



1.01 Describing Your Project

Sport England's funding exists to meet clear sporting objectives. When requesting financial support, you must show the need for your project and the benefits.

At the highest level your project may include a need to win medals at the World Championships or Olympics. For a community project the need may simply be to provide a facility for local people, or to offer an opportunity to those who would like to play a sport. The way in which your project is described will be dependent upon its size and complexity.

If you are proposing a local project on a small scale, or a project which is straightforward to deliver, you should consider submitting the following details:

- + A description of the problem or project need.
- + Details about how your project will make a difference to the community in both the short term and the long term.
- + Details about the users, who they are, and the numbers of people who might benefit from the project.
- + Letters, or other evidence of support for the project, either from people in the community, local schools or participants.

When requesting funding for larger, more complex projects it is advisable that you do some form of research to demonstrate the need for and potential benefits of the project. Suggestions for describing your project include:

- + Some statistics about your potential users to show who they are, their social background, where they are from, how far they will have to travel, and other sports facilities in the area.
- + Information about the accessibility of your project: details about how easy it will be for people to attend.
- + Some market research to show that there is support for your project within the community.
- + A feasibility study to show why you think the project is viable and sustainable in the future.
- + An explanation of the impact that you think the project might have on the community.

You should also highlight where your project fits into broader strategies such as a local health project, your local authority's development strategy for sport, or a national governing body's strategy for facilities. Linking with other schemes and initiatives can strengthen the case for funding and it may also open up possibilities to work with project partners.

Sport England has to prioritise funding for projects that can demonstrate genuine need and clear benefits to improve community sport. Providing evidence of need will help us to fully understand the advantages of investing in your project and it will also increase your chances of being successful.

A clear description of your project is fundamental to the success of your request for funding. This description will help us to understand exactly what it is that you are trying to achieve and how you are going to do it.

Your objective(s) might be to:

- + Increase the level of activity of the local population by constructing a four court sports hall.
- + Increase the number of competition entries/winners in tennis through improved coaching for juniors.

The above examples show that the outcome of funding will be increased participation and more juniors entering and winning competitions. How these outcomes are achieved is also important. We need to feel confident the goals you have set yourself are realistic and achievable. We also need to identify what support and advice you might require to be successful.



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