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# Cost of Living Fund Partner Guide

2024



## Introduction

Sporting Assets, with support from Access the Foundation for Social Investment, are launching a small grants fund this Autumn to help organisations delivering services that support their community with the rising cost of living.

The programme is focused exclusively on charities and social enterprises which have service delivery models based on enterprise activity. The grant provided through this programme will help them to sustain and where possible scale up their enterprise activity to meet increased demand.

Grants of up to £20,000 are available, and the fund expects to be able to support up to 25<sup>1</sup> organisations over the next 12 months<sup>2</sup>. With the scale of need likely to exceed the current funding available we are looking to work with partners to find those who most need funding support.

To date **10 awards** have been made totalling **£213,000** which means **£150,000** is still available.

This document provides a summary of the programme to assist partners and potential applicants.

## Objectives

The fund is looking to support organisations operating in underserved communities which are being severely impacted by cost-of living challenges. To ensure funding has a lasting impact, organisations must have:

- ✓ an enterprise model or element of trading (i.e., they must generate some revenue through delivering activities or services and not be wholly grant dependent); and
- ✓ existing cost of living services.

The grant should help to sustain the provision of cost-of-living services while helping to preserve or increase the resilience of the organisation's enterprise activity.

The full eligibility criteria are set out below.

## Criteria

To be eligible organisations must meet all the following criteria.

**Location.** Organisations must be:

- ✓ Based in England
- ✓ Located in or supporting the most deprived communities in England

Typically, we'd expect organisations to be in IMD 1-3. However, we realise IMD is a blunt tool when it comes to measuring who organisations are working with. If you know of an organisation who do great work in the most deprived communities (and would otherwise meet the fund criteria) but are located elsewhere speak to us.

**Organisational structure.** Charities and social enterprises will need to:

- ✓ Be Incorporated; and
- ✓ Have a regulated legal form (e.g. Charity, CIC, Community Benefit Societies that pursue charitable objectives)

<sup>1</sup> The fund currently can make awards totalling £365k. It is expected awards will typically be between £15k to £20k, enabling us to support up to 25 organisations.

<sup>2</sup> Awards must be made, prior to 30 September 2024.

**Activity.** To be eligible for the programme, charities and social enterprise will need to be delivering enterprise-based services which directly help people impacted by the cost-of-living crisis. They must be:

- ✓ Generating some income through trading or enterprising activity
- ✓ Already delivering cost-of-living services
- ✓ Delivering, or supporting the delivery of, sport and physical activity

**Project.** Organisations must have a project in mind that needs funding and will develop their enterprising activity with priority given to projects that directly support cost of living focused delivery. The grant cannot simply be used as revenue to deliver a service.

From the awards made to date, the programme has funded cafes to be established and expanded, brought existing assets back into use and supported salary costs to support new roles to be established that are focused on increasing revenue.

Live examples from projects already funded are appended to this document.

Eligible organisations will be:

- generating some income from enterprising activity; they cannot be solely reliant on grants or donations. This may be a wide range of activities but could include providing sports sessions, coaching, hiring space or providing other services such as a café or retail activity.
- already providing cost of living services for example:
  - food and emergency supplies: such as food and baby banks or the provision of hot meals, clothes, or toiletries
  - warmth: including warm rooms and spaces
  - advice and support: such as hosting financial advice services or guidance to manage rising costs.
- delivering sport or physical activity, such as a sports club or community group that use sport or physical activity as a tool. Or they will support the delivery of such activity, for example through managing or operating a community facility.

We can support organisations to expand existing services or develop new ones to support need, but we cannot help organisations to do this for the first time.

## Timeline

The final funding round will open mid January 2024.

## Next steps

At this stage we are keen to talk with potential partners who are already working with, or aware of, eligible organisations who would benefit from the fund. With your support we can ensure funding quickly reaches organisations who provide services to those most in need.

Please contact: [jemma.leathley@sportingassets.co.uk](mailto:jemma.leathley@sportingassets.co.uk) if you have any organisations you think would be eligible or to arrange a call to discuss the fund in more detail.

