

# Sportsmatch Programme Guidance Document



**SPORT  
ENGLAND**

Creating sporting opportunities in every community

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## Welcome to the Sportsmatch programme

Sportsmatch is a funding programme established by Sport England to support the development of grassroots sport in England. It makes awards to organisations running projects aimed at increasing participation in sports at community level. We do this through matching eligible sponsorship invested in community sport.

Sportsmatch is an Exchequer funded programme which means that Sport England's contribution towards a project must be spent and accounted for by 31 March 2011. The Sportsmatch programme has a £3 million annual budget for projects with a strong sports based focus, not just health related activity.

This guide will seek to address important points such as:

- Who can apply
- What we will and what we won't fund
- How to apply for funding
- What makes a good application

In addition to this guidance, we can also offer help through:

- Our website: [www.sportengland.org/funding](http://www.sportengland.org/funding)
- Our advice line: 08458 508 508
- Email: [funding@sportengland.org](mailto:funding@sportengland.org)

We update our information regularly so if you are using this guide after April 2010 you should check our website for the most up to date version.

## Where to start

Before you begin your application you should decide whether or not Sportsmatch is the right programme for you. If you answer 'yes' to all of the questions below you should read on as the Sportsmatch programme may well be able to offer funding for your project:

- Are you a school, Local Authority, National Governing Body of Sport, a voluntary or community organisation or a not for profit company that has a charitable dissolution.
- Do you need between £1,000 and £100,000 that you can match with eligible sponsorship from a commercial company, charitable trust or private individual to deliver a project?
- Is your sponsor a first time sponsor of grassroots sport, an existing sponsor investing additional money or a new sponsor to your organisation?
- Is the project, your beneficiaries and your organisation based in England?
- Do you have a UK based bank account in the name of the organisation (or for schools it may be in the name of the local authority) that requires at least two unrelated signatories?
- Are you clear about the difference our funding will make and you can detail how you will deliver your project?
- If successful, can you spend a Sportsmatch award by 31 March 2011 and provide evidence that you have done so?
- Is the project a new initiative for your organisation?
- Is your project for revenue or non-fixed/non-permanent capital costs?

If you have said 'no' to any of these questions it is unlikely that your application will be successful. For more information about other potential grants available please see our website [www.sportengland.org/funding](http://www.sportengland.org/funding) or alternatively visit [www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk) or phone 0845 275 0000.

## Who can apply

The programme seeks to develop grass roots sporting opportunities so is open to any formally constituted not-for-profit club or association, statutory body or educational establishment. We will not fund individuals, or organisations established to make a profit and can distribute these profits to members.

Examples of organisations that can apply:

- Voluntary or community organisations (e.g. registered charities, formally constituted not-for-profit sports clubs, community interest groups, companies limited by guarantee and not having share capital). **All eligible organisations must have a dissolution or winding up clause that specifies that any remaining assets are not distributed to members but shall be donated to an organisation with other similarly charitable objectives.**
- A school - we will not fund activities or services that the school has a statutory responsibility to provide (i.e. events during the school day)
- Statutory bodies or local authorities and National Governing Bodies of Sports.
- A health body such as a primary care trust, NHS Hospital Trusts, Foundation Hospitals.

Examples of organisations that cannot apply:

- An individual, sole trader or partnership.
- Organisations established to make profit or able to distribute profit.
- Organisations without a UK base.

We are unlikely to fund organisations that cannot demonstrate they are appropriately run (i.e. there must be at least three unrelated members on the governing committee residing at separate addresses, membership must be open to all sections of the community and your constitution should highlight appropriate governance controls). We are also unlikely to fund organisations that are in poor financial health or those that have had a previous grant from us that has not been managed satisfactorily. You will need to demonstrate that you have the appropriate governance structure to manage the project you are applying for.

