



This guidance is to act as a short summary of key pointers to consider when writing the main narrative sections of **Sport England’s Small Grants application form**. It therefore supplements Sport England’s [general guidance](#) to the programme. Use the pointers highlighted below in red to help provide a checklist of things you could include in your application.

## 1) Essential – Check the Check List!

Before you do anything else, spend a couple of minutes going through Sport England’s checklist for the Small Grants programme. This will quickly flag up whether there are any issues which need to be addressed or whether there is anything which you won’t be able to sort out. If everything is okay, then make sure you are familiar with the guidance for the fund. [Click here](#) or the picture below:



## 2) Your Project Description

The following suggestion provides a nice concise way to describe your project which will help the grants officer assessing your application, immediately understand within 100 words what you need the funding for. Use the bullet points to think about what you want to do, how you are going to do it and what will result once you have completed the project.

- **What** are you going to do
- **How** you are going to do it
- **What** will result

We will (Insert **what will result**) by (insert **what are you going to do**). To help us do this we will need to (Insert **How you are going to do it**).

- **What will result** 'attract and sustain forty new young people aged 14+ into badminton'
- **What are you going to do**  
'by providing a 12 week coaching programme'
- **How you are going to do it**  
'purchase equipment (describe)'  
'train 2 level 2 coaches'

Therefore:

*We will attract and sustain 40 new young people aged 14+ in badminton, by providing a 12 week coaching programme. To help us to do this we will purchase badminton racquets, nets, shuttlecocks, hire the local community centre, and train two level 2 coaches to help deliver and sustain the sessions.* (51 words)

### 3) Why is Your Project Needed?

The following pointers are to help you think about what you could include in the 'Need' section.

*Pointers to help complete the section* ✍

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1) The **Demand** for the project

- Waiting lists
- Gaps in provision / lack of local alternatives. Will this project provide activities within the local area which currently aren't available elsewhere?
- Losing members
- Encouraging new members

2) The **Strategic fit** of the project to:

- Local, regional, national strategies. Does the project fit within the aims and objectives of the Local Authority, [Active Derbyshire](#), the National Governing Body's Plans, School Sports Partnership etc...
- Sports statistics, local statistics

3) The **Support** for the project

- Consultation / surveys with members, users and other stakeholders. Good consultation can help convince the assessor that there is a demand for your project. You could use [Survey Monkey](#) as well as paper surveys to get feedback on your project.

- Letters of support (make sure you attach them)

Quote within your application key results from your consultation. Also, good quotations from potential beneficiaries / stakeholders can help illustrate a point.

- 4) The **Financial need** – is there a lack of free / cheap access to the sport which this project will deliver. Therefore, will this project fill a gap in affordable provision in the sport?

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Don't hesitate to contact me, if you want some pointers relating to local strategies and statistics for Derbyshire. If you know anyone in sports development at your local (district / borough) council, then it is worth contacting them too, as well as your local NGB officer. Ask them for a letter of support. Also ask other stakeholders for a letter of support, e.g. schools or other clubs which you work with or are looking to work with.

#### 4) What Difference Will Your Project Make?

Use this section to describe the sporting opportunities your project will provide and the impact it will have on Sport England's strategy.

Sport England's current focus continues to be on **people aged 14 and above**. Their outcomes are detailed below. These are what Sport England want you to meet in return for the grant.

Describe the general benefits for the people taking part. Provide details of the number of people who will benefit as well as how much benefit they will get.

#### *Pointers to help complete the section* ✍

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Focus on how the project will address one or more of Sport England's Strategic Outcomes:

- Get inactive people to become more active
- Develop more resilient sporting habits
- Lead to more positive attitudes among young people
- Develop more diverse volunteers
- Improve progression and inclusion in talent development

State which outcome(s) your project meets and detail:

- the numbers of people involved,
  - Describe the quality and quantity of the involvement that each person is likely to get.
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## 5) How Will You Make Your Project Happen?

This section is all about how you are planning to deliver your project. Sport England want to gain a full picture of how your project will happen and have assurance that it has been planned thoroughly. Treat this section like a project plan. Therefore, make sure that you include all the key actions, from start to finish, that you would undertake to deliver the project. If you think you can provide this information in a clear way by submitting a project plan, then you can use Sport England's template. [Click here](#) to find the template on Sport England's website.

