



Youth Innovation Conference

Building resilience in your club

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Transforming Lives Through Sport



Sported – we use sport to fulfil *all* young people's potential



Founded as part of the legacy of the London 2012 Games, Sported is a charity passionate about helping *every* young person access sport and fulfil their potential through it.

We achieve this by supporting local community organisations who use sport and as a tool to tackle issues affecting young people.

Sported delivers free expertise, resources and vital help to amazing local groups so they can become sustainable and expand their support for local young people.

We also create new programmes with partners that provide opportunities for young that might otherwise not be possible.

With your support we can deliver them a brighter future.

Sported in the UK

2933
Members

273
Volunteers

Members delivering in the UK's most deprived communities

35% Located in 20% most deprived areas

Reaching over

539,925
participants

Improving young lives and communities across **five social outcomes**:



28%
Crime & anti-social behaviour



39%
Community cohesion



50%
Health & wellbeing



32%
Education & employability



45%
Inequality in sports participation

But these community groups need our **support** to survive...



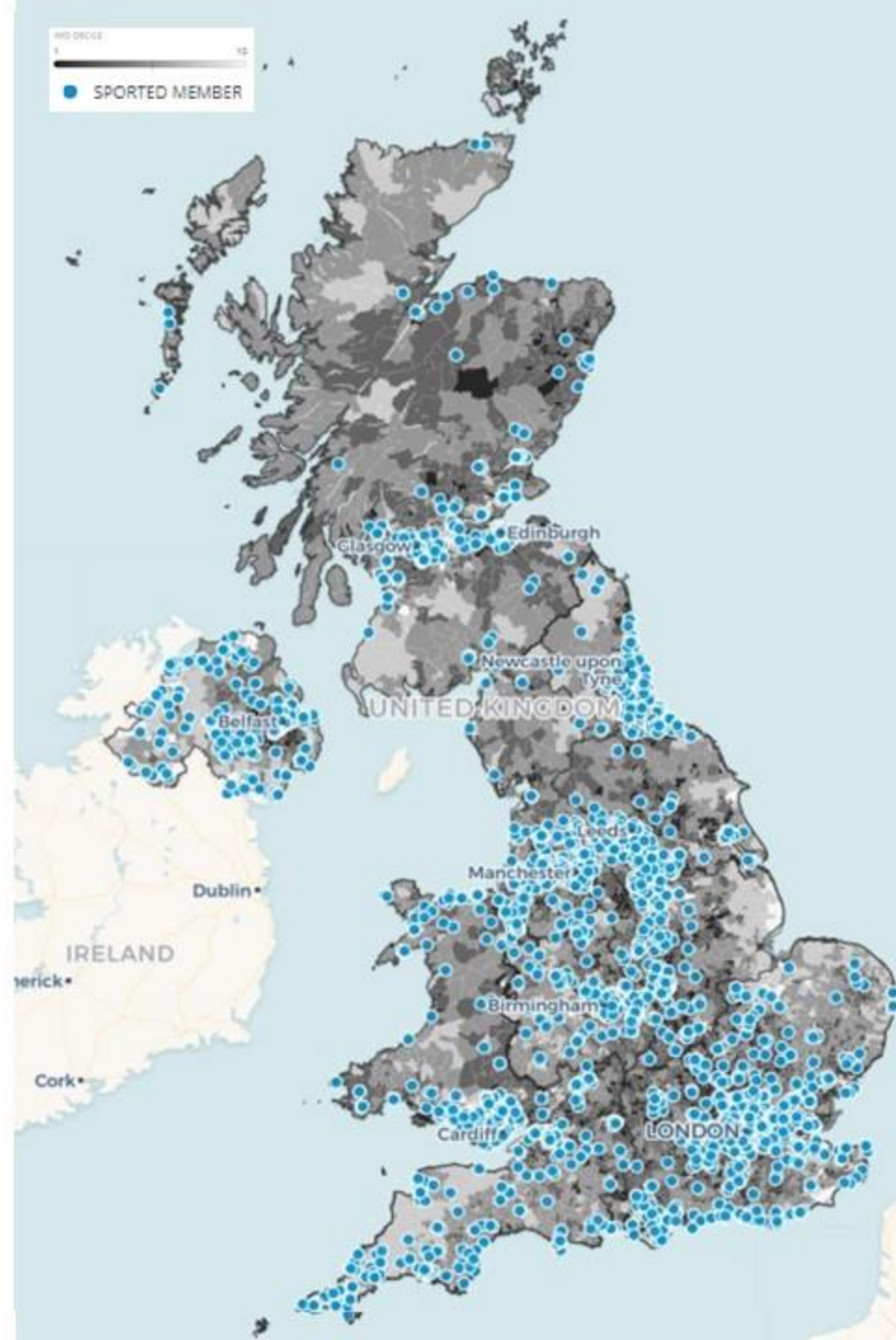
52%
Entirely volunteer led



43%
Have an income under £10k

Numbers of members accurate as of March 2022
Other figures based on most information supplied by Sported members

SPORTED



MORE THAN JUST SPORT...