If your organisation is a branch of a larger organisation, you should confirm that you are sufficiently independent of them. If you have your own constitution, bank account and produce your own audited/auditable accounts then you will be able to apply in your own right. If not, you will need the support of your parent organisation, which must accept overall responsibility for the award

## Eligible sponsors

To be eligible for Sportsmatch funding, your project will need sponsorship from either a commercial company, a charitable trust/charity with grant giving powers or a private individual.

Sportsmatch can match up to five eligible sponsors, each of whom must contribute a minimum of £1,000.

To be eligible, a sponsor must be:

- a first time sponsor of grassroots sport
- an existing sponsor investing additional money
- a new sponsor to that organisation (or have not sponsored the organisation in the past 3 years)

You can have already received the money from your sponsor at the time of submitting your application. However, you should not spend any of your sponsor's money on the project until you have received a funding decision from us. If you need to begin elements of your project before a decision can be given, please contact us to obtain Without Prejudice Permission for your project.

## Sponsors ineligible for match funding

We cannot match sponsorship from a statutory body, for example a local authority or further education college, as this would be public funds matching other public funds. This includes grants from the Landfill Communities Fund and contributions derived from an agreement or undertaking made under Section 106 of the Town and Country Planning Act 1990.

Commercial companies:

The majority of commercial companies will be eligible to act as a sponsor. The exceptions to this are:

- Companies whose primary purpose is the sale of alcohol or tobacco where project beneficiaries are under 18
- Companies whose business may harm the reputation of Sport England

- Companies who receive more than 25% of their funds from government sources, the delivery of sporting activities, a national governing body or professional sporting body and who are investing in their own sport (investment in other sports will be considered on a case by case basis)
- Companies without a base in the UK
- Professional or trade associations

Charitable Trusts/Charities:

Most charitable trusts and charities will be eligible to act as a sponsor. The exceptions to this are:

- Charities who do not have a provision in their constitution to give grants.
- Charitable trusts or charities who receive more than 25% of their funds from the government
- Charities connected with a particular sport wishing to sponsor another organisation in the same sport

## What we will fund

Please read this guidance to see whether your project meets Sportsmatch criteria:

- Pound for pound matched funding of sponsors money is available for amounts from £1,000 to £100,000.
- Sponsorship can be in-kind and Sportsmatch may be able to match the value of these items provided it equates to no more than 50% of the total eligible sponsorship (for example, a £100k project with £50k being requested from Sport England, at least £25k of the remaining funding would need to be **cash** sponsorship). In-kind funding can include sporting equipment and other non-personal items.
- Projects must be delivered within a 12 month period, but spend and account for Sport England's contribution by 31 March 2011. A monitoring report will be required at the end of the project.
- Projects must seek to **grow** or **sustain** participation in a recognised sport.
- Sporting outcomes must be the main focus of the project and reflected in the project budget. Applications for projects using sport as a means to an end are acceptable, but there must be a clear sporting benefit, e.g. a sailing project for young people at risk to improve team building skills.
- Projects must be focused only on sports currently recognised by Sport England (please see our website) and delivered to beneficiaries based in England.
- The project start date should be no sooner than 12 weeks after submission of a complete application.
- Sportsmatch can match funds from up to five eligible sponsors, each providing a minimum of £1,000 each.
- Projects can be revenue or capital expenditure, however, the maximum capital grant is £25,000 and only for equipment of a non-fixed/non-permanent nature.
- Sportsmatch can match fund projects for a maximum of three years, but you must apply for each year of funding separately and success cannot be guaranteed. Please note funding in years 2 and 3 is tapered to 50% of the eligible sponsorship in year 2 and 25% in year 3. We would expect to see a sponsorship agreement for multiple years in place at the start of the project.

- Sportsmatch will particularly give priority to projects addressing the 16-19 drop off, working with black and minority ethnic communities, women and girls, and people with disabilities as these groups are particularly under represented within sport.

Examples of expenditure we can fund include:

- Non-personal sports equipment purchase or hire. By this we mean equipment that is used by more than one person. Examples of eligible equipment would include team kits, shared rackets/bats and coaching aids.
- Non-fixed/non-permanent capital purchases, for example bowling machines, portable nets and removable goal posts.
- Coaching costs or costs for sessional workers.
- Training for staff or volunteers.
- Transport costs.
- Venue hire.
- VAT that you cannot recover.
- Volunteer expenses.

