**Major Events**

**Objective 2**

**SUBMISSION**

**TEMPLATE**

**April 2017-2021**

### COMPLETING THE APPLICATION

Your application will be assessed against the criteria set out in the Major Events Bidding and Legacy Fund Information Pack, which you should read before completing this Application Form.

The Application Form is set out in four sections.

* Section 1 will assess information in relation to your understanding of the market audience of inactive people
* Section 2 will assess information in relation to the quality of the delivery plan including risk
* Section 3 will assess information in relation to impact
* Section 4 will assess information relating to financial need.

Before completing your application, 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.

### APPLICATION PROCESS

Please ensure you are completing the correct application form for the strand of funding you are bidding for. In addition to the application form you will need to complete and submit our financial template.

Completed application forms should be emailed to our Grants Management Team at the following email address: funding@sportengland.org

### 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 know 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 submission and in supporting documents 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

**YOUR ORGANISATION**

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

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| Organisation name |  |
| Address (please note all correspondence in regard to this application will be sent to this address) |  |
| Organisation status |  |
| Registration Number(s) *(if applicable)* |  |

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| --- |
| Senior Contact |
| Name |  |
| Position in Organisation |  |
| Email  |  |
| Telephone (landline) |  |
| Signature *(To be completed for hard copy version)* |  |

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| Project Contact |
| Name |  |
| Position in Organisation |  |
| Email  |  |
| Telephone (landline) |  |
| Signature *(To be completed for hard copy version)* |  |

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| --- | --- |
| Name of the event the Engagement Plan will support |  |

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| --- | --- |
| Name of the international body sanctioning the event |  |

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| --- | --- |
| Location of the event |  |

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| --- | --- |
| Dates of the event (from/to) |  |

|  |  |
| --- | --- |
| Engagement Plan start and end dates |  |

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| **Summary of Event** Short narrative to provide a summary of the event, its status and its position within the international competition structure* Please indicate if the international body has confirmed its award of the event. If so, please include your written confirmation from the international body. If not, please indicate when a decision will be made. This will need to be supplied for all applications, even if the applicant is not the event host.
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* + 1. **MARKET UNDERSTANDING**

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| **In this section you will need to demonstrate your current state of knowledge of understanding the audience you are targeting (30%):*** Who are you looking to target?
* What do you understand about their behaviour patterns in sport and physical activity?
* What do these customers value?
* What activities will you provide to meet the needs of these new customers?
* What are the perceived barriers to your sport and how will you address them?
* What insight do you have that suggests that inspiring this audience through links with a major event may help with their perceptions and challenges with sport and physical activity?
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* + 1. **Delivery Plan**

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| **In this section you will need to demonstrate the quality of the delivery plan (30%)**Please outline your plan to deliver your proposed project, include milestones, timetable and how you will assess risk* How will use the major event to inspire those involved with the project.
* What are the exit routes or options for individuals to engage?
* Are the exit routes sustainable for the individuals participating in the project?
* Who you will partner with to develop and or deliver the project?
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* + 1. **Impact**

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| **In this section you will need to demonstrate the impact of your engagement (20%)*** How will you measure success?
* How many individuals will become more active as a result of your project? What % of people will continue remain active?
* How will you measure the changing behaviour patterns in these customers?
* What learning will you take from the project and how will you use it to inform future work?
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* + 1. **Finance**

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| **In this section you will need to demonstrate financial need (20%)*** What is the need for additional financial investment from Sport England into this project?
* Is the amount requested fitting for the scale of the event and the value of the assets that will be lent to the programme?
* Does the plan offer value for money?
* What partnership investment and/or value in kind is the applicant contributing to the project?

Please ensure you complete the financial templates for this programme |
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