



# Sports Changing Rooms

By Convenience Services Ltd

Look inside:

- ✓ Cost Effective Changing Rooms Solutions
- ✓ Grant Funding
- ✓ Fundraising Tips
- ✓ Case Studies

## A Guide To Funding Your Changing Room & Clubhouse Facilities





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## Modular vs. Traditional Builds

There are many benefits to a modular solution like ours over a traditional bricks & mortar approach. Here are a few reasons why we feel what we do ticks so many boxes for clubs looking for **best value** when looking at their options for expansion or replacement of their current clubhouse or changing facilities...



	Modular	Traditional
Ground preparation	Negligible - can be sited on relatively inexpensive concrete footings	More expensive & time consuming (foundations, for example)
Construction costs	Approx. £60 sq/ft - Roughly half of a comparable traditional build	Approx. £120 sq/ft - Twice that of a similar modular project
Lead time	Usually 6-8 weeks until your unit is ready for use	Varies but for complicated builds 6-12 months



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## A Letter From The Founder

Hello and welcome! I'm Mike Narracott and my company has been helping customers cost efficiently install sanitation facilities for over 20 years. Via our website [sportschangingrooms.co.uk](http://sportschangingrooms.co.uk) we are meeting the needs of clubs across the country that require cost effective yet quality solutions delivered on time and to budget.

We know the challenges clubs face are enormous & varied, and money plays a key part. Cost is a big part of why we believe our prefabricated solutions are a better bet than brick build solutions. Our builds last well over 50

years and take an average of six weeks from order to installation. Compare this to 6-12 months for the equivalent brick build. You'll find our costs can be significantly lower given less materials, labour and equipment are needed too.

In here we've captured key information to help you source the funding to realise your objective. Don't forget we offer a free design and consultation service; just drop me a line for a no obligation quote.

Yours sincerely,





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## A Guide To Grant Funding



We know finding the funds to improve club facilities can be tough, especially these days, so we've done a bit of work to help you and your club come up with some ideas.

The guide we have come up with is intended to give you a better chance of capital grant funding success. We've also had a bit of a think about some ideas outside of grant funding that you can have a go at to help raise the money for such an investment.



We really want to help you, not just sell you a great value clubhouse or set of changing rooms.



Modular solutions like ours are popular with sports and leisure clubs of all sizes mainly because of the reduced costs and speed of construction compared to traditional builds.

However, when applying for grant funding for a modular build the rules for success are the same as for a traditional solution, and thought & preparation usually goes hand in hand with success.

Feel free to use this guide to give you some ideas for other fundraising needs or projects, but we're really only focussing on funding sources



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## For Modular Builds

that can help in our particular area of work.

Any grant bid you submit will be for a capital project to have the modular building *installed* rather than *built*. In some cases, such as new changing rooms to compliment an existing structure, this can take the form of an add on to existing buildings.

Please use the information relating to advantages of modular builds from this brochure (or the website) and include this in your funding bids – it really will help you gain funding if you stress the

positives of why a modular build works better for your club compared to other solutions. An options appraisal recommending modular build is the way to go, but don't worry, we've got a template you can use for this later on in this booklet.

If you have got any questions at all then please feel free to get in touch; we may be able to help, we may be able to advise, we may not be able to do either, but we'll definitely give you an honest answer.

We hope the next few pages are useful for you all...







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Most grants require you to explain the:

- NEED for the project
- your OBJECTIVES AND OUTPUTS to measure project success
- how it will be SUSTAINED
- local community IMPACT

In order to establish these requirements (and speaking in broad terms) you will need to do your research for the right funder(s) for the project. Note the inclusion of the plural, it doesn't have to be just one funder in all cases. We'll go in to more detail on who to apply to for funding in the next section,

what we'll concentrate on now is what you could be applying with and how you could structure your application...

