

**Sportsmatch Programme  
Guidance Document 2012-13**



**SPORT  
ENGLAND**

Creating sporting opportunities in every community

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## Welcome to the Sportsmatch programme 2012-13

Sportsmatch makes awards to not-for-profit organisations that have secured sponsorship to deliver new community projects for young people (14+) and adults to take up and keep a sporting habit for life.

Sportsmatch uses money from the government to encourage new sponsorship of grassroots community sport. Priority is given to applications seeking to match sponsorship from the commercial sector but donations from private individuals or charitable trusts are also acceptable provided they meet our sponsorship eligibility criteria.

Awards of between £1,000 and £100,000 can be made to match funding from no more than five sponsors, with each sponsor contributing a minimum of £1,000.

Before making an application, we suggest you complete the pre-application checklist to help you decide if your organisation, sponsorship and project are eligible for a Sportsmatch award. We would also strongly recommend that you read the rest of the Sportsmatch information on our website.

This guide will seek to address important points such as:

- Who can apply
- What we will and what we won't fund
- How to apply for funding
- What makes a good application

In addition to this guidance, we can also offer help through:

- Our website: [www.sportengland.org/funding](http://www.sportengland.org/funding)
- Our advice line: 08458 508 508
- Email: [funding@sportengland.org](mailto:funding@sportengland.org)

## Want to apply?

### Who can apply?

Sportsmatch can fund formally constituted not-for-profit organisations and statutory bodies. This might include sports clubs, voluntary organisations, local authorities, schools, universities or governing bodies of sport.

Your constitution or governing document should contain a clear not-for-profit statement and a charitable dissolution clause. Your governing committee should contain at least three non-related and non-cohabiting members and, if you are a club or association, membership should be open to all sections of the community.

### Projects - What do we want you to achieve?

Our mission is to get more people playing more sport more often. We want to create a sporting habit for life and we have set a number of key outcomes within our 2012-17 strategy. We want all applications to tell us how they will help deliver these strategic outcomes:

- An increase in the proportion of 14-25's playing sport once a week
- A growth in regular (once a week) participation for all those aged 14+
- A reduction in drop off at ages 16, 18, 21 and 24
- Growth in participation by people with a disability.

If your project is focused on delivering sport to people aged 13 and under you will need to demonstrate how it directly supports our objectives. Different sports have different requirements and the age at which participation begins to drop off can be earlier in some sports compared to others.

## What can we fund?

If your project meets the following criteria it is potentially fundable by Sportsmatch:

- You can deliver your project in a 12 month period from the date of our offer.
- Your project will be able to demonstrate it has supported delivery of Sport England's strategic outcomes.
- Your project is focused only on sports currently recognised by Sport England and delivered to beneficiaries based in England. Please note, that for sports which Sport England deem higher risk, appropriate affiliation is required to the National Governing Body, e.g. gymnastics, boxing and martial arts. Please call the funding helpline on 08458 508 508 if you are unsure whether your sport fits into this criteria.
- Your project start date is no sooner than 12 weeks after submission of your complete application and supporting documents.
- Your sponsors are commercial companies, private individuals or charities/charitable trusts providing a minimum of £1,000 (see Eligible Sponsorship for more details).
- Your project is for new activity or you are applying for a second or third year of a three year project previously supported by Sportsmatch (please note if applying for year two funding you can apply for up to a maximum of 50% of the total eligible sponsorship amount and up to 25% of the total eligible sponsorship amount for year three applications).