**ALL OF OUR
COMMUNITY
GROUPS USE THE
POWER OF SPORT TO
ADDRESS CRITICAL
SOCIAL ISSUES**

**THEY ENSURE YOUNG PEOPLE
FROM DISADVANTAGED
COMMUNITIES NOT ONLY
GET THE PHYSICAL AND
MENTAL BENEFITS OF
PHYSICAL ACTIVITY, BUT
FULFIL THEIR POTENTIAL BY
ADDRESSING ONE OR MORE
OF THE FOLLOWING SOCIAL
OUTCOMES:**



14%

**CRIME AND
ANTI-SOCIAL
BEHAVIOUR**



21%

**COMMUNITY
COHESION**



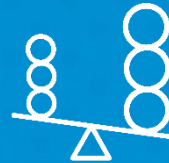
21%

**HEALTH &
WELLBEING**



18%

**EDUCATION &
EMPLOYABILITY**



25%

**INEQUALITY IN
SPORTS
PARTICIPATION**



How we help clubs/organisations

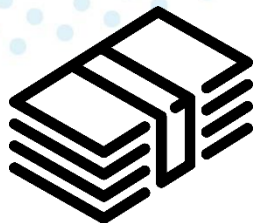
SPORTED HELPS COMMUNITY GROUPS SURVIVE **TO HELP YOUNG PEOPLE THRIVE**



We support in 2 ways...

1. Organisational Support

FUNDING OPPORTUNITIES AND COST SAVINGS



WE HELP OUR GROUPS MAXIMISE THEIR CHANCES OF SECURING MUCH NEEDED FUNDING BY HELPING THEM TO BECOME 'INVESTMENT READY'. THIS INCLUDES DEVELOPING ROBUST BUSINESS AND FINANCIAL PLANS, ENSURING THEY HAVE THE CORRECT POLICIES AND GOVERNANCE IN PLACE, AND HELPING THEM TO DEMONSTRATE THEIR IMPACT THROUGH EFFECTIVE MEASUREMENT.

VOLUNTEER BUSINESS MENTORING



WE TRAIN AND MATCH SKILLED ADULT VOLUNTEERS TO HELP COMMUNITY GROUPS DEVELOP THE NECESSARY BUSINESS INFRASTRUCTURE AND PLANS FOR THEIR LONG-TERM SURVIVAL AND SUCCESS.

REGIONAL SUPPORT AND NETWORKING



WE HAVE A PASSIONATE, EXPERT, ON-THE-GROUND DELIVERY TEAM LOCATED IN ALL REGIONS OF THE UK. THIS LOCAL PRESENCE ENSURES OUR MEMBERS BENEFIT FROM THE PERSONAL SUPPORT OF SOMEONE WHO LIVES IN AND UNDERSTANDS THE LOCAL LANDSCAPE AND ITS CHALLENGES.