Using the general funding criteria headings of establishing **NEED, OBJECTIVES/OUTPUTS, SUSTAINABILITY, & IMPACT**, we have prepared four TOP TIP TICK SHEETS for each category that would help with any bid for a modular building. You can find a link to these in a couple of pages time.

We also have come up with some templates we hope you'll find useful when



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applying for funds.

If you follow the tick sheets and templates, which are not exhaustive so please have a look around to see if you can find something more suitable for your particular project (ours should be treated as a starting point), we think you will generally have a better chance of funding success for a modular building project.

Each template is hosted on our website; if you are reading this online click through to the template and download it via the link for each document. If you are reading the print version of

this then please just email us at [mike@toiletsforsale.co.uk](mailto:mike@toiletsforsale.co.uk) and we will get the relevant templates sent to you.

And, as always, if you've got any questions on how to use them please don't hesitate to get in touch.

We know how time consuming running a club can be and we'll always try to help - what we can't do is write the application for you!

So let's get on with it, here are the templates and downloads we feel will give you a better chance of securing funding...





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## Our Top Tick Sheets

Use these to make sure you are covering every base and doing everything to give as much detail as possible.

## Sports Development Plan

Many funders will ask for a development plan to see what their money will be going towards. Use this to make it easier for you to structure your document.

## Three-Year Cash Flow Projection and Business Plan

Use these templates to prove to funders it won't be money down the drain and that you have a sustainable plan for the foreseeable future.

## Community Consultation Questionnaire

Prove to funders that this project is something the community wants, and that the community will use & benefit from. This isn't as much work as you may think.

## Club Funding Articles From The 'Grassroot Magazine'

A selection of articles giving you real-world insight into funding successes from our partners at Grassroot Media.

## Options Appraisal

An options appraisal like this helps the funder see available options (and help them see your option is the right one).





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## Who Can We Apply To For Funding?

### Sport England

Many of you would have heard of *Sport England* and their corresponding organisations in Wales, Northern Ireland and Scotland (just replace 'England' with the name of the country your club is based in).

For the purposes of this booklet we'll just refer to *Sport England*.

Not only do they fund sport to the tunes of millions of pounds a year, there are a lot of good ideas and fundraising options in and around their website, of which we'll cover the most relevant of later on.

### What Is Sport England?

Some of you may have heard of it as the *English Sports Council*, and the 'About Us' page on the website [www.sportengland.org](http://www.sportengland.org) gives more detail, but at a most basic level it distributes taxpayer money with the goal of increasing participation numbers.

As you'd expect it deals with some big numbers investing hundred's of millions of pounds in to sport and when *Sport England* changes where it puts money this generally makes the news; just think about the decision made earlier this year to reduce the





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FA's allocation of *Sport England* funds and how it generated column inches across the sporting media.

If you've never had a look at what *Sport England* does then we definitely recommend you do so, it's a great place to start any fundraising strategy for your club and the detail on the website is extremely good.

## What Do They Fund?

There are at least fifteen different funds available with around half of them focused on facilities. Recently a lot of clubs benefitted from the Flood Relief Fund (which is

still open by the way should your club have been affected) that has a £5m pot to distribute.

The best place to start your *Sport England* funding search is on their website here: [www.sportengland.org/funding/applying-for-funding/](http://www.sportengland.org/funding/applying-for-funding/)

Our top tip is to check your club is eligible for *Sport England* funding before you start doing the work, again use their website to do this, and then have a look through the available funds to apply for the one which best fits your club and project.



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## Facilities & Planning

*Sport England* has a good section on this on their website giving some useful advice and tools on how to plan facilities projects covering everything from mitigating flood risks to AutoCAD templates to help design sports halls. You can find this section here: [www.sportengland.org/facilities-planning/](http://www.sportengland.org/facilities-planning/)

*Sport England* is a lot more approachable than many people think and you can always give them a call to ask any questions, no matter how small you think they

may be. Remember that they want to distribute their money; it's not in their interest to keep hold of it. Yes they may ask for a lot of supporting documentation but it's nothing you shouldn't have access to as a club; it has to be done purely because they deal in distributing public money and therefore have processes that have to be followed.