## What don't we fund?

The following are examples of expenditure we will not fund or match against:

- Projects involving building or refurbishing property (including temporary buildings), or land improvement or any projects that require planning permission e.g. fixed floodlights, land drainage, new or improved changing facilities or permanently installed items of equipment.
- The general running costs of an organisation, e.g. existing, repeat or regular events, maintenance or replacement of existing equipment.
- Activities that the state has a legal obligation to provide, e.g. activities within curriculum time.
- Items which mainly benefit an individual, e.g. bursaries, kit or equipment that is not shared (team kit is acceptable for new teams only), match day tickets.
- Endowments, loans or interest payments.
- Used road vehicles.
- Salaries, except for coaching costs or new fixed term positions needed to meet a specific project requirement. Staff costs must be clearly additional to existing costs.
- Projects that distribute Sport England funds to other organisations (delegated grant making).
- Costs incurred in submitting the application, e.g. consultancy costs.
- Expenditure committed or projects that take place or start before the date of the offer letter, except for those that have been granted Without Prejudice Permission.
- Contingency costs and VAT that you can recover.
- Projects that have also been funded by, or require funding from other Sport England programmes.

## Sponsorship

### What is Sponsorship?

Sponsorship is defined by the Chamber of Commerce as any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and sponsoring property in return for rights to promote this association and/or image for the grant of certain agreed direct or indirect benefits.

The aim of Sportsmatch is to bring commercial sponsorship in to sport. However, as many charities/charitable trusts and private individuals obtain their income from commercial activity those are also acceptable forms of sponsorship. Priority is given to applications seeking to match new sponsorship from the commercial sector.

Sportsmatch can match up to five eligible sponsors, each of which must contribute a minimum of £1,000.

You can have already received the money from your sponsor at the time of submitting your application. However, you should not spend any of your sponsor's money on the project until you have received a funding decision from us.

### In-kind funding

Sponsorship in-kind relates to situations where the sponsor provides equipment or items to the organisation, instead of investing cash. Sportsmatch may be able to match the value of these items provided it equates to no more than 50% of the total eligible sponsorship (e.g. a £100k project with £50k being requested from Sport England, at least £25k of the remaining funding would need to be **cash** sponsorship). In-kind funding can include sporting equipment and other non-personal items directly related to sporting activities (including kit which remains in the organising body's possession).

The items being matched in-kind must be capable of being given a monetary value which can be verified and must be at cost price to the sponsor. It will be necessary to show that the goods will contribute to increasing participation in sport and be directly linked to your project activity. Sportsmatch will not match personal time, advertising space or publicity costs.

## Sponsors ineligible for match funding

We cannot match sponsorship from:

- a statutory body, for example a local authority or further education college, or an organisation that receives more than 25% of their funds from government sources, as this would be public funds matching other public funds.
- Grants from the Landfill Communities Fund, gift aid and contributions derived from an agreement or undertaking made under Section 106 of the Town and Country Planning Act 1990.
- An organisation whose primary purpose is the promotion or sale of alcohol or tobacco where project beneficiaries are under 18 and/or the project involves motor sports.
- An organisation whose business may harm the reputation of Sport England.
- An organisation that derives its funds from the delivery of sporting activities, a national governing body, charity or professional sporting body that is investing in its own sport e.g. a leisure centre who provide opportunities for badminton sponsoring a badminton club. Investment in other sports will be considered on a case by case basis.
- An organisation without a base in the UK.
- Professional or trade associations.
- Charities that do not have a provision in their constitution to give grants.

For additional sponsorship information please download our Sportsmatch Sponsorship Guidance document.

## How to apply

Sportsmatch is open to applications for projects that will start in the 2012/13 financial year. Applications must be submitted through the My Applications online portal on this website. We expect to have allocated all the available 2012/13 Sportsmatch funding by the end of Autumn 2012 so we advise you to submit your application as early as possible. Updates regarding the funding portal closure will be provided on the website.

To help prepare your application, you can download a dummy version of the online application form. This form cannot be used as an application form. You must apply online.

We recommend that you take time to read this guidance document in full before beginning your application and should you need any clarification or advice please call the Sportsmatch team on the Funding Helpline 08458 508 508. You may also want to view our terms and conditions of funding which will tell you your obligations under the award contract should your application be successful.

