

Archery GB Development Conference Lilleshall 22-23 October 2011



Workshop Outcomes

By the end of the session, you should be able to:

- ❖ Understand the national agenda for sport and how it relates to applying for funding
- ❖ Consider the key points in planning your project
- ❖ Understand what makes a good application
- ❖ Identify sources of funding, including grants, sponsorship and general fund-raising

Sport England's Targets

- ❖ One million people doing more sport by 2012–13
- ❖ A 25% reduction in post-16 drop off in at least five sports by 2012–13
- ❖ Improved talent development systems in at least 25 sports
- ❖ A measurable increase in people's satisfaction with their experience of sport

Sport England's Priority Groups

- ❖ Women and girls
- ❖ People from black and ethnic minorities
- ❖ People with disabilities

- ▶ The Archery GB Guide to Funding covers the numerous different schemes & ideas available to clubs.
- ▶ We will look in more detail at the Sport England Lottery Funded schemes:
 - ▶ Small Grants Programme
 - ▶ Sponsorship & Sportsmatch
- ▶ We will look at the Small Grants criteria & what makes a good application

The National Lottery Facts

- ▶ Started in 1995
- ▶ Has raised £23.866b for good causes.
- ▶ Has made 57328 awards to sport with a total value of £4.326b
- ▶ 28p from every £1 goes to good causes
- ▶ Jan 2010 – Sep 2011 there have been 1758 awards value £177m
- ▶ 11 awards to Archery value over £60000
- ▶ Only 5 to Archery clubs.
- ▶ There is generally less money around now to fund projects

The Small Grants Programme

- ▶ Awards are for amounts from £300 to £10000
- ▶ Projects must be delivered within 12 months
- ▶ Projects must aim to increase and/or sustain participation in sport or provide opportunities to excel
- ▶ Priority will be given to projects that demonstrate the biggest impact to Sport England strategy

Planning Your Project

- ▶ Who are the key players?
- ▶ What are the timescales – start & finish?
- ▶ How much will it cost?
- ▶ How is it to be funded?
- ▶ What are the risks?
- ▶ What is the purpose of the project?
- ▶ Who will benefit?
- ▶ How will the project support the national targets?

What makes a good application ...

- ▶ Your club must be properly structured
- ▶ Your project should have clearly defined aims & objectives
- ▶ There is a clearly defined budget
- ▶ A minimum of 3 quotes must be obtained for capital schemes over £5000
- ▶ There is clear evidence of need
- ▶ The project is sustainable
- ▶ Use the pre-application checklist

What makes a good application

- ❖ Read the information and instructions carefully
- ❖ Seek advice – use your Development Team!
- ❖ Practise on a photocopied form
- ❖ Complete the form fully and clearly
- ❖ Be brief but informative
- ❖ Provide details of a contact person
- ❖ Provide supporting material
- ❖ Submit on time
- ❖ Keep a photocopy of the application.

Please complete this checklist before beginning your Small Grants application.

If you are in doubt about anything, please call us on 08458 508 508.

1. Are you...	Yes	No
A registered charity	<input type="checkbox"/>	<input type="checkbox"/>
A formally constituted club or association	<input type="checkbox"/>	<input type="checkbox"/>
A parish, Town, District, County or Unitary Authority	<input type="checkbox"/>	<input type="checkbox"/>
A School, Further Education establishment or Primary Care Trust	<input type="checkbox"/>	<input type="checkbox"/>
If you answered YES to ANY of the above, please CONTINUE...		

2. Has your organisation...	Yes	No
Already received a Small Grant in the last 12 months	<input type="checkbox"/>	<input type="checkbox"/>
If you answered YES, please note that the maximum allowed is £10k in a 12-month period.		

2. Does your organisation...	Yes	No
Have no unmanaged debts or liabilities	<input type="checkbox"/>	<input type="checkbox"/>
Have at least three unrelated or non-cohabiting members of the management committee	<input type="checkbox"/>	<input type="checkbox"/>
Have suitable governance controls to manage a grant from Sport England (e.g. regular committee meetings, financial reporting etc.)	<input type="checkbox"/>	<input type="checkbox"/>
If you answered YES to ALL of the above, please CONTINUE...		