All items of expenditure will need to be supported by receipts or invoices at the end of the financial year and end of the project.

**Please Note:** For all projects, please ensure that any increase or change in use of your property arising from the project does not require planning permission.

## What we won't fund

The following are examples of projects or expenditure we will not fund:

- Projects involving building or refurbishing property (including temporary buildings), land improvement or any projects that require planning permission e.g. fixed floodlights, land drainage, new or improved changing facilities.
- Projects seeking a capital grant of more than £25,000 for non-fixed capital equipment.
- The general running costs of an organisation, e.g. existing, repeat or regular events, maintenance or replacement of existing equipment.
- Projects that do not support Sport England's strategic outcomes of **grow** and **sustain** or focus on activities for children under the age of five years old.
- Projects for sports that are not recognised by Sport England.
- Please note that for sports which Sport England deem higher risk, appropriate affiliation is required to the National Governing Body, e.g. gymnastics, boxing and martial arts. Please call us if you are unsure whether your sport fits into this criteria.
- Activities that the state has a legal obligation to provide, e.g. activities within curriculum time.
- Items which mainly benefit an individual, e.g. bursaries, kit or equipment that is not shared (team kit is acceptable), match day tickets.
- Endowments, loans or interest payments.
- Used road vehicles (there are additional health and safety concerns and higher running costs with older vehicles). Applications for new road vehicles must clearly demonstrate good value for money – we are unlikely to fund cars for this reason.
- Any salaries, except for coaching costs or fixed term positions needed to meet a specific project requirement. Staff costs must be new appointments and clearly additional to existing costs.
- Costs incurred in submitting the application, e.g. consultancy costs.
- Expenditure committed or projects that take place or start before the date of the offer letter, except for those that have been granted Without Prejudice Permission (see pages 15&16).

- Sponsorship or projects that will distribute our funding to other organisations.
- Contingency costs.
- VAT that you can recover.
- Projects that cannot deliver the entire Sport England funded elements before 31 March 2011.
- Projects that have also been funded by other Sport England programmes, for example Small Grants.
- The programme is unable to match grants from the Landfill Communities Fund and contributions derived from an agreement or undertaking made under Section 106 of the Town and Country Planning Act 1990.

## What makes a good application

Assuming your project meets our funding criteria, you should then ensure your application provides sufficient detail for us to know what it is you will deliver with our grant. If your application contains insufficient information for us to assess your bid properly we are likely to reject it.

Below are a number of key points to consider:

**1. Your organisation is eligible to apply and has suitable governance arrangements.**

This means that your organisation should be formally constituted on a not-for-profit basis with a charitable dissolution clause. Your constitution should contain sufficient information to show that you have appropriate governance and financial controls and you must have a minimum of three unrelated and non-cohabiting members. If your financial health is not clear on your accounts you should ensure a full explanation is provided in the application.

**2. Your project should have clear and deliverable aims and objectives.**

Your application needs to demonstrate that you have a clearly defined project that explains what it is you want to do. It should provide tangible and measurable objectives to be achieved with a clear statement about how many people will benefit and how they will benefit. For example, specify how many sessions each participant will take part in and what they will gain from those sessions. We would encourage you to consider submitting a project delivery plan that set out your targets, key milestones and how each output will be measured. If you are trying something new you should consider how you will evaluate the success of the project.

**3. Include a clear and accurate project budget that represents good value for money.**

Your application should contain sufficient information to enable us to see how your budget has been put together. Feel free to submit a separate budget page if you cannot fit this into the application form. We need to know how each budget heading has been calculated and, for capital items over £5,000, that three quotes have been obtained. We will assess value for money based on the total project cost, our contribution, how many people will benefit and the difference the project makes to those participants. You should, therefore, ensure

your application provides all this information for us to be able to make a sound judgement.