## How long will it take?

Once we have received your application and supporting documents, it should take no longer than 12 weeks for you to receive a decision. However, this only applies if you send all the necessary information with sufficient detail when you submit your application. Otherwise, we will email you and you will have to send us the required information so we can continue to assess your bid, which may affect the timescales involved.

All non-statutory organisations must remember to submit:

- Its constitution / governing document
- Its most recent annual accounts (or three years of income and expenditure projections if you have been operating for less than 12 months)
- Copies of its last three bank statements

All applicants must remember to submit:

- Sponsors Declaration Form (or other appropriate evidence of sponsorship)

- Child Protection Policy/Vulnerable Adults Protection Policy (where appropriate)
- Any Project Delivery Plan you may wish to provide

All of these documents can be uploaded with your application or sent by post but your application will not be considered complete until we have received them.

### **Without Prejudice Permission**

It is Sport England policy that no funding will be made in aid of expenditure to which the applicant organisation has committed itself by purchase, contract or other binding agreement before receiving a written award, unless it has obtained our written consent prior to the commitment.

Written consent prior to the commitment, Without Prejudice Permission (WPP), can be requested if there have been some extenuating circumstances that meant you have not been able to submit your application 12 weeks before your project is due to start. It will be granted in exceptional circumstances only and where doing so does not impinge on your ability to comply with our terms and conditions of award if your application is successful.

Please be aware that being granted permission does not commit Sport England to give any financial assistance to the project and will only be issued where the project appears to satisfy Sportsmatch eligibility criteria and any decision to proceed with the project is entirely at your own risk.

To request WPP you must contact a member of the Sportsmatch team on 08458508508 and quote your Unique Reference Number (URN).

## What makes a good application?

Assuming your project meets our funding criteria, you should then ensure your application provides sufficient detail for us to know what it is you will deliver with our award.

Below are a number of key points to consider:

### **1. Your organisation is eligible to apply and has suitable governance arrangements**

This means that your organisation should be formally constituted on a not-for-profit basis with a charitable dissolution clause. Your constitution should contain sufficient information to show how you have appropriate governance and financial controls and you must have a minimum of three unrelated or non-cohabiting members. If your organisation's financial health is not clear on your accounts you should ensure a full explanation is provided in the application. More information can be found on our Good Governance guide.

### **2. Your project should have clear and deliverable aims and objectives**

Any award from Sport England should be seen as an investment to purchase enhanced sporting opportunity. Your application therefore needs to demonstrate that you have a clearly defined project that explains what it is you want to do. It should provide tangible and measurable objectives to be achieved with a clear statement about how many people will benefit and how they will benefit. For example, specify how many sessions each participant will take part in and what they will gain from those sessions. We would encourage you to consider submitting a project delivery plan that sets out your targets, key milestones and how each output will be measured. If you are trying something new you should consider how you will evaluate the success of the project.

### **3. Include a clear and accurate project budget that represents good value for money**

Your application should contain sufficient information to enable us to see how your budget has been put together. Feel free to submit a separate budget page if you cannot fit this into the application form. We need to know how each budget heading has been calculated and, for capital items over £5,000, that three quotes have been obtained where appropriate. We will assess value for money based on the total project cost, our contribution, how many people will

benefit and the difference the project makes to those participants. You should, therefore, ensure your application provides all this information for us to be able to make a sound judgement.

#### **4. Your project should show clear evidence of need**

We are unlikely to fund a project where the application does not evidence a need for the work. The level of evidence will depend on how much you are applying for but we would usually expect to see some evidence that your project is complementary to other available provision and that you have undertaken consultation with key stakeholders, in particular, potential beneficiaries. If you are organising an event or coaching sessions for new participants we need to be sure they will turn up. Discussions with partner agencies such as your county sports partnership, national governing body or local authority should also be referenced.

