

Hints and tips on writing Sport England funding applications

Do:

1. **Read the guidance in the pre-application section for the specific fund to which you plan to apply.** The guidance for each of the funding streams, whilst similar in looks on the website, is different and time spent reading the guidance and understanding the requirements and parameters (e.g. funding limits and requirements, deadlines for applications etc) of the specific grant will save wasted time and frustration in the future.
2. **Ensure you are asking for funding over the same length of time that the grant can be applied.** For example, if a project asks for funding over an 18 month period but the Small Grants Awards must be spent within a 12 month period, the project will simply be rejected on these grounds alone.
3. **Leave plenty of time between submitting your application and the project starting.** Numerous projects have run into difficulty because they have started delivery before receiving a decision from Sport England and they won't then fund retrospectively.
4. **Include key document references of how your project fits in** with, for example, the Local Authority priorities or National Governing Body (NGB) targets, including the key named people that have confirmed this.
5. **Demonstrate need.** Asking your existing club members whether they would like a new club house or another coach at the club isn't evidence of need – so be creative with gathering feedback and data from sources that can clearly and impartially evidence the need for the project.
6. **Carry out a cost per head analysis** to check the viability of the project. Do the costs seem reasonable? If it was your money, would you invest in the project based upon the returns expected? Be clear about the outcomes and be realistic when setting them.
7. **Include the compulsory documents that are requested**, failure to add these will halt your application and Sport England will not proceed to assess your application until they are supplied.

Don't:

8. **Waffle when introducing your project.** Include plenty of facts and figures about what will be delivered, e.g. number of sessions delivered, participants and coaches to be involved etc. State clearly what sport(s) is to be delivered. Be clear about the location for delivery of the project and the time of day.
9. **Submit general evidence of support from your Local Authority /National Governing Body/County Sport Partnership etc.** General letters from organisations stating they support the application do not add any value. See point 4 in the 'Do' section above – if you clearly demonstrate how your project fits in with the priorities of your local authorities, NGBs etc. by referencing their key documents, you will be demonstrating that you are supporting them.
10. **Quote national or even regional statistics as sole evidence of the need for your project.** These provide context only and evidence of need should be more project specific.

Practical tips about the on-line application process:

- Do not copy and paste formatted text into the application form. The electronic form strips all formatting out and makes information illegible.
- Be careful when ticking boxes, ensure you carefully read each question as a wrongly ticked box could mean that you are rejected.
- Ensure you click on 'save' each time you make any changes to your application.
- Ask somebody else that hasn't been directly involved in developing and writing the project bid to be a critical friend and provide you with feedback and suggestions for change.
- Do not share your Username and passwords with others and ask them to review your application on-line. Firstly, you could be breaking data protection laws and secondly, this creates an issue in tracking who makes changes to your application. Print off the hard copy version and circulate this for comment and have one person responsible within the organisation for making changes to the on-line application.
- Remember – once you have submitted your application to Sport England, it's too late to go back and add something else that could make all the difference.
- Handwritten application forms can be requested, you should do this via your County Sports Partnership who can contact Sport England on your behalf and demonstrate why a non-electronic application is required.