club/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 club might not always be the best applicant and a partner might be the better applicant

AI (Artificial Intelligence)

Lots of people/organisations are turning to using AI to write bids e.g., ChatGPT; www.chatgpt.com

There are many pro's and con's of using AI to write sports funding bids....

✓ Pros

- 1. Time Efficiency:** AI can quickly generate structured drafts, saving staff time for bids, and tailoring content.
- 2. Consistency & Structure:** Ensures bids are clearly formatted, with headings, and impact sections laid out logically.
- 3. Language Enhancement:** Can refine grammar, tone, and persuasive language, making proposals more professional and compelling.
- 4. Data Handling:** AI can summarise statistics, participation data, and impact metrics in accessible ways.
- 5. Idea Generation:** Provides inspiration for outcomes, KPIs, and community impact framing. This is helpful for less experienced bid writers.
- 6. Scalability:** Enables organisations to produce multiple tailored bids for different funders more efficiently.

Cons

- 1. Generic Content Risk:** AI outputs can sound formulaic and lack the personal stories, community context, or passion that funders value.
- 2. Accuracy & Compliance:** AI may misinterpret guidelines or invent data, risking non-compliance with bid requirements.
- 3. Over-reliance:** If relied on too heavily, may lose the understanding of funder priorities.
- 4. Lack of Local Voice:** Funders often want to see authentic community engagement. AI can't substitute real stakeholder input.
- 5. Ethical/Perception Issues:** Some funders may see AI-written applications as impersonal or misaligned with their values.

6. Obvious AI has been used: Due to the similarities across applications funders receive, it is obvious AI has been used. It's unclear how Funders really feel about this, but over time it's likely to be viewed as plagiarism is, and so bids are likely to be rejected.

Best Practice:

AI works best as a **support tool**, helping with structure, clarity, and drafts, but human expertise is essential to add **local knowledge, authenticity, and strategic alignment** with funder priorities.

If used to write a bid other than a support tool, bids over time are likely to be rejected.

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 club/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 club/project

Know how and where to find information on available funding

Grantway (search engine):

<https://grantway.induct.net/search?sc=250&q=&ft=1&c=16&t=1&r=9>

Funding 4 Sport & HSP Bid Writing Offer

- Live Life Better in Hertfordshire (Older Adult Projects)
- Active Local (Area of Deprivation); [Active Local \(sportinherts.org.uk\)](http://sportinherts.org.uk)
- Environmental Sustainability
- Disability (linked to 2026 Hertfordshire Year of Disability)



Contact Information

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Herts
**Sport &
Physical
Activity**
Partnership