

What Can My Project Achieve?

At the outset of developing your project you will need to agree what the overall objectives of your project are and what outcomes it is seeking to achieve. It is at this point that you will need to consider if the project is likely to be able to contribute to other priorities that may have been identified for the area and the community that your project is located in. Identifying these links is important as in doing so it will help you identify potential partners that you may want to make aware of your plans. Engaging other partners in your work, both sporting and non –sporting, is important as it is likely to help improve the longer term viability and sustainability of your project in the future.

For example if your project is focussed on increasing opportunities for young people to volunteer in sport you may want to link up with your local volunteer centre who will share a common agenda in wanting to increase volunteering opportunities in a variety of settings in the local area. Identifying where objectives genuinely overlap and developing a joint approach to delivery will increase the likelihood of both partners' objectives being achieved.

Sport England has produced a set of resources called "Sport Playing its Part". These resources set out the evidence for sports contribution to some key policy areas that will be important to many local communities: Healthier Communities, Safer and Stronger Communities, Economic Vitality and Workforce Development, and Children and Young People. The resources also contain case studies of sports projects that have successfully linked sport to these wider social policy outcomes. The resources can be accessed from: http://www.sportengland.org/index/news_and_media/news_gs/sport_playing_its_part.htm