

Guide to Completing the Sport England Emergency Fund Application from The Bid Experts Ltd.

About the Sport England Emergency Fund – from the Sport England website:

The Sport England Emergency Fund has been developed to help community sport and physical activity organisations meet their obligations, in particular fixed costs, which are no longer supported with revenue as a result of coronavirus. Awards of up to £10k are available.

The fund is designed to cover expenses such as:

- Rent
- Utility costs
- Insurances
- Facility or equipment hire
- Core staffing costs (including casual workers) that cannot be met elsewhere by other government funds
- Retrospective losses dating from 1 March 2020.

Funding cannot be used for:

- Activities or costs which are already covered by other government funding, including rate relief
- New activities or events
- Capital works
- Costs beyond the end of July 2020.

Full details are available here: <https://www.sportengland.org/how-we-can-help/our-funds/community-emergency-fund>, which also includes the link to apply to the fund.

About me:

My name is Helen Rayfield and I am Chair of Haringey Rhinos RFC, a community rugby club in North London. I am also a bidding expert, with over 15 years' experience in local/central government bidding and charity grant funding.

I completed the Haringey Rhinos' Sport England Emergency Fund application, which has been successful. To support other rugby clubs, I have put together this guide to completing the application form and I am also offering a free Emergency Fund application review. Just email your draft to TheBidExperts@gmail.com and I'll get back to you as quickly as possible (subject to availability).

Before you start your application, please make sure you read all the Sport England guidance, it is extremely useful.

It is a good idea to draft your answers in Microsoft Word and then cut and paste them into the online application. Otherwise, if your answers are quite long, they will be cut off in the PDF of your final submission and you won't be able to see your responses or reuse in future grant applications.

Section One – Contact Details:

Questions 1 – 10 are very straight forward. You need to use the contact details of the person making the application or the person who is able to answer any questions relating to the application, particularly the finance sections. Sport England did call me to ask a couple of follow up questions, so the person named here needs to be able to answer any questions!

Section Two – Organisation Details:

Questions 11 – 22 are also very straight forward but do make sure you provide all the information they ask for. If a question does not apply to you, just leave it blank.

Section Three – Funding:

Section Three is where things start to get more complicated. Before you answer these questions, you will need to work out what funding you need. The fund is about covering your ongoing costs but remember, you can also claim for lost revenue. Your treasurer will be able to provide the data you need. Here is an example to help you work out what to claim for:

Expenditure	March	April	May	June	July	Totals
Pitch hire	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Rent		£1,000				£1,000
Utilities	£100	£100	£100	£100	£100	£500
Broadband		£150			£150	£300
Total:						£6,800
Revenue lost						
Pitch subletting	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Festival revenues				£2,000		£2,000
Bar revenues	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Total:						£12,000

In this example, the club expenditure from 1 March to 31 July is £6,800 which can be included in the application. The club also has £12,000 of lost revenue, some of which can be included in the claim. Make sure your figures are as accurate as possible. If/when Sport England ask you to report on how you used the money, you will need to demonstrate how you arrived at your numbers.

Question 23: Based on your calculations, how much money are you applying for? Enter the full figure here.

Question 24: Explain how you will spend the money. Make sure you include the actual figures. For example: We rent our pitches from [insert name]. The cost is £2,000 a month. We also rent our clubhouse and our quarterly rent of £1,000 is due in April. Our utilities costs are £100 a month and our broadband is £150 a quarter, with two payments due between now and July 31. We have lost all our income streams.

Question 25: Enter the total amount of income you estimate your club will lose, from 1 March to 31 July. In the example above, the figure is £12,000.

Question 26: Again, this is where you explain how you have calculated your losses. For example: Our losses are calculated as follows: £1k a month in pitch rent. We rent our pitches to other sports clubs. 5 months at £1k a month = £5k. Our summer rugby festival has been cancelled. This usually raises circa £2k in revenue. Our bar revenues average £1k per month (March to July – total £5k).

Question 27: What are your financial reserves? How much cash have you got set aside to support your club during this crisis? Your treasurer will know the answer!