**4. Your project should show clear evidence of need.**

We are unlikely to fund a project where the application does not evidence a need for the work. The level of evidence will depend on how much you are applying for but we would usually expect to see some evidence of consultation with key stakeholders, in particular, potential beneficiaries. If you are organising an event or coaching sessions for new participants we need to be sure they will turn up. Discussions with partner agencies such as your County Sports Partnership, National Governing Body or Local Authority should also be referenced.

**5. The project or its outcomes should demonstrate sustainability.**

This means that, when our funding runs out, you can either continue to deliver the project through other sources of funding, or that there are outcomes of the project that have a lasting legacy. For example, a project that trains young people to be coaches can have a lasting legacy through the people they then go on to train. If you do wish to continue the project after our funding finishes you should explain how this will be funded and explain how you will minimise the negative impact on beneficiaries if your fundraising efforts are not successful.

**6. The sponsorship is new or additional and adds value to your organisation.**

You should ensure your application demonstrates that your sponsors are eligible and, where possible, be clear about the benefit they will obtain. You will need to provide written evidence that all the sponsors have confirmed their financial support for the project. Where the project is for more than one year we would expect to see a sponsorship agreement for multiple years in place at the start of the project. You would then be required to reapply for the additional years (up to 3) in each new financial year.

## What I need to send Sport England

If you are a statutory organisation, county sports partnership or national governing body, all you need to send is your:

- Application form (submitted online).
- Evidence of partnership funding.
- Child protection or vulnerable adults policy where appropriate.
- Any project delivery plan you may wish to include.

For all other organisations you will need to send:

- Your application form (submitted online).
- Your organisation's constitution/governing document/set of rules.
- Your organisation's most recent annual accounts. These should be compliant with the relevant regulatory body (for example, for registered charities or companies these should meet the charity commission or companies house rules). These should be signed and dated by your chair, secretary or treasurer and by your auditor/independent examiner where appropriate.
- Evidence of partnership funding.
- Your organisation's last three bank statements (please send copies only – not originals).
- For new organisations we will require an income and expenditure projection and evidence that your organisation has established a bank account.
- Child protection or vulnerable adults policy where appropriate.
- Any project delivery plan you may wish to include.

## Your referee

Unless your organisation is a statutory organisation, a county sports partnership or national governing body, we will need details about a referee for your project. We may contact your referee as part of the assessment process. We will also seek confirmation from the referee for all successful applications and will ask them to complete and sign a brief form. We may also ask your referee to complete a short report about your project when it has finished.

Your referee should be independent of your organisation but should be able to verify the information you have provided in your application form. They should be someone with a professional or public position we can check (for example, your local MP, local councillor, a solicitor, senior bank official, a local authority officer, a social/youth worker, a voluntary sector development agency officer).

Your referee must not be someone who benefits from our grant, nor related to anyone who will benefit. They must not be (or have been in the last two years) a member, trustee or staff member, nor related to anyone in these positions.

## How to apply

If you have read this guide and think that your organisation is eligible to apply for funding and your project is within our funding policy then you can submit your application through the 'Investment Centre' on our website. Sportsmatch has an annual budget from Exchequer funding, with decisions being made from April 2010 and we expect to have allocated all our funding by October 2010. **You are therefore advised to submit your application as early as possible.**

You may find it useful to download our dummy application form which is available on our website, before you begin your final submission

To submit your application you should follow these steps:

- Go to our website and use the link 'apply now for funding' to access the Investment Centre - [www.sportengland.org/funding](http://www.sportengland.org/funding).
- Enter your username and password if you have previously registered or create one if not.
- Work through the application form, reading the support notes as you go along. You will need to make it clear what our funding will be used for, what difference your project will make and why your project is needed
- Save your work as you progress (you may wish to save your answers elsewhere and paste them into the application form as you proceed)
- Submit your application along with any documents required (constitution, bank statements, accounts etc). Where possible, these should be uploaded with your application. If you post your documents to us, we should receive them within 5 working days and will not begin to assess your bid until we have received them.
- When we have received your complete application, we will begin our assessment, which should take no more than twelve weeks.

