

Surrey Voluntary &
Community Conference
and Funding Fair
25th June 2009

**FUNDING
STRATEGIES FOR
SPORTS CLUBS**

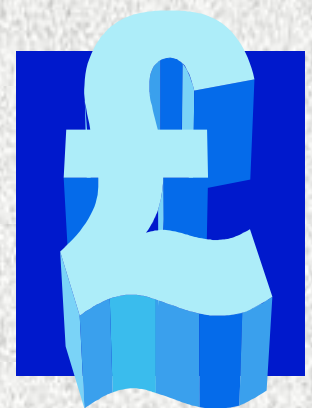
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FUNDING STRATEGIES FOR SPORTS CLUBS

Aim of this Seminar:-

- **To look at how sports clubs can grow their income and sponsorship through their members, supporters, local businesses, statutory bodies etc.**



TrioPlus 

FUNDING STRATEGIES FOR SPORTS CLUBS

First things first – make a **Plan:**

- Objectives
- Goals
- Targets



because funding bodies now prefer to invest in **Outcomes**

FUNDING STRATEGIES FOR SPORTS CLUBS

Review where you are now:

- Number of active playing members
- Going up or down?
- If you play in competition, how many teams, what age groups?
- Level of competition, and record of success?

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Review (continued):

- Qualified coaches?
- Pathway from junior to senior?
- What constrains you from moving forward?
- What opportunities could you turn to advantage?

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Plan where you want to be
in 3-5 years time

- Quantify where possible
(eg. no. of players, no. and
levels of coaches)
- Set timescales and
milestones
(to measure progress)
- Be realistic



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Identify what is needed or what you must do to achieve your ambitions:

- Develop new/improved facilities?
- Make better use of existing resources?
- Introduce/develop new activities?

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- Consult:
 - Members
 - Other stakeholders,
eg. schools and community
groups
 - Governing Body of Sport
- Secure buy-in to your vision
- Ownership of the plan and
acceptance of responsibility
are vital

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- Cost your proposals
 - include options
 - make provision for inflation and VAT
- Develop a viable business plan
 - Don't over-estimate income
 - Separate fixed costs (overheads) from variable costs (that depend on activity) and debt servicing costs

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- Put together a 'mixed economy' funding package
- Avoid reliance on one source of income or funding
- Relate funding sources to options (to provide flexibility)
- Demonstrate your commitment through self-help (cash and kind)

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If/when looking elsewhere
(eg. to funding agencies)
for support:

- Ensure they complement each other
- 'Sell' your proposal by putting yourself in their shoes:
 - Align your proposal to their strategic objectives and priorities
 - Consider what would represent best value for their money

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- Study the criteria and priorities of grant schemes
- How do you need to adjust your proposals to appeal to each potential funder without compromising your original intentions?
- Make early contact, seek advice, offer the chance to influence or shape your plans, be pragmatic

FUNDING STRATEGIES FOR SPORTS CLUBS

- All the while, continue with your fund-raising activities
- A bundle of small donations from local businesses and charitable trusts adds to the perception of community support (and offsets up-front costs)
- Keep demonstrating progress through regular communication

FUNDING STRATEGIES FOR SPORTS CLUBS

- Don't be put off by rejections
- Despite media reports that funding for grassroots sport is short, there remains a myriad of funding schemes you can tap into
- Ask your governing body of sport for guidance
- Think innovatively (eg. landfill tax credits)

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

1. Underpin your bid with a simple, clear plan, containing:
 - demonstrable outcomes
 - realistic milestones, and
 - quantifiable attainable targets

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Top Ten Tips for successful applications:

2. Gather as much tangible support as you can from:

- within the local community
- your local authority
- your governing body of sport

by identifying and demonstrating the wider benefits of your proposals

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Top Ten Tips for successful applications:

3. Don't commit yourself to a timetable that may be incompatible with the funding schemes you are hoping to tap into

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

4. Don't, under any circumstances, commit yourself contractually before you have written confirmation of funding

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Top Ten Tips for successful applications:

5. Spread the funding load. A proposal reliant on a single source of funding is more susceptible to collapse than one supported by a mixed funding package

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Top Ten Tips for successful applications:

6. Ensure that your cashflow and business plan are robust and realistic, but also flexible enough to cope with variations in either income or expenditure

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

7. Borrow only as much as you can confidently afford to repay, and if possible negotiate an interest holiday until your revenue streams have become established

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

8. Identify in advance all the possible risks to the success of your proposals, assess their probability and impact, and plan how you would eliminate or manage them

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

9. Monitor your progress in achieving your sports development targets and wider community benefits. This will endear you to the funding bodies that have invested in your proposals and demonstrate value for their money.

FUNDING STRATEGIES FOR SPORTS CLUBS

Top Ten Tips for successful applications:

10. Learn from your experiences and pass on the lessons to your successors!

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Copies of this presentation
can be downloaded from the
TrioPlus website:

www.trioplusonline.co.uk

(see under Latest Assignments and
News)

together with a list of
funding sources for sport

