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The potentials Fund

Expression of Interest template

### About this DOCUMENT

This document is intended to be used as an aid to the completion of your Expression of Interest for investment from Sport England’s Potentials Fund to get more young people, aged 10 to 20 years – with a particular focus on the 10 to 14 age group, from a diverse range of backgrounds to engage in social action.

**All submissions must be made online through the Sport England website**. The paper form is available to show you what information is required in each section of the form and is intended to help you complete your online application.

We recommend that you read the Volunteering Funds Investment Guide and accompanying documents: Volunteering in an Active Nation Strategy, Insight Guide, and FAQs, before completing your online Expression of Interest to help you develop your ideas.

The Expression of Interest is the first step in the process for determining which organisations and project ideas will be invited to submit a full application for further consideration.

You do not need to have a fully worked up project at this point but you will need to be able to work up a full application within 8 weeks if your project is invited to the second stage of the application progress.

We want to understand a bit about your organisation, the young people you are looking to work with and your understanding of them, why your project is needed, the outcomes you intend to achieve, what we might learn from your project and how you will deliver and sustain your approach beyond the term of Sport England’s investment.

Please note if you are invited to submit a full application we will ask to provide more detailed information relating to how your project meets the six principles of youth social action. See our Volunteering Funds Investment Guide and our Insight Guide for more details.

Your answers will be assessed against the criteria on page 30 of the Volunteer Funds Investment Guide.

If you have any questions as you complete the **online form** please take the time to read our Frequently Asked Questions document. If the answer you are looking for is not included in this then please contact our funding helpline on 0345 8508 508 or email us at [volunteering@sportengland.org](mailto:volunteering@sportengland.org)

Before telling us about your idea, please read the following information regarding Freedom of Information, Data Protection and Assessment. You should only proceed if you are happy to comply with the Freedom of Information and Data Protection requirements.

### FREEDOM OF INFORMATION

As Sport England is a Public Body we have to comply with The Freedom of Information Act 2000. The Act gives members of the public the right to request any information that we hold. This includes information received from organisations such as:

* grant applicants
* grant holders
* contractors
* people making a complaint

Some information is exempt from The Act, such as personal details. If information is requested under the Freedom of Information Act we will release it. If you think that information you are providing may be exempt from release, you should let us email us and tell us why when you apply.

### DATA PROTECTION

As Sport England is a Public Body, we must comply with the Data Protection Act 1998. We are committed to protecting your privacy and will ensure any personal information is handled properly under the Data Protection Act.

We will use the information you give us in your Expression of Interest Form for:

* assessing applications
* monitoring grants
* evaluating the way our funding programmes work and the effect they have
* reporting statistics to Government

We may also give copies of this information to individuals and organisations such as:

* Accountants, auditors and external evaluators
* Other organisations or groups involved in delivering your submission
* Other lottery distributors, government departments
* Other organisations and individuals with a legitimate interest in lottery applications and grants
* Other organisations for the prevention and detection of fraud

Section 1: Organisation details

This section requests general contact details for the organisation leading your project and is essential for the accurate assessment and administration of your submission.

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| --- | --- |
| **Organisation Name** |  |
| **Organisational Purpose (100 words)**  (please describe what your organisation does and who it serves) |  |
| **Remit**  Does your organisation have a national or local remit? *(delete as applicable)* | National  Local |
| **Organisation Type** *(delete as applicable)* | Charity  Community Interest Company  Local Authority  University  Company Ltd by Guarantee  Other (please specify) |
| **Registration Number(s)** *(if applicable)* |  |
| **Organisation Address**  *(all correspondence relating to this application will be sent to this address)* |  |
| **Who is the lead contact for your project?** | Name:  Position in organisation:  Telephone:  Email: |

Section 2: Your project

* + 1. Your Project Idea (750 words)

Consider in your answer: What do you want to achieve from your project? How will it engage with young people to encourage them to participate in social action? What will be the benefits to participants and the wider community? How you will involve young people throughout the lifetime of the project? What area have you chosen to deliver the project and why? How will you engage with you young people using physical activity and sport? Which partners will be involved in the project and why? Please provide relevant insight to support your idea.

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Section 3: Some details about your project

1. Project focus

**Which of the following best describes what your project is looking to do (tick as applicable)?**

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| --- | --- |
| Test new ideas and approaches |  |
| Replicate an approach that has been successful in at least one location or setting |  |
| Other (please specify) |  |

1. WHO IS THE YOUR AUDIENCE FOR YOUR PROJECT AND WHAT DO YOU KNOW ABOUT THEM? (300 WORDS)

Consider in your answer: Who will your project seek to engage in social action (your audience)? What do you already know about them and how has this knowledge has shaped your project? Be as specific as you can at this stage.

Use the space provided to share with us what you know about their life stage, gender, geography, socio economic status, disability and health levels (including mental wellbeing), behaviours, attitudes, motivations and barriers to social action, needs and wants. Tell us how you have gathered this knowledge and how it has shaped your project. If there is anything else you are aiming to find out before you fully develop your project, please tell us about it here.

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1. WHY IS YOUR PROJECT NEEDED? (300 words)

Consider in your answer: How do you know your project is needed by your audience in your chosen area? How will your project meet the needs of your audience? How will your project align with your own priorities and those of your partners? How is it different and additional to what is already being delivered?

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1. What is your Track Record/experience of social action and working with Young People? (300 words)

Consider in your answer: What experience do you and your partner organisations have in successfully working with your target audience? What is your collective experience of social action or volunteering? How has your collective experience helped you to shape your project idea? Why do you think your project will be successful?

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1. WHAT Outcomes WILL YOUR PROJECT ACHIEVE? (300 words)

Consider in your answer: What are the outcomes that you want your project to achieve? What will success look like from the perspective of both the individuals taking part and the wider community? How will your project help to increase the number and diversity of young people aged 10 to 20 to engage in social action? How will it contribute towards social and community development, as well as, mental wellbeing and/or individual development? How will you measure and evaluate your success?

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Numbers of new volunteers

Roughly, how many new volunteers, aged 10 to 20 are you hoping to engage through your project? What proportion of these are aged 10 to 14?

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What assumptions is the number based on?

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1. WHAT ARE YOU LOOKING TO LEARN FROM YOUR PROJECT AND WHAT IS THE SCOPE TO REPLICATE OR SCALE IT UP? (300 words)

Consider in your answer: How will your project help build our knowledge about how to effectively engage and retain young people in social action? What are you specifically looking to test and learn, and how will you achieve this? How will you collate and share learning? How could your project be scaled up? How could your project be replicated?

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1. How ready are you to deliver and how sustainable is your project? (300 WORDS)

Consider in your answer: How will your project be delivered? How will you reach the audience you want to support? What do you need to do to turn your project idea into a reality? How long will it take you and your partners to be in a position to start delivering? How will your approach to recruiting and retaining young people into social action be continued beyond the term of Sport England’s investment?

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1. Project costs

Please complete the table below to tell us how much you estimate it will cost to deliver your project in full How much investment would you ideally want from Sport England and how you will spend it.

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| --- | --- | --- | --- |
| **Cost Heading (e.g. marketing, staff and delivery costs, equipment, volunteer training, incentives, expenses, evaluation), non recoverable VAT** | **Description of costs** | **Amount £’s** | **Are you seeking funding from Sport England for this cost? (Y/N)** |
|  |  |  |  |
| **Total Costs** |  | | |
| **Investment sought from Sport England** |  | | |
| **Known Partnership Funding**  Please identify the amount and source and state whether this is cash or in-kind |  | | |