2. New opportunities

PROGRAMMES AND PROJECTS



OUR PROGRAMMES AND PROJECTS PROVIDE OUR MEMBERS WITH **TAILORED SUPPORT TO HELP THEM BECOME MORE INCLUSIVE** AND TACKLE MAJOR SOCIETAL PROBLEMS SUCH AS EDUCATIONAL, INEQUALITY AND YOUTH VIOLENCE.



What do we do once we know what they need?

- One-to-one support on a long or short-term basis from our team of professional volunteers
- A named local contact from the Sported team as well as support from the Sported member services team
- The opportunity to join Sported projects working with partners on a specific topic



- Regular webinars and workshops on topics such as fundraising, business planning, legal structures, marketing
- Receive monthly funding bulletins and member newsletters with information and services specifically tailored to Sport for Development organisations
- Bespoke Funding searches for when they need something more tailored
- Legal and Insurance advice

Reflecteen Case study



March 2020 – joined the Sported network

April 2020 - long term strategic planning support

April 2020 – short term support - help with grant applications. Support with grant applications multiple times across the year - £10k +

April 2020 – attended COVID 19 response webinar

June 2021 – downloaded Employment Contracts: Planning Guide off the Sported Hub

Sep 2021 – awarded 5K TIF grant

Oct 2021 – **long term** governance support, to help with process to register the organisation as a charity with the charities commission

March 2023 – joined the Greater Manchester Black leaders participatory grant making panel and have been involved in the project with Barclays across the year

Feb 2023 – visit from Sported member of staff and then staff support with writing HAF grant

Dec 2022 – short term support marketing support, reviewing and proof-reading content and layout of their current website

April 2022 – awarded Barclays Community Football Fund deep impact grant

Jan 2022 - short term support to help with grant applications. Returned for support with grant applications multiple times across the year

Dec 2021 – short term support to help review the content of a job advert

Nov 2021 – signed up to Easyfundraising via Sported

Sep 2023 – staff support sitting on interview panel for new role at ReflectTeen

Oct 2023 – short term support to help update some of the organisations policy documents

“We absolutely relished working with David helping us attain our charitable status. We are grateful for all the support and guidance received from David throughout the registration process. No doubt, David deserves our volunteer award of the year. We feel so blessed to have his guidance“



What are the challenges in becoming a resilient group/club?

What do you feel groups/clubs need in place to become more resilient in the future?

Capacity Model Overview

- Sported's **Capacity Model** identifies what a community club or group should have in place to ensure **sustainability**.
- Originally developed through member interviews, research and sector consultation.
- Reviewed in 2019 after 3 years of use.
- The Capacity Model's five core areas are each made up of four sections.



Measurement Tool

The Capacity Measurement Tool:

- **Assesses capabilities**, ensuring groups can prioritise greatest areas of need.
- **Provides collective insight** into the sustainability of grassroots' community groups and clarity around areas of strength and **themes for development**, as these change in time.
- Provides a '**benchmark**' position against which to measure the impact of interventions.

CAPACITY
MEASUREMENT TOOL



Scorecard example

Example Community Group

Your Scorecard

Your answers to the Game Plan survey have been quantified, and a Capacity Score has been calculated for each area. Here's an overall summary of your answers to Game Plan.

