



**LONDON SPORT
CONSULTANCY**



Identifying Diversified Funding Opportunities

April 2016 - December 2017



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

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 had evolved considerably. Alongside continuation of existing, successful programmes, an opportunity exists for establish 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.



The Outcome

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.

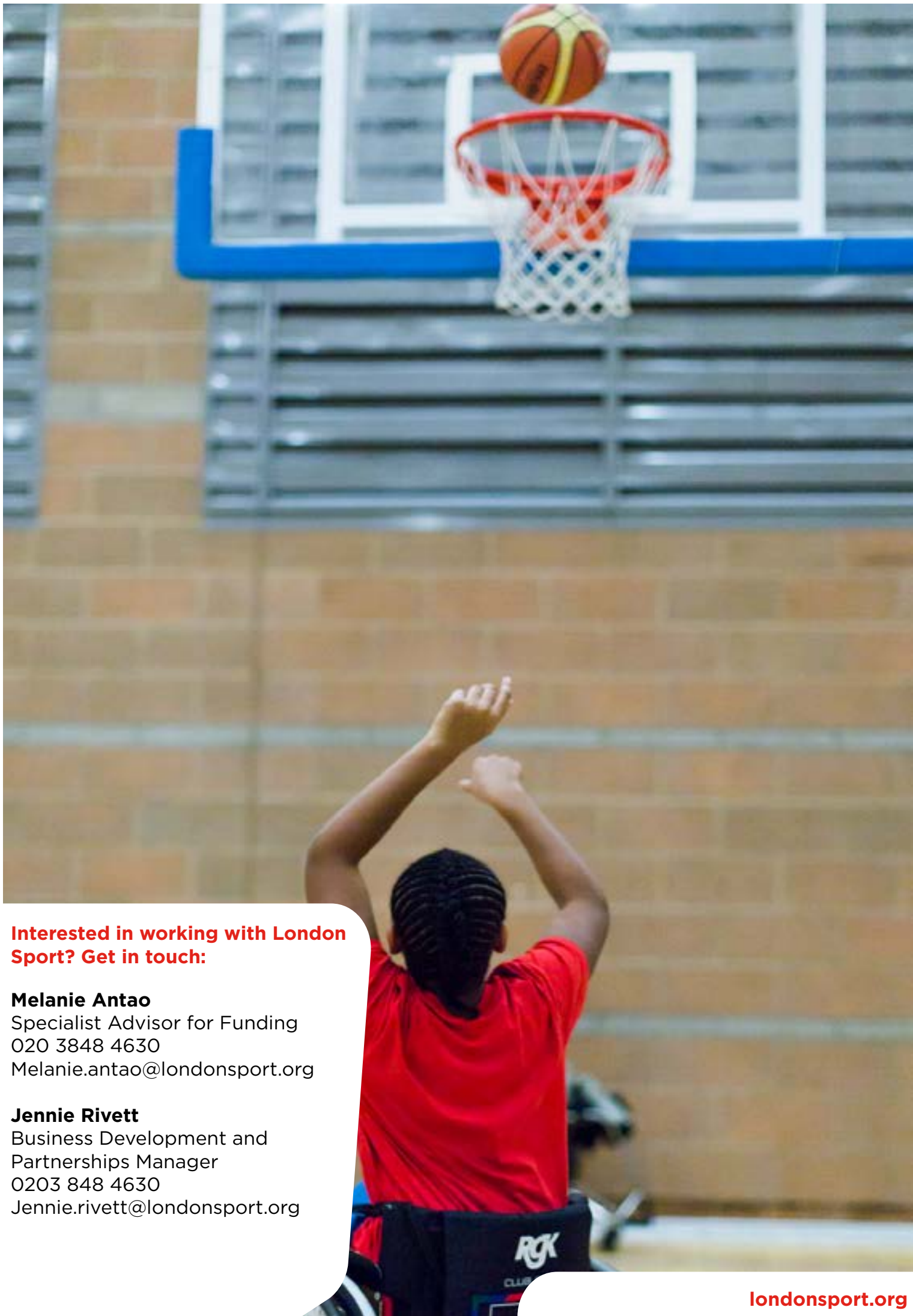
London Sport has subsequently been commissioned to undertake a research study to examine the geographical distribution of completed Volunteer It Yourself project sites and, through introductions to the national County Sport Partnerships network, identifying clubs and community groups most in need of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

What do our partners say?

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

Tim Reading
Director,
Cospa & Volunteer It Yourself





Interested in working with London Sport? Get in touch:

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