

# Identifying Diversified Funding Opportunities

**SECTOR**

Volunteering

**DATE UNDERTAKEN**

April 2016 - December 2017

**CONSULTANCY AREA**

Funding

**PARTNER**

Volunteer It Yourself



A unique national volunteering programme supporting disadvantaged young people to develop vocational trade skills while improving community facilities sought to reshape project proposals to realign with sport sector funding opportunities.

## The Challenge

- Identify new funding streams to replace lapsing investment
- Build credibility and relationships with sport sector funders
- Create scalable opportunities for programme growth

## London Sport Support

- Assess existing client programme to identify alignment opportunities with sport sector policy priorities
- Propose repositioning of services to build connections with leisure facility operators
- Identify target funding opportunities for programme expansion

## Outcomes of London Sport Consultancy

- The client successfully secured over £300,000 investment from new funding partners
- Business has subsequently commissioned a new research project to assess countrywide expansion opportunities
- New partnership brokered with national facility operator, with delivery rolling out in sites across the UK

## The Challenge -

Identifying new funding opportunities to safeguard future development of national volunteering programmes



In a competitive and changing funding landscape, how can an established organisation ensure it is in the right position to secure new investment? With the diversification of the sport sector coming into sharper focus in recent years, new opportunities for successful projects to play a role in meeting sector priorities are tantalisingly close - yet the landscape remains complex and, for organisations not

familiar with its ways of working, intimidating to navigate.

Volunteer It Yourself has delivered successful DIY and volunteering programmes for young people since 2011, supporting thousands of young people and securing partnerships with bodies including Wickes, City & Guilds and The Careers & Enterprise Company. In 2015, the organisation showed the potential benefit of the programme to the grassroots sport sector through a pilot at a grassroots rugby league club in Lancashire. With a sudden burst of interest from the community sport sector for VIY's services, the group approached London Sport for support in identifying opportunities to fund this new business vertical.

## London Sport's Support

Volunteering and community sport have long-enjoyed close alignment with one another, but post-2015 and the launch of government's Sporting Future strategy, interest in volunteering linked to sport has evolved considerably. Alongside continuation of existing, successful programmes, an opportunity exists for established groups to introduce new thinking and approaches to funding bodies with an interest in sport - a space that Volunteer It Yourself is well-positioned to enter.

Approached with a general brief to support Volunteer It Yourself's aims to expand in the sport sector, London Sport identified a nine-stage project approach.



These stages were conducted in a phased approach between April 2016 and December 2017

“London Sport’s help in connecting us with potential funders and partners has had a major impact. They have developed an excellent feeling for our work and have a strong network of close cross-sector contacts: every introduction made by London Sport to a new potential funder and partner has been relevant and extremely well-considered.

In addition, they have always willingly taken the time to work with us to discuss and shape our proposals, including providing essential insights on the community sport sector to help underpin our plans, as well as partnering with us on funding applications when appropriate. Ultimately all of this has led to an ongoing commercial relationship for us with one of the largest operators of council-owned sports and leisure facilities, as well as multiple live opportunities with grant-giving organisations.”

**Tim Reading**

Director, Cospa & Volunteer It Yourself



**Outcome of London Sport Support**

Through activity supported by London Sport, Volunteer It Yourself has successfully secured £306,000 of investment from new funding partners Nesta and Sport England, and an agreement with one of the country’s biggest operators of Local Authority leisure facilities to deliver projects at sites nationwide.

London Sport has subsequently been commissioned to undertake a research study to examine the geographical distribution of completed Volunteer It Yourself project sites and, through introductions to the national County Sport Partnerships network, identifying clubs and community groups most in need of new Volunteer It Yourself programmes.

- £306,000 of investment
- New funding partners
- Future research commissioned



**Interested in working with London Sport? Get in touch:**

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