## Appendix: Case studies of grants made

### Case Study: CIC in the North East

Supporting a community hub to provide additional services	
<b>About:</b>	A CIC in the Northeast that operates a community hub, which is used by sports organisations
<b>Eligibility:</b>	<ul style="list-style-type: none"> <li>✓ <b>Location:</b> Based in Middlesbrough, IMD1</li> <li>✓ <b>Organisational structure:</b> Community Interest Company</li> <li>✓ <b>Enterprising activity:</b> Generates income from hire of their space and sales through their bar.</li> </ul>
<b>Cost of living services:</b>	It has an existing low-cost food shop on site and warm space provision.
<b>Problem:</b>	<p>Services are increasingly in demand as cost of living pressures impact their local community.</p> <p>To support the increased demand the organisation wanted to diversify and increase income.</p>
<b>Solution:</b>	Re-purpose an office area into a new café and re-use shop. The project would also enable the food bank to open longer hours.
<b>Input:</b>	£20,000 grant to support small scale renovations, initial staffing costs and set up costs.
<b>Impact:</b>	<p>Expanded offer for low cost hot meals, new offer providing refurbished electronic goods</p> <p>Estimated £1,700 additional income per month</p> <p>200% increase in the number of people supported by the organisation each month</p>

### Case Study: Charity in Liverpool

Helping a disability charity to deliver more	
<b>About:</b>	A disability charity, that runs sports sessions from its building as well as training and support offers.
<b>Eligibility:</b>	<ul style="list-style-type: none"> <li>✓ <b>Location:</b> Based in Liverpool, IMD1</li> <li>✓ <b>Organisational structure:</b> Incorporated Charity</li> <li>✓ <b>Enterprising activity:</b> Generates income from an offsite charity shop, café and charging for some of their sessions.</li> </ul>
<b>Existing services:</b>	The charity provides low-cost hot meals, warm clothes, and advice around benefits to their clients
<b>Problem:</b>	<p>The charity had piloted a second location in Bootle, offering a charity shop, advice, support and signposting to Daisy services for those living with a disability.</p> <p>Unfortunately, the charity had to move from its pilot location. The pilot had also relied on volunteers which had limited the opening hours and support offered.</p>
<b>Solution:</b>	The charity had found a new location for their outreach but wanted to move forward with an employ led model to increase the support provided at their hub in Bootle and also generate more revenue from trading.
<b>Input:</b>	£30,000 grant to support initial staffing costs and set up costs.
<b>Impact:</b>	<p>Scaling of their enterprising offer in Bootle</p> <p>Estimated £4,000 additional income per month</p> <p>50 new people supported by the organisation each month, identified through the outreach activity at the store.</p>

## Case Study: CIC in the East Midlands

<b>Enabling a community sports hub to provide an expanded food offer</b>	
<b>About:</b>	A community centre, operated by a CIC that has a multi-use space used for physical activity.
<b>Eligibility:</b>	<ul style="list-style-type: none"> <li>✓ <b>Location:</b> Based in the Peak District, IMD1</li> <li>✓ <b>Organisational structure:</b> Community Interest Company</li> <li>✓ <b>Enterprising activity:</b> Generates income from hire of their building, sales from their bar.</li> </ul>
<b>Cost of living services:</b>	They provide a low-cost food shop, warm space and Citizens Advice and health professionals on site.
<b>Problem:</b>	<p>The organisation had not been able to open their onsite commercial kitchen (installed part of recent renovations) due to lack of working capital to cover start up costs.</p> <p>This meant that a hot food offer and social eating project could not be started despite a clear local need.</p>
<b>Solution:</b>	Secure start up funding to bring the kitchen into use to provide extended food services to the local community whilst also starting a food delivery service to the wider town.
<b>Input:</b>	£24,500 grant to support initial staffing costs and set up costs.
<b>Impact:</b>	<p>Establishment of a new hot food offer on site to compliment other food and support services.</p> <p>Estimated £2,000 additional income per month enabling the service to be sustainable</p> <p>150 new people supported by the organisation each month</p>

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