Overall Capacity = 51%

highest capacity ←					lowest capacity →				
highest capacity ↑								lowest capacity ↓	
Embedded in Community		Human Resources		Resources to Deliver		Mission & Structure		Sound Finances	
75%		63%		51%		48%		20%	
Responding to Local Need		Competent Committee		Access to Equipment		Clear Structure & Planning		Financial Management & Budgeting	
100%		83%		76%		60%		60%	
Being Inclusive		Staff & Volunteers		Facilities for Delivery		Necessary Compliance		Generating Sustainable Income	
90%		70%		58%		50%		10%	
Connecting to Young People		Keeping Knowledge Current		Effective Marketing		Maintaining Mission		Fundraising	
78%		60%		37%		45%		10%	
Partnerships & Collaboration		Sharing Knowledge Organisationally		Basic IT & Infrastructure		Good Impact Practice		Managing Reserves	
34%		40%		33%		35%		0%	
lowest capacity								lowest capacity	

Gameplan & Timeout Surveys

In conjunction with the model, we have developed our capacity assessment surveys – ‘Gameplan’ and ‘Timeout’.

- Surveys are completed by before and after long-term support.
- Questions focus on each of the core capacity model areas.
- In depth guidance notes are provided
- A ‘scorecard’ is generated.

SOUND FINANCES







INTRODUCTION

This section is about having sufficient funds and resources needed to deliver the aims of the organisation. It's also about how well you manage those funds, and how you minimise the financial risks you might face as an organisation.

QUESTIONS 1, 2, 3, 4, 5

Financial Management and Budgeting

If an organisation is unable to predict and control income and expenditure it runs the risk of either collapse or receiving reduced funding. You need to be able to demonstrate some sort of financial balance (that you have money coming in to cover your costs.) Being on top of your finances means you can spend more energy planning the more interesting and exciting aspects of your organisation.

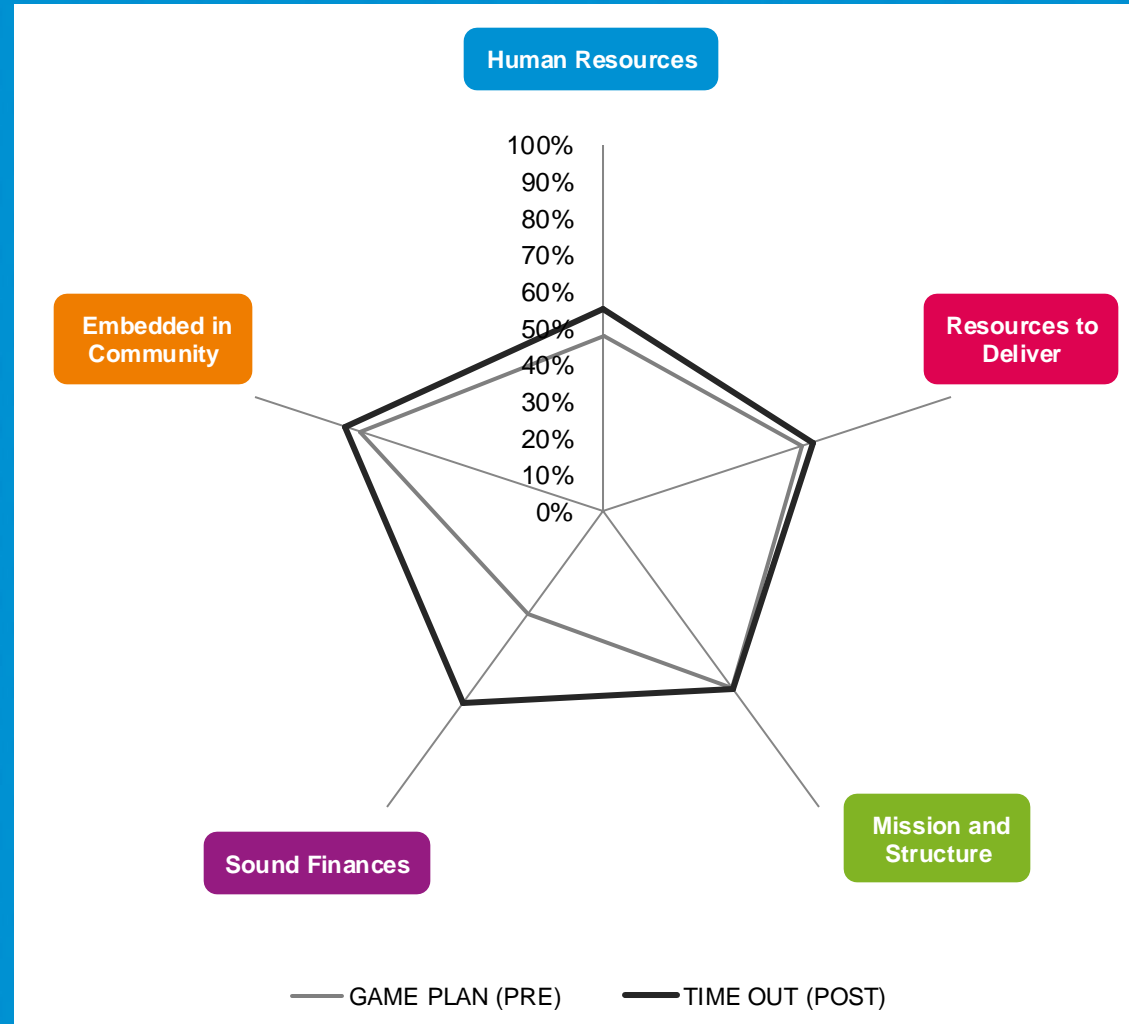
-  **Income:** Money coming in.
-  **Expenditure:** Money going out.
-  **Budgeting:** Creating a plan for what and how the organisation will spend money.
-  **Management Accounts:** A summary of financial information (income and expenditure), produced on a regular basis.

