



England Athletics Club Support Fund: Application and Process guidance document

Overview

England Athletics are delighted to be able to offer a support fund for affiliated clubs to access. The over-arching aim of this fund is to support clubs to become safe, sustainable and welcoming so they can be the best they can be and create vibrant environments for their members. We realise this is a very broad aim so to simplify the application process and make it more focussed we will distribute the fund across themed rounds. **The application window for the first round of funding is now open and will close on 15 January 2021.**

We are committed to opening additional funding rounds in 2021 and will do this on a regular basis throughout 2021. The schedules are as follows:

Round 1:

Now until 15 January 2021

Theme = supporting affiliated clubs and member bodies to overcome the impact of COVID-19

Round 2:

26 March 2021 – 9 May 2021

Theme = preparing for the outdoor track and field season – innovation / enhancement / opportunities

Round 3:

25 July 2021 – 6 September 2021

Theme = improvements to the training environment

Round 4:

3 December 2021 – 14 January 2022

Theme = member engagement, recruitment and retention

In early 2021, we will announce details of a funding pot for capital projects linked to TrackMark for clubs who own and / or operate their own facility.

We want to encourage applications that focus on inclusion and diversity in all funding rounds.

How much funding can I apply for?

- In the first funding round we award small grants of up to £500
- Clubs can apply for funding in more than one round, but priority will be given to clubs who have not previously accessed funding
- Funding amounts in future rounds may increase and the capital pot will be open for larger awards

Themed rounds

Each round will have a specific theme and these will be released before the start of each funding round. **The theme for round 1 is: support for affiliated clubs to overcome the impact of COVID-19**

We are happy to support retrospective projects or costs associated with the day to day operational requirements of your club. We are also happy to support new projects that you are thinking of delivering or new operational processes that you want to set up.

To make the application process more straightforward we have indicated key areas where applications should be focussed:

- Adding capacity to your coach and leader team – we appreciate that COVID-19 may have resulted in coaches and leaders stepping down from their roles, or additional coaches and leaders being required to ensure you can deliver training sessions in a COVID secure environment.
- Volunteer recruitment and training – similarly to coaches and leaders some of your key volunteers may have decided to step aside due to the impact of COVID-19 or you simply may require more volunteers to make your club sessions COVID secure.
- Day to day operational costs such as facility hire and equipment costs – compliance with government and England Athletics guidelines to make your sessions COVID secure may well have resulted in additional costs for your club. Examples could be:
 - Operating more sessions to comply with social distancing measures
 - Requiring more equipment to offset the need for members to share
 - Purchasing cleaning products and PPE to comply with enhanced hygiene measures
- Marketing, communication and administration costs – the way you communicate with your members and engage with potential new members may have had to change because of COVID-19. You may have had to introduce additional administration processes to deal with the impact of COVID-19 and create a COVID secure environment.
- Innovation – we are always really keen to support member clubs to show innovation, and we are aware of many clubs who have found innovative solutions to engaging with members, delivering training sessions or providing competitive opportunities for their members.

Application Process and Criteria

We want the application process to be as straight forward as possible. We also want this fund to have as much impact on athletics and running as possible, and we want to be able to support you where we can to deliver the outcomes of your project. The key criteria you need to comply with are:

- The application needs to be made by an affiliated club
- The application needs to demonstrate how the funding will enhance the club environment and have a positive impact on registered England Athletics members
- The application needs to focus on sustaining or growing your membership levels
- We need to see exactly how much funding is required and what it will be spent on
- Your club will need to already be complying with our Club Standards or show a commitment to working towards them
- You will need to demonstrate how the funding will be spent within six months of any award being made