All in all, we think *Sport England* is a force for good and that every club should check it out.

Top tip: remember they want to give the money out.





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## County Sports Partnerships

Your local *County Sport Partnership* (CSP) will have details of many suitable local funding sources too. You can find their network website here: [cspnetwork.org](http://cspnetwork.org) where you will be able to find the details for your local CSP.

There is a lot more information on their website but if you've never heard of your local CSP then we think you should remedy this, they can be extremely useful when digging up sources of funding in your area. They should also be able to give you some advice on what to

put on applications to funders. Again, similarly to *Sport England* above, remember they are there to help so please don't be put off of getting in contact because you haven't spoken to them before; if you can help them achieve their goals of increasing participation then they should be keen to help.

Top tip: have a look at your local *County Sport Partnership's* website before getting in touch with them and think how your project can fit in with their goals as an organisation.



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## The Football Foundation

Obviously this is really only relevant if you are a football club. But if you are then it deals in big money projects so it is very much worth having a look at to see if your club fits their bill and vice versa.

The big fund they have open at the moment is The Premier League & The FA Facilities Fund and you can find details on this here: [www.footballfoundation.org.uk/funding-schemes/premier-league-the-fa-facilities-fund](http://www.footballfoundation.org.uk/funding-schemes/premier-league-the-fa-facilities-fund)

Top tip 1: If you want to talk to someone about your project give them a call on 0845 345 4555. Depending on your question they may refer you on to your local FA but at least they'll give you the name of the right person to talk to and the right number.

Top tip 2: Remember how front of mind investment in grassroots football is at the moment at all levels of society – and let this make you feel confident when talking to people about funding a grassroots football project.







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## Biffa Award

This is a funding angle we feel not enough clubs know about, and one that is run by some very helpful people.

The catch is you must be located within 10 miles of a landfill site and Biffa operation. The landfill site doesn't have to be a Biffa one and the 'Biffa' operation doesn't have to be a landfill – check out their postcode search here: [www.biffa-award.org/postcode-checker](http://www.biffa-award.org/postcode-checker).

Why do you need to be near both of these? Because the award/funding is linked to

Entrust and the Landfill Communities Fund, a tax credit scheme enabling landfill companies to put money towards local projects. Have a look around both websites here: [www.biffa-award.org](http://www.biffa-award.org) and [www.entrust.org.uk](http://www.entrust.org.uk).

There are different levels of funding available: 'Small' for amounts between £250 and £10,000 for projects up to £30,000, 'Main' for awards of £10,000-£50,000 and projects up to £200,000 and 'Flagship' for amounts over this.

Top tip: when applying for



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awards like these have in the back of your mind how you might be able to advertise the fact a company is funding your project. Could you get the local paper down with a banner promoting the funder in the background? Could you put a plaque in place to commemorate the funding?

## County Cricket Board, FA Or Governing Body For Your Sport

Talk to your County Development Manager or equivalent to see if they have any ideas for you on how to raise funds. Sometimes they will know things others don't,

will be able to help you through the application process or simply point you in the right direction.

If you are a cricket club then take a look at this:

### [EWCT Interest Free Loan](#)

and see if it does what you need it to.

You may need to talk to your local County Cricket Development Manager to see if they would approve it for the use of installing a modular build but it's worth a chat if you think it could be right for you and the club.