You should seek to provide as much information as necessary within your submission to enable us to assess your application. If we need to contact you for more information, this may delay the decision. If your application contains insufficient information for us to be able to assess your bid properly, we are likely to reject your application. You should provide a clear explanation of your budget so we can see how your project has been costed and how the Sport England funds will be spent before 31/03/2011.

## Without Prejudice Permission (WPP)

It is Sport England policy that no funding will be made in aid of expenditure to which the applicant organisation has committed itself by purchase, contract or other binding agreement before receiving a written award, unless it has obtained our written consent prior to the commitment.

Written consent prior to the commitment, Without Prejudice Permission (WPP), can be requested if your project start date must be within twelve weeks of submitting your application. WPP means we grant you permission to start work on discrete elements of your project before the Panel meets to make a decision. Please be aware that this does not commit Sport England to give any financial assistance to the project and will only be issued where the project appears to satisfy Sportsmatch eligibility criteria.

The procedure for requesting WPP:

- You should submit your Sportsmatch application to Sport England via the online Investment Centre. WPP cannot be requested until a complete application has been received.
- Contact a member of the Sportsmatch team on 08458 508 508 for a WPP Request Form, quoting your Unique Reference Number (URN).
- Complete and return the WPP Request Form. You must be able to demonstrate a genuine reason(s) for your wish to make an early start on the project and we must be satisfied that you have the financial means to complete the discrete elements of the activity you want to undertake immediately. For example, any expenditure incurred should be covered by your sponsorship funding.
- Your request for WPP will be carefully considered by the Sportsmatch team. Applicants will receive a letter detailing the decision reached.
- If permission is granted, our letter will specify the elements of the project for which WPP has been granted. Applicants should note that WPP does not in any way commit Sport England to award any financial assistance.
- We will also write to you if we decide not to grant WPP, setting out why we have declined the request for work on your project to start before the application has been reviewed at a Panel meeting.

General considerations:

- Each WPP request will be treated on its own merits.
- Please note that Sport England will need a reasonable amount of time to consider whether WPP can be granted.
- Granting WPP does not, in any way, commit Sport England to award any financial assistance to the project.
- Applicants will proceed entirely at their own risk and Sport England will not be liable for any costs or expenses incurred.
- Where the applicant has committed itself and WPP has not been granted the application will be made ineligible.
- In all WPP requests, Sport England's decision is final.

Please contact us on 08458 508 508 for more details.

### If your application is successful

If you are offered an award you will receive a letter from us confirming that your application has been approved and explaining how to claim your award. You should take time to read the terms and conditions of the grant before accepting the offer.

When you receive the letter informing you of your success, you must:

- Note the deadline in the letter for you to accept the award offer.
- Invoice your sponsor for the agreed amount, including an order for goods if the sponsorship is 'in kind'. Include VAT if you are VAT registered.
- Check you have read our Press and Publicity Guidelines.

The following documents should be sent back to us, as outlined in the award letter:

- Your 'Acceptance and Payment Claim Form', signed by two authorised senior officials from your organisation.
- The Referee Declaration Form.
- The 'BACS Form', signed by your treasurer **and submitted to your bank for verification** if this is your first Sport England Award.
- Evidence that the sponsorship monies have been paid to you. This can take the form of a letter from your bank confirming that the monies have been received from your sponsor, or by a bank statement showing the payment.
- For sponsorship provided in-kind, we will need a delivery note (or equivalent) confirming that goods are in place as specified. This should specify details, including the quantity and value of the goods.

Once we have received these documents and checked to make sure everything is in order, we can transfer the award to your organisation's bank account for the project. Payments generally take around ten working days to be released from receipt of all relevant documentation.