Think about whether you can use any of Sport England's Insight to help you reach out to your potential beneficiaries. If you can, include references to it in this section and how you would use it. E.g.:

[Go Where Women Are](#) Insight is about engaging women in sport and exercise on their terms and in their space whether physically or emotionally. The insight pack explores Sport England's current understanding of women, their relevant motivations, barriers and triggers to getting more active, and what this means for sports and exercise activities and initiatives.

If you're trying to increase your engagement with young people then have a look at Sport England's [Youth Insight Pack](#).

If your project is focused on outdoor activity market, then have a look at Sport England's Insight [Getting Active Outdoors](#). This is a study of demography, motivation, participation and provision in outdoor sport and recreation.

If short of time, focus on the Executive Summaries of the relevant report to see if there is anything you can use for your project. If so, see if you can detail it within this section.

### ***Pointers to help complete the section***

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Provide a time line of what will happen, when. Also detail who would be responsible for key actions, particularly those who will deliver coaching or coach training. If your project involves another organisation it is good to get them to provide a letter / email confirming their involvement. Therefore detail:

**What:** Provide an overview of the activities you will deliver.

Will the project:

- **Deliver coaching sessions** – if so how many per week, how many weeks, how many participants per session, where will they take place, how long will they last, who will deliver them?

- **Train new coaches** – if so, what level will they be, who will train them, how much coaching will the new coaches deliver?
- **Purchase equipment** – if so, what will it be, how much will each item cost, how will you ensure best value for money, how will it be used?
- **Hire facilities** – if so, what facilities will they be, where are they?
- **Publicity** - if so, what kind will it be, how do you know it is suitable to attract participants to your particular project (check whether any of Sport England’s Insight can help you with this)?
- **Work with other organisations** – if so, who will they be, have they agreed to be involved, can you provide letters of support?
- **Will your project do anything else** – if so, provide details
- **Sport England’s Insight** – can you link to Sport England’s Insight around women, young people or the outdoor activity market? If so, include brief details of how this insight can inform your project.

**When:** Start date, how often, length of sessions, end date etc.

**Where:** Geographical location(s), list specific sites.

**Who:** Who is the focus for this activity (age, gender etc)?

**How:** How will this activity happen and who will be involved in delivering it?

**Targets:** The number of people planned to take part.

## 6) What Will Happen After the Project Ends?

Sport England want to know that the project will have a lasting impact on sports participation. This doesn’t necessarily mean financial sustainability although some projects may become self-funding through additional subscriptions / membership fees through the creation of new teams.

*Pointers to help complete the section* ✍

- Exit routes for participants – if so, what are they and are they realistic (if signposting to a club, get a letter of support and confirmation they have capacity).
- Sustaining the project after the funding runs out
- Or both of the above

Sport England will consider projects to be strong if they can establish opportunities for long term participation through e.g. partnerships with other sport providers or by offering lasting skills and experience.

## 7) Will you work with anyone else to make your project happen?

Think about all the people / organisations which will help you deliver this project. This could include promoting the project, providing the facilities, delivering the sessions etc.

### *Pointers to help complete the section*

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Think about the involvement of:

Other clubs and groups  
Local councils (town, district and county)  
National Governing Body  
Local schools  
The wider community  
Coaches  
Volunteers  
Other funders

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## 8) Help!

- Check the checklist!
- Read Sport England's guidance
- Read the online notes which are part of the application form
- '?'
- Tel. 08458 508 508
- [funding@sportengland.org.uk](mailto:funding@sportengland.org.uk)
- Club Matters' website for help regarding governance etc
- Feedback on draft application?

Don't forget to check the checklist. [Click here for a reminder](#). Read the guidance notes relating to the fund. The notes aren't long but they are certainly worth reading. At the side of the online form, you can find some of the tips detailed above. Also, click on the '?'s on the online application form. These will give you hints and tips relating to completing the various sections of the form. If after all this, you still have a query, then telephone Sport England's helpline (Tel. 0345 8508 508). Sport England has a team of approximately 40 people who work on their grant programmes, so they are happy to help applicants.

If you need help with e.g. your club's governance or information about Clubmark, then it might be worth checking out the 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.

Letters of support will help strengthen the 'Need' section of your form. Sport England like to see letters of support from Local Authorities, NGBs, and your County Sports Partnership (CSP) as well as schools and other local organisations. Active Derbyshire is the CSP for Derbyshire. Please contact me if you would like any further funding advice or support regarding sport and active recreation projects in Derby and Derbyshire.

And finally, the best of luck with your application!