	★	★★	★★★	★★★★	★★★★★
	You rely on word of mouth. You have no clear way of communicating with your participants, or potential new participants. It's not clear to outsiders what you do.	You have a way of communicating with your participants. You may have an online platform which explains what you do, but it could be better.	You have a systematic way of communicating with your participants, and channels to market to new participants. You have an online presence.	You have an effective online presence, where you communicate effectively. You have all necessary requirements.	You have an effective marketing strategy, and you communicate very effectively. Your marketing material reflects your participants.
EXAMPLES:	<p>"If you Googled us I don't think anything would come up."</p> <p>"We put up posters and hand out flyers to schools. Then we hope people turn up."</p> <p>"I use my own Facebook/Twitter account, we don't have one for the group."</p>	<p>"We've got a website but its functionality is limited and it's out of date."</p> <p>"We know we should be on social media, but we've got no one who's good at that."</p> <p>"Very occasionally we'll get in touch with the local paper with news about the club."</p>	<p>"We use our website for easy to navigate information and good news stories then use social media to promote these as well as updates, announcements and photos etc."</p> <p>"We use our platforms to tell people about our success but never really talk about what participants will gain from joining our group."</p> <p>"We know what we're good at and try to reinforce this through our marketing messaging."</p>	<p>"We've got a marketing strategy, including the resources and skills to manage our marketing platforms."</p> <p>"We're trying to get more of our group and young people involved in contributing to our marketing content. We know who we are targeting and use the relevant platform to engage with them."</p> <p>"We schedule posts in advance, and at the best times so they will get the best response. We post regularly and have a growing number of followers."</p>	<p>"We have a social media policy that promotes good practice and effective usage. We understand the importance of safety and behaviour and have procedures in place to address misconduct."</p> <p>"We have good relationships with local media and get lots of press coverage publicising our work and success stories."</p> <p>"In addition to our public pages, we have closed Facebook groups so we can communicate with our members and volunteers privately."</p>