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## Other Lottery Funders

While *Sport England, Wales, Scotland & Northern Ireland* are the main distributors of sport-related lottery money there are some other lottery sources that could be relevant for your club:

- *Big Lottery Fund*: Gives out over £600m a year to community projects that improve health, education and the environment. You can search their 'funding finder' via the home page on their website here: [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)
- *Heritage Lottery Fund*: Very much aimed at communities and the

people within them. Not really a sports funder as such so there may be more appropriate funds to go to but if you've got a particularly strong community strategy, or a community that perhaps needs a strong community strategy, it could be worth looking in to: [www.hlf.org.uk](http://www.hlf.org.uk)

## Funding Portals/Search Tools

On top of doing your own searches for other funders there are a couple of relevant portals you could use to save a bit of time or do deeper research:



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- Funding Central: pretty much a one-stop shop when it comes to searching out funding & finance opportunities for charities, voluntary organisations and social enterprises. It's funded by the Cabinet Office and has the aim of helping you "develop a sustainable income strategy". You need to register but it's very easy to use once you get going.
- j4bgrants: Aimed more at businesses but still worth a look if your club could be classed as a small business [www.j4bgrants.co.uk](http://www.j4bgrants.co.uk)

## Other Sources

There are too many potential funders out there for us to know all of them, let alone write about them, but here are a few more that you could have a look at to see if your project and their aims fit with each other:

- Garfield Weston: [www.garfieldweston.org](http://www.garfieldweston.org)
- Bernard Sunley Charitable Foundation: [www.bernardsunley.org](http://www.bernardsunley.org)
- Henry Smith Charity: [www.henrysmithcharity.org.uk](http://www.henrysmithcharity.org.uk)
- Colyer Fergusson Charitable Trust: [www.cfct.org.uk](http://www.cfct.org.uk)
- Coalfields Regeneration Trust (only open if club is in a former coalfield area): [www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)



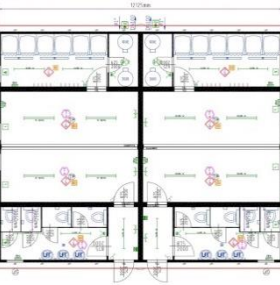


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## High Street Banks

High Street banks are another potential source of funds to finance your project. While we're not legally qualified to give advice on the options they offer, or even recommend individual banks, we can say it's worth a chat with them if you think a bank loan is what the club needs.

The bank will likely need a lot of the same documentation that the funders on the previous pages will be requesting so there shouldn't be too much extra work involved. The big thing

though is working out whether a loan, with the associated interest payments is sustainable and right for your club. We all hear stories of clubs over borrowing so please think long and hard about whether the club can afford the repayments should it fall on harder times. Sustainability is key.

If you do then decide a loan is the way forward, we recommend talking to your existing bank, but not limiting it to just your club's bank; many high street lenders are trying to get in on the power of grassroots, so have a chat with as many of them as possible, it's good to talk...





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## Other Fundraising Ideas

New club facilities people can see as being tangible is an opportunity for you to realise a more 'professional' fundraising strategy, if you haven't already.

Having the goal of something that you are aiming for as a club committee means people can see the reason why the club is putting on events.

Think of the *Blue Peter* appeals from years ago; they had the totaliser to track progress along with a definite goal (such as raising a certain

money for the RNLI or other worthy cause).

The totaliser works on many levels, not least the fact it gives people a chance to see their money making a difference, something sites like *Just Giving* use well.

It also shows people that others have donated previously, giving a sense of 'crowd' to the efforts.

The big thing if you go down the route of a totaliser is to keep it updated. People want and need to see progress. Perhaps use an online site like *Virgin Giving*, *Just Giving*





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or *BT Donate*, but be aware that some of these sites will charge an administration fee, and while they make it easy for people to donate by card, they can make it a bit more difficult to give cash.

They do make it easy to see what other people have donated too, which could be a big driver for donations - but you could do this yourselves by sending round a weekly email to your members, or hosting a simple form near the totaliser with the names & donations on.

You can be bit more creative too through hosting events specifically designed to raise

money for the project. Some of these events could be:

## **Poker Night**

Most people like a gamble but may not have the chance to play poker. A club poker night can take some of the intimidation away for 'rookies'. Bar takings are also usually good!

Top Tips: put on table service for drinks to maximise bar takings, set out rules clearly, prepare well.