#### **5. The project or its outcomes should demonstrate sustainability**

This means that, when our funding runs out, you can either continue to deliver the project through other sources of funding, or that there are outcomes of the project that have a lasting legacy. For example, a project that trains young people to be coaches can have a lasting legacy through the people they then go on to train. If you do wish to continue the project after our funding finishes you should explain how this will be funded and explain how you will minimise the negative impact on beneficiaries if your fundraising efforts are not successful.

### **Your referee**

Unless your organisation is a statutory body, county sports partnership or national governing body, we will need details about a referee for your project. We may contact them as part of our assessment process so you should discuss your project with them before you apply. If your application is successful they will need to sign a declaration and we may also ask them to complete a brief report about your project when it has finished.

Your referee should be independent of your organisation and should be someone with a professional or public position we can check (for example, your local MP, local councilor, a solicitor, senior bank official, local authority officer, national governing body representatives).

Your referee must not be someone who benefits from our grant, nor related to anyone who will benefit. They must not be (or have been in the last two years) a member, trustee or staff member, nor related to anyone in these positions.

## **Businesses that offer help**

Some businesses promote their services by telling potential customers about Sport England funding programmes. They may offer consultancy services or imply that they are acting on our behalf. They might even offer to help you fill in the form if you pay them a fee or deposit.

While there are some good consultancies available that may provide a useful service in helping an organisation consider planning or delivery issues our application process has been designed in such a way to minimise the need for any paid assistance. The application form itself is simple to complete and help is available by calling the Sportsmatch team on 08458 508508.

It is important that the staff and volunteers of your organisation have the capacity to deliver the project you are applying and we are unlikely to fund any project where it is not clear that this is the case.

Please note we do not act with or endorse the services of any supplier or consultant and will not pay any costs, commission or fees that they may charge you to make an application.

## Data protection

We will use the information you give us on the application form and supporting documents during assessment and for the life of any grant we award you to administer and analyse grants and for our own research. We may give copies of this information to individuals and organisations we consult when assessing applications, when monitoring grants and evaluating the way our funding programmes work and the effect they have. These organisations may include accountants, external evaluators and other organisations or groups involved in delivering the project.

We may also share information with other Lottery distributors, government departments and other organisations and individuals with a legitimate interest in Lottery applications and grants, or for the prevention and detection of fraud. We may use the data you provide for our own research.

We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

## Freedom of Information

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold. This includes information received from third parties, such as, although not limited to, grant applicants, grant holders, contractors and people making a complaint.

If information is requested under the Freedom of Information Act we will release it, subject to exemptions, though we may consult with you first. If you think that information you are providing may be exempt from release, you should let us know when you apply.

## If your application is successful

If you are offered an award you will receive a letter from us confirming that your application has been approved and explaining how to claim your award. You should take time to read the terms and conditions of the award before accepting the offer.

When you receive the letter informing you of your success, you must do the following:

- Note the deadline in the letter for you to accept the award offer
- Invoice your sponsor for the agreed amount, including an order for goods if the sponsorship is 'in kind'. Include VAT if you are VAT registered.
- Check you have read our Press and Publicity Guidelines.

The following documents should be sent back to us, as outlined in the award letter:

- Your acceptance and payment claim form, signed by two authorised senior officials from your organisation
- The BACS form, signed by your treasurer or account signatory
- Your referee declaration form, completed by the nominated independent referee as stated in your application form
- Evidence that the sponsorship monies have been paid to you. This can take the form of a letter from your bank confirming that the monies have been received from your sponsor or by an up to date bank statement showing the receipt of payment
- For sponsorship provided in-kind, we will need a delivery note (or equivalent) confirming that goods are in place as specified. This should specify details such as the quantity and value of the goods.

Once we have received these documents and checked to make sure everything is in order, we can transfer the award to your organisation's bank account. Payments generally take around ten working days to be released from receipt of all relevant documentation. Please keep all invoices, receipts and financial records relevant to the project as you will be required to submit these with your reporting forms. Sport England will also select a number of projects for monitoring visits.