3. Are you looking for funding for...	Yes	No
General running costs of your organisation (e.g. rent, heating etc.)	<input type="checkbox"/>	<input type="checkbox"/>
An annual or previously run event	<input type="checkbox"/>	<input type="checkbox"/>
A single individual	<input type="checkbox"/>	<input type="checkbox"/>
Salaries for existing posts	<input type="checkbox"/>	<input type="checkbox"/>
Activities that the state is legally obliged to provide (e.g. as part of the school curriculum)	<input type="checkbox"/>	<input type="checkbox"/>
A used road vehicle	<input type="checkbox"/>	<input type="checkbox"/>
Building, construction, refurbishment or land improvement	<input type="checkbox"/>	<input type="checkbox"/>
A project that requires planning permission that is not yet in place	<input type="checkbox"/>	<input type="checkbox"/>
A project that has already started	<input type="checkbox"/>	<input type="checkbox"/>
A higher risk sport, where you are NOT affiliated to an appropriate National Governing Body (e.g. Boxing, Chinese Martial Arts)	<input type="checkbox"/>	<input type="checkbox"/>

If you answered YES to ANY of the above, your project may NOT be eligible for a Small Grant. Please contact us before applying. Otherwise, please CONTINUE...

4. Does your project...	Yes	No
Require a Small Grant of between £300 and £10,000	<input type="checkbox"/>	<input type="checkbox"/>
Cost less than £50,000 in TOTAL	<input type="checkbox"/>	<input type="checkbox"/>
Have a timescale of less than 12 months	<input type="checkbox"/>	<input type="checkbox"/>
Aim to increase or sustain participation in Sport	<input type="checkbox"/>	<input type="checkbox"/>
Focus on at least one recognised sport	<input type="checkbox"/>	<input type="checkbox"/>

If you answered YES to ALL of the above, please CONTINUE...

5. Can you...	Yes	No
Describe how many people will access your project and how they will benefit	<input type="checkbox"/>	<input type="checkbox"/>
Monitor the numbers of participants to show how successful the project is	<input type="checkbox"/>	<input type="checkbox"/>
Provide evidence that the project is needed	<input type="checkbox"/>	<input type="checkbox"/>
Provide a clear and detailed project budget	<input type="checkbox"/>	<input type="checkbox"/>
Monitor expenditure to show that any grant is spent correctly	<input type="checkbox"/>	<input type="checkbox"/>

If you answered YES to ALL of the above, please APPLY FOR A GRANT*

* Please note: Completing this form does NOT mean that your application will necessarily be successful.

Recent successful Archery grants

- ▶ Dove Valley – £9880 development programme
- ▶ Pendle & Samlesbury - £10000 increase participation
- ▶ Harlequin Bowmen – £5948 increase participation
- ▶ Cockermouth – £4267 purchase of Danage timers & coach development
- ▶ Alan a Dale - £6630 increase participation

Sponsorship & Sportsmatch

- ❖ With the TV & press coverage that Archery will receive in the lead up to and during the 2012 Olympics there will be no better time to attract sponsors to your club
- ❖ A sponsorship agreement is designed to complement the brand's marketing strategy, influence certain target groups and raise the company's profile, image and impact.

Common sponsorship activities include:

- ❖ displaying brand name on players' kit and other merchandise
- ❖ advertising banners at venues and adverts in programmes
- ❖ using the club, event or team in adverts and other promotions by the sponsor
- ❖ producing joint websites or website links.

Finding a Sponsor

- ❖ Appoint a Sponsorship Coordinator
- ❖ Identify what you are seeking sponsorship for
- ❖ Complete a sponsorship audit, including a:
 - sports audit (what you have to offer)
 - sponsor audit (what the sponsor is seeking to achieve)
- ❖ Draw up a shortlist of companies – be realistic
- ❖ Don't forget to use personal contacts (you, your family and friends)
- ❖ Write a sponsorship proposal.

Drawing up a Shortlist of Potential Sponsors

Identify companies that:

- ❖ are looking for a different way to promote their business
- ❖ want to change their image
- ❖ are new, or are developing a new range
- ❖ have recently moved into the area and want to get themselves known locally.

Sportsmatch

- ▶ Sportsmatch makes awards to not-for-profit organisations that have secured sponsorship to delivery new community projects to grow or sustain participation
- ▶ Awards of between £1000-£100000 can be made to match funding new sponsorship

runningsports

- ❖ free downloads
- ❖ top tips
- ❖ quick guides
- ❖ best practice case studies
- ❖ workbooks
- ❖ workshops
- ❖ newsletters
- ❖ e-learning...and much more.

Home Countries

- ▶ This presentation is mainly concerned with Sport England funding. The principles regarding applying can be applied to any funding application.
- ▶ Clubs in Scotland should visit www.sportscotland.org.uk/funding
- ▶ Clubs in Wales should visit www.sportwales.org.uk/funding--support.aspx
- ▶ Clubs in NI should visit www.sportni.net/Funding

**For more information & support
on funding applications
contact the Archery GB
Development Team**

**Tel: 01952 602795 or email:
arran.coggan@archerygb.org**