## **Race Night**

Similar to the above in that it taps in to the 'inner gambler' but can feel a little old fashioned now. It is also more expensive to put on than a



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poker night due to the video equipment involved.

Top Tip: try to sell as many horses in advance as possible. If using an external company, shop around.

## Band Nights

Get a few local bands in that will play for free and charge a small entry fee. Perhaps combine it with a televised sporting event to keep people at the bar.

## Sponsorship

Approach local firms about having a presence on the exterior of the new structure. Facing the field of play, the car park or a road will be desirable for some firms. If

you would like free and more detailed help and advice on doing this and selling other forms of advertising and sponsorship around your club then please contact our partners *Grassroot Media*.

## CashBack On Purchases

Use a site such as *EasyFundraising*, *Club Cashback*, *Top Cashback* (others are available so have a look around this competitive market) to generate extra funds through day to day and bigger purchases your players make online.

Top Tip: market it to your players to tell them about how it costs them nothing.





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## Other Affiliate Schemes

There are affiliate schemes out there which could be relevant, such as The Cricket Paper's affiliate scheme where clubs earn from players buying subscriptions.

## Sell Club Merchandise

You'd be surprised by the hunger for appropriate club branded merchandise. Ask around and see if they would be willing buy club branded items such as mouse mats, mugs, t-shirts etc. and how much they would pay (a simple email questionnaire would do the job).

Once you know what you want and how much people

are willing to pay approach local printers and larger online firms such as *Vistaprint* (other are available so please do an online search to find the right one for you). If you can make a profit on them, get them made and get selling!

Top Tip: good research is key, try not to hold unsold stock.

## Take Advantage Of Brand Involvement In Your Sport

Lots of brands try to get involved in sport. Yes they are probably trying to sell their product, but there is a lot of good that can come out of these campaigns. Some of them will offer grants, some will put on competitions, and





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we suspect the entry rates for these are lower than you might expect so it pays to have a look at them as potential source of funding. Some examples of these are:

- *Yorkshire Tea's Great Cricket Tea Challenge*. This has run at the start of the last two cricket seasons giving clubs the chance to win a new fully equipped kitchen worth £10,000.
- *NatWest Cricket Force*. Cricket Force isn't just a work-day for your club, it has some corporate partners that offer good discounts on equipment. And it's an excuse to talk to the local branch manager about sponsoring

your club locally.

- *Waitrose*. While their Club Open Days in conjunction with the ECB may not mean extra funds, it could lead to more players and like the *NatWest* example above, if you've got a local branch it's a great excuse to have a chat with the branch manager about sponsoring your club.
- *Budweiser Club Futures*. Budweiser sponsors the FA Cup and as part of last season's campaign gave away £50k to eight football clubs (each) at step 5-7 and another £100k to one these eight finalists. The same is happening in 2014/15.







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- *McDonald's KickStart.*

Another of the FA's partners *McDonald's* is keen to get grassroots on board and over the past few years has given away over £100,000 to clubs. Applications are closed but we expect them to open again later in the year and like *NatWest* & *Waitrose*, if nothing else it gives you a good reason to talk to your local *McDonald's* about supporting your club.

- *Cash4Clubs. Betfair & SportsAid* have a joint fund opening again in September 2014 for grants between £250 and £1,000.

## Raffle Off Naming Rights

If you are happy giving up naming rights for the new structure then have a think about approaching local companies to put in £100 or so each in return for having their name associated with it. You are more likely to get 10 - 20 companies offering £100 than one offering £2,000.

## Post-Match Massages

If you know a newly or part-qualified sports massage therapist offer them a trial to give post-match massages to your players. All payments could go to the club for the first month followed by the massager paying a 'rent'.



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Other ideas that you can research online:

- Duck race. You'll need a river for this though.
- Supermarket donation competitions such as the one's in branches of *Waitrose*
- A 100 club.
- Raffles. A good way to get local businesses involved through donating prizes if they won't sponsor your club proper.
- Bonus ball.
- Quiz night. Everyone loves a good quiz night!
- Club fantasy league. There are a few providers of these out on the internet.