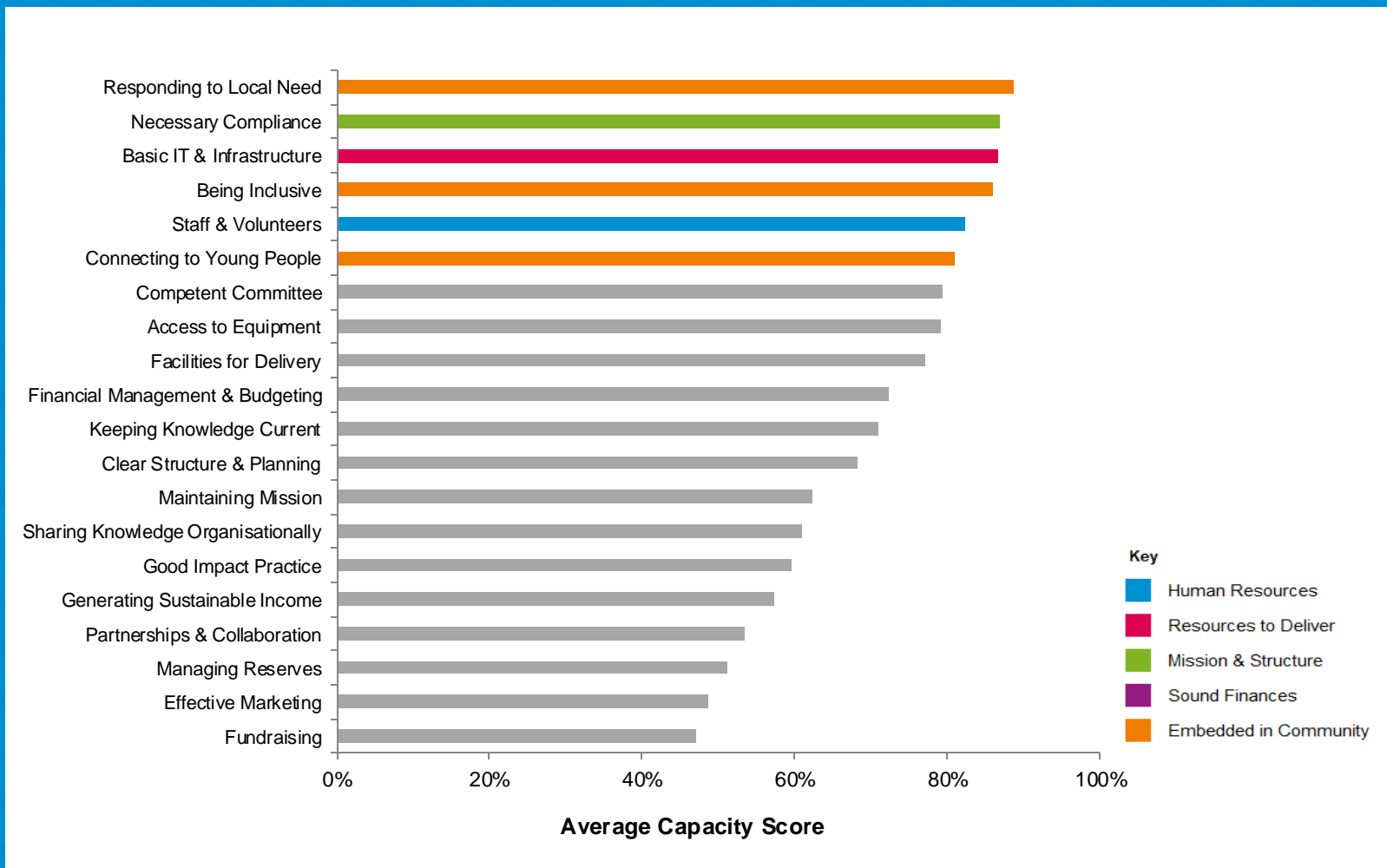
Distance travelled

Of members who have completed Long Term Support 78% show an increase in their overall capacity score (n=114).

Of members who have completed Long Term Support 91% say they have a better understanding of what's needed to make their organisation more sustainable (n=158).



