



The following guidance provides suggestions to help you populate the key narrative sections of the first stage application form for Sport England's **Community Asset Fund**.

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About You

You have **250** words to tell Sport England a little about your organisation.

Pointers to help complete the section ✍

Describe your organisation:

- When was the organisation established and give a brief history of how it has evolved
- Briefly describe your facilities in general
- What sport(s) are played
- What is the age range of the people who take part in sport at your organisation
- How many teams
- How many members
- Details about the committee structure
- Details about any management strengths
- Is anyone else involved at the club
- Detail whether your club holds the freehold or leasehold. If leasehold, detail how long remains.
- What is the club's vision / plans for the future

- Is there anything special about where your organisation is located e.g.:
 - Is your organisation located in an area of high deprivation, or
 - Is your organisation the only sports organisation in your area
 - Is your organisation the only organisation delivering your sport in your area

 - Is there anything else which might be of interest to Sport England e.g.:
 - Is there anything special about your volunteers / coaches
 - Does your organisation have good links with local schools
 - Does your organisation have good links to other organisations (sport and / or community)
 - Is your organisation delivering any special projects?
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Your Project

You have **250** words to tell Sport England about your project.

Pointers to help complete the section ✍

The form asks you to think about what the project is, what the funding is for, describing spaces and what you will change.

- Describe what is wrong with the current space
- Clearly describe what the project is – what will be in place at the end of the project
- Describe how the project will correct what is wrong
- Detail why the project is important to the organisation
- Describe whether the project will provide a more welcoming / inclusive environment
- Detail what impact the project will have on:
 - the people who currently use the facility
 - the people who will use the facility in the future
 - the people in the community

- If this is a phased project, clearly detail which phase it is you are requesting funding for.
- Detail whether you have planning permission for the project.

You have the opportunity to upload pictures and a video to the form. We strongly recommend that you do this to show the issues with your space.

Why do you Need to do this Project?

You have **500** words to tell Sport England about the need for your project.



“Think about current issues, the impact for your users and the effect of not doing it.”

Pointers to help complete the section ✍

Describe:

- 1) The **Physical Need** for the project – what needs sorting, e.g. the roof of the pavilion has a hole in it and it needs fixing.
 - 2) The **Impact** for your users and the effect of not doing it.
 - a. Is your current facility creating a barrier to participation – e.g. is it difficult for users to get changed
 - b. Are you losing member / users
 - c. Are you not able to encourage new members / users
 - d. Do you have a waiting list
 - e. Are you not able to introduce new activities
 - f. Are there any long term implications to the organisation, if you aren't able to do this project?
 - 3) The **Strategic fit** of the project to
 - Local, regional, national strategies e.g. [Derbyshire Sport's](#) strategy, the local authority's sport development strategy if applicable.
 - Sports statistics, local statistics e.g. [Active People data](#) and [National Statistics](#).
 - 4) The **Support** for the project
 - Consultation / surveys / discussions with (or letters of support from):
 - Members
 - Other users
 - Other stakeholders e.g.
 - Schools – primary or secondary (remember Sport England's new strategy has increased the age range they will support. It is now 5 years and older)
 - The local district / borough council.
 - The local parish council
 - Derbyshire Sport
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Your People

You have **500** words to tell Sport England about the people who will benefit from the project.

Pointers to help complete the section ✍

Describe who will benefit from your project? Sport England is particularly interested if your project will benefit people within the following groups:

- Women / girls
- Young people
- Older people
- Disabled people
- People from lower socio-economic backgrounds
- **Inactive people** – this is a key priority for Sport England. The definition of an inactive person is someone who, over the course of a week, does not achieve a total of 30 minutes moderate intensity equivalent minutes of physical activity.

Clearly detail whether your project will benefit any of the above. Include any other groups of people you currently, or hope to work with in the future.

Detail who you:

- Currently work with
- Who you will work with in the future
- How will you will reach them? E.g. through:
 - Linking with other organisations e.g. clubs / schools
 - Linking to other projects
 - Delivering taster sessions
 - Creating new teams – beginners etc
 - Creating more training sessions
 - More competitions
 - Training more coaches to deliver opportunities
 - Setting up different versions of traditional sports aimed at children e.g. Kwik Cricket; aimed at older people e.g. Walking Football etc.
 - Promotion / marketing plan
 - Community events
 - Breaking down barriers e.g.
 - Providing welcoming facilities
 - Welcoming volunteers / coaches
 - Delivering activities at different times of the day / week

Making it Happen

You have **500** words to tell Sport England how the project will happen.

Pointers to help complete the section ✍

Sport England suggest 'Think about: your organisation's role, who's responsible, other organisations involved, short term, long term'.

It might help to think about answering this question in two parts:

- 1) The building, facility or pitch development project
 - a. Detail **what** will happen – the key stages from start to finish
 - i. From the planning stage
 - ii. To the completion stage
 - iii. Think about sustainability and how the organisation will manage the maintenance of the facility and cover the costs of this in the future.
 - b. Detail **how** the key stages will happen
 - c. Provide a rough **timeline** of when things will happen
 - d. Detail **who** will be responsible for key actions e.g. the organisation's staff or volunteers, other organisations involved in the project.

 - 2) **What** will happen after the CAF project has been completed. Detail the activities that will happen because of the project e.g.
 - a. Delivering taster sessions
 - b. Creating new teams – beginners etc
 - c. Creating more training sessions
 - d. More competitions
 - e. Training more coaches to deliver opportunities
 - f. Setting up different versions of traditional sports aimed at children e.g. Kwik Cricket; aimed at older people e.g. Walking Football etc.
 - g. Community events

 - 3) **Who** will be involved in making the activities happen. Detail whether you will work with other organisations
 - 4) **Who** the sessions will target.
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Next Steps

If your Expression of Interest is successful, Sport England will be very interested to hear how and who you have consulted with to identify the need for your project. Good consultation will help provide evidence that will help with the completion of the second part of the application process. Therefore, Sport England's 'Developing Your Idea' document is essential reading to help make sure you are prepared for the second stage of the application process. [Click here](#)

Help!

- Read Sport England’s guidance – [click here](#)
- Tel. 08458 508 508
- Club Matters’ website
- Feedback on draft application?

Read the [guidance notes](#) relating to the fund. The notes aren’t long but they are worth reading to get some background information about the funding and to make sure your project is covered by the programme.

Sport England have a funding helpline – don’t hesitate to contact them if you have a specific query about the fund.

There are some useful resources on Sport England’s [Club Matters](#) website.



Finally, it is always helpful to get someone who doesn’t know anything about your project to feedback on your draft application form. They will be in the same position as the person who will assess your application! So, please do not hesitate to contact me if you would like me to feedback on your draft bid if it is for a project located with Derby or Derbyshire.

And finally, the best of luck with your application!

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Derbyshire Sport 