Please keep all invoices, receipts and financial records relevant to the project as you will be required to submit these with your 'Project Cost and Budget Reconciliation Form' on, or soon after, 31 March 2011. **Sport England will also select a number of projects for monitoring visits.**

### **If your application is unsuccessful**

All applications are treated on their own merits but we may have more fundable bids than we have available money to award. If we do not award your bid we will write to you to tell you the reasons why. We will state whether your project has the potential to be funded and what you need to do to improve your chances of success should you wish to reapply.

## Other information and help

We aim to be efficient and responsive to our customers' needs. If you are not happy with the level of service you have received, we would like to hear from you. Contact us on 08458 508 508 or e-mail us at [funding@sportengland.org](mailto:funding@sportengland.org).

We receive many applications that we cannot fund for a number of different reasons. You may be disappointed if your application is not awarded a grant but you can only lodge an appeal against this decision if you think we have misinterpreted the information you have provided or you think we have not followed our published procedure.

There are a number of places your organisation can go to for support and assistance. Your local County Sports Partnership or the National Governing Body for your sport will be able to help guide your project and may provide endorsement for your project. Your Local Authority, Council for Voluntary Service or similar voluntary sector support body may also be able to assist you with completing the application form if required and access to the internet should be available at any local library. If you are unsure how to find your nearest source of assistance or support then call us on 08458 508 508.

## Useful websites

National Association for Voluntary and Community Action - (NAVCA) website at: [www.navca.org.uk/liodir](http://www.navca.org.uk/liodir)

Direct Gov website at: [www.direct.gov.uk/en/DI1/Directories/Localcouncils](http://www.direct.gov.uk/en/DI1/Directories/Localcouncils)

Running Sports website: <http://www.runningsports.org/aboutus/index.htm>

Spoted: <http://www.spoted.org.uk/home> (not operating in all parts of England at present)

### **Businesses that offer help**

Some businesses promote their services by telling potential customers about Sport England funding programmes. They may offer consultancy services or imply that they are acting on our behalf. They might even offer to help you fill in the form if you pay them a fee or deposit.

There are some good consultancies available that may provide a useful service in helping an organisation consider planning issues but our application process is free and has been designed in such a way to minimise the need for any paid assistance.

Only the sources listed previously are endorsed by Sport England and we do not act with or endorse the services of any supplier or consultant and will not pay any costs, commission or fees that they may charge you to make an application.

## Help with governing documents

A governing document sets out in writing what an organisation is established for and how it operates. It may be called a number of things, such as a constitution, set of rules or trust deed.

We need to be sure that the organisations we fund are set up properly and are able to manage a grant. Considering an organisation's governing document is one way we do this. Schools, health bodies and town or parish councils are statutory bodies so we do not need to see their governing documents. However, we need to check other organisations' governing documents to make sure we can fund them.

We cannot award a grant to an organisation that is not clearly eligible to hold one. So if you are a new voluntary or community group, or have not applied to us before, we recommend you think about whether you may need some help and advice on writing your governing document before you apply.

Your national governing body or county sports partnership should be able to help with this or you can call our funding line on 08458 508 508.

## Data protection

We will use the information you give us on the application form and supporting documents during assessment and for the life of any grant we award you to administer and analyse grants and for our own research. We may give copies of this information to individuals and organisations we consult when assessing applications, when monitoring grants and evaluating the way our funding programmes work and the effect they have. These organisations may include accountants, external evaluators and other organisations or groups involved in delivering the project.

We may also share information with other lottery distributors, government departments and other organisations and individuals with a legitimate interest in lottery applications and grants, or for the prevention and detection of fraud. We may use the data you provide for our own research.

We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

## Freedom of Information

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold. This includes information received from third parties, such as, although not limited to, grant applicants, grant holders, contractors and people making a complaint.

If information is requested under the Freedom of Information Act we will release it, subject to exemptions, though we may consult with you first. If you think that information you are providing may be exempt from release, you should let us know when you apply.

## FUNDING HELPLINE

If you require further information or help please feel free to contact us on our funding helpline on 08458 508 508.

Alternatively email us at [funding@sportengland.org](mailto:funding@sportengland.org)