- Sweepstakes for large sports events.
- BBQ for a high profile club match or cup final, a good first step towards community involvement.
- Sponsored Walk/Run etc., again a great way to get new local people involved.
- Club Golf Day; a perfect way to get golf loving local business people involved with the club, while making money.
- Club hand car wash.
- Sponsored Man v Food-style challenge.
- Sell Krispy Kreme donuts as a club fundraiser - who doesn't like donuts?!





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## Testimonials/Case Studies



*"We recently purchased a new changing room unit from Convenience Services Ltd. and the service we received was excellent. The unit is of the highest standard and has everything we asked for inside. The service we received was second to none and Mike was always very helpful in assisting us with any issues that we had."*

*"We highly recommend Convenience Services Ltd to anyone thinking about purchasing a unit & wouldn't hesitate in using them again."*

Site Facilities Manager  
(High School Academy)

*"We appointed Convenience Services Ltd through a tendering process to provide a portable building for use as a sports changing pavilion. Several companies tendered for the work which included the removal of the old unit."*

*"It is a difficult location to access but Mike was helpful and managed the delivery/ installation perfectly. Health & safety requirements were well planned & executed. I'm extremely satisfied with the results."*

Facilities and Operations  
Manager  
(UK Public Authority)



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## Useful Links

### **Bernard Sunley Charitable Foundation**

[www.bernardsunley.org](http://www.bernardsunley.org)

### **Biffa Award**

[www.biffa-award.org](http://www.biffa-award.org)

### **Big Lottery Fund**

[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

### **BT Donate**

[www.btplc.com/mydonate](http://www.btplc.com/mydonate)

### **Cash4Clubs**

[www.cash-4-clubs.com](http://www.cash-4-clubs.com)

### **Coalfields Regeneration Trust**

[www.coalfields-regen.org.uk](http://www.coalfields-regen.org.uk)

### **Colyer-Fergusson Charitable Trust**

[www.cfct.org.uk](http://www.cfct.org.uk)

### **County Sports Partnership Network**

[www.cspnetwork.org](http://www.cspnetwork.org)

### **England & Wales Cricket Board**

[www.ecb.co.uk](http://www.ecb.co.uk)

### **The Football Association**

[www.thefa.com](http://www.thefa.com)

### **Football Foundation**

[www.footballfoundation.org.uk](http://www.footballfoundation.org.uk)

### **Funding Central**

[www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)

### **Garfield Weston**

[www.garfieldweston.org](http://www.garfieldweston.org)

### **Grassroot Media**

[www.grassrootmedia.com](http://www.grassrootmedia.com)

### **Just Giving**

[www.justgiving.com](http://www.justgiving.com)

### **Henry Smith Charity**

[www.henrysmithcharity.org.uk](http://www.henrysmithcharity.org.uk)

### **Heritage Lottery Fund**

[www.hlf.org.uk](http://www.hlf.org.uk)

### **j4bGrants**

[www.j4bgrants.co.uk](http://www.j4bgrants.co.uk)

### **McDonald's KickStart**

[www.mcdonalds.co.uk/kickstart](http://www.mcdonalds.co.uk/kickstart)

### **Sport England**

[www.sportengland.org](http://www.sportengland.org)

### **Sport Northern Ireland**

[www.sportni.net](http://www.sportni.net)

### **Sport Scotland**

[www.sportscotland.org.uk](http://www.sportscotland.org.uk)

### **Sport Wales**

[www.sportwales.org.uk](http://www.sportwales.org.uk)

### **Sports Changing Rooms**

[www.sportschangingrooms.co.uk](http://www.sportschangingrooms.co.uk)

### **Virgin Giving**

[uk.virginmoneygiving.com](http://uk.virginmoneygiving.com)





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