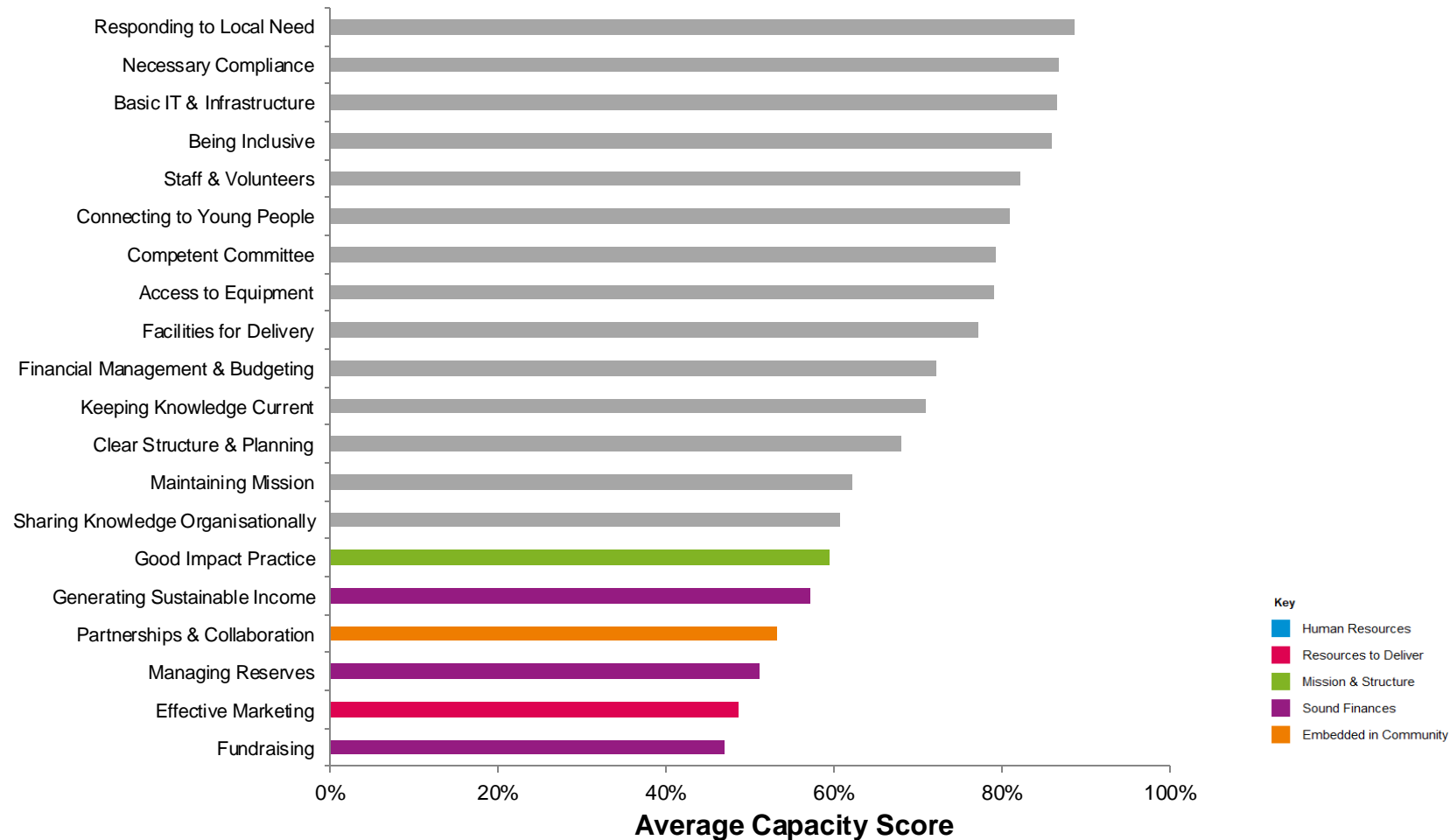
AREAS OF STRENGTH



Data based on 124 Sported members starting long term support between March 2019 - November 2019

Areas of specific need

Sported membership



Become a member
<https://sported.org.uk/members/>

Get in touch:



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**Thank
you!**