

Surrey Voluntary &  
Community Conference  
and Funding Fair  
25<sup>th</sup> June 2009

**FUNDING  
STRATEGIES FOR  
SPORTS CLUBS**

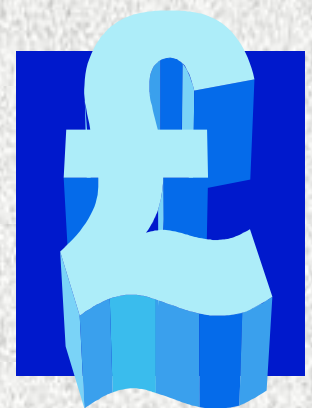
Bob Knowles  
Director of TrioPlus Ltd.



# 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.**



# 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?

# FUNDING STRATEGIES FOR SPORTS CLUBS

## **Review** (continued):

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

# FUNDING STRATEGIES FOR SPORTS CLUBS

**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



# FUNDING STRATEGIES FOR SPORTS CLUBS

**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?

# FUNDING STRATEGIES FOR SPORTS CLUBS

- 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



# FUNDING STRATEGIES FOR SPORTS CLUBS

- 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

# FUNDING STRATEGIES FOR SPORTS CLUBS

- 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)

# FUNDING STRATEGIES FOR SPORTS CLUBS

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

# FUNDING STRATEGIES FOR SPORTS CLUBS

- 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

# FUNDING STRATEGIES FOR SPORTS CLUBS

**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



# FUNDING STRATEGIES FOR SPORTS CLUBS

**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

# FUNDING STRATEGIES FOR SPORTS CLUBS

**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

# FUNDING STRATEGIES FOR SPORTS CLUBS

**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](http://www.trioplusonline.co.uk)

(see under Latest Assignments and  
News)

together with a list of  
funding sources for sport