Question 28: This question relates to Question 27, not Question 26 (as it says on the application). If you have got reserves, you need to explain what you will spend the money on. For example: With no income and no grant funding, our reserves will be spent paying our rent, which will leave us with no reserves for the forthcoming season.

Section Four – Related Information:

This section is absolutely critical. It is your opportunity to talk about your club, the work you do in your community and why Sport England should award you the funding you have requested. This is where you sell your club, so take your time and make sure you include everything you can, supported by statistics and evidence. GMS is a good source of data about your club. The Sport England assessor does not know anything about your club, so make sure you tell them everything you can!

Question 29: This is where you talk about your club and your role in the community. Keep in mind Sport England's priorities, which are: Increasing activity; tackling inequalities for women; tackling inequalities for lower socio-economic groups; decreasing inactivity; volunteering; children and young people; talent.

If your club delivers activities which are aligned with Sport England's priorities, make sure you tell them. Examples include: Playing opportunities for women and girls; supporting inactive players to play rugby (e.g. O2 Touch); opportunities for volunteers; your youth sections; any support you offer to people from lower socio-economic groups (e.g. travel assistance; financial support to buy kit etc.).

Here is an example, based on my club:

Haringey Rhinos are a community rugby club, based in the poorest ward in one of London's poorest boroughs. We have a senior men's team, a senior ladies team and over 200 children and young people. 63% of our youth participants are from BAME backgrounds and we have over 40 girls, aged 13-17. We are the only rugby club in Haringey providing rugby for girls and women.

All our coaches and support team are volunteers. We are keenly aware of the significant economic challenges facing families in Haringey and as such, participants are only charged a nominal membership fee (£10 per child for the whole season or £15 per family). We fundraise to enable us to provide match day kit, training t-shirts, gum shields, training equipment, match day transport and healthy post-match food. We also have a fund to provide significantly economically disadvantaged children with free rugby boots.

We offer volunteering opportunities across the club, including coaching, help on match days, running the bar etc.

Question 30: Here is where you talk about all the activity you have delivered over the last 12 months. Again, include everything you can. Ask around to make sure you do not miss anything! For example:

- Competitive adult rugby - men and women. We have over 30 female registered players.
- Weekly rugby training and competitive fixtures for over 200 kids aged 5-17 (boys and girls) every Sunday. We also run Thursday after school sessions for children aged 13 and above.
- Weekly in school rugby clubs for girls and boys in four Haringey secondary schools. We have over 40 girls playing rugby in school every week.
- Schools competitions
- Friday night lights sessions for older players, those who are new to rugby, juniors transitioning to senior rugby and those who have weekend commitments and cannot play on Saturdays
- Vets sessions and competitive fixtures for older players.

Question 31: Sport England want to know how you are keeping in touch with your members. Again, it is worth asking around to find out what each section of your club is doing. Here is an example:

Email updates. WhatsApp chats. We have phoned older members of the club to provide support and will continue to do so. We are introducing a Buddy system to support our vulnerable / older members and those who are in isolation with phone calls to ease loneliness, drop off groceries collect prescriptions etc.

Question 32: Here is where you talk about what will happen to your rugby club if you do not secure the funding. Be honest. If you are at risk of financial collapse, then say so. Make sure you consider the knock on effects. For example: If we do not secure this funding, we will run out of money before our season starts. We will do everything we can to secure the future of our club, but risk losing our pitches and our premises if we default on our rent payments. We will have to increase subs and fees across the club, which will reduce the number of adults and children who can play rugby with us.

Question 33: If you need additional support or guidance from Sport England, here is your opportunity to ask for it.

Questions 34 and 35: These questions relate to the declaration. Please make sure you read it carefully, then tick the boxes for questions 34 and 35.

Question 36: Sport England do not require any additional information. You can choose to send them supporting information. I would not send any additional information. Sport England have received over 6,000 applications and submitting additional information may delay the assessment of your application.

Finally, before you press submit, make sure you have reviewed all your responses and are happy with your answers. Once you have submitted your application, you will not be able to make any changes.

Good luck! If you use this guide to support your application and you